Following a long review process conducted by the Kappa Tau Alpha (KTA) National Council, the A.Q. Miller School has been approved to establish a KTA chapter at Kansas State University. KTA is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication. The society was founded at the University of Missouri in 1910 and has inducted around 75,000 students from universities with chapters in the past century. Selection for membership is a mark of highest distinction and honor, and JMC will select its first student and faculty initiates this spring.

Several JMC faculty were already members and familiar with KTA and its scholastic and professional membership advantages when the school applied to establish a chapter. A.Q. Miller School Director Dr. Steve Smethers endorsed the school’s application, which was proposed by one of our master’s students, Ryan Urban, and was unanimously supported by the faculty.

“Our program exists as one of the country’s pioneer programs in journalism education, and the A.Q. Miller School is one of the nation’s legacy programs to achieve accreditation from the Accrediting Council for Journalism and Mass Communications, a status we have enjoyed almost continuously since 1946,” Dr. Smethers wrote in a letter to the society. For that and many other achievements by JMC students and faculty, K-State was selected to join the society as its 99th chapter.

Dr. Raluca Cozma will serve as chapter adviser, and Drs. Sam Mwangi and Jacob Groshek will serve as officers. Every spring, they will send membership invitations to the top 10% of the graduating seniors and master’s students as well as select a meritorious faculty member to be inducted into KTA. The initiation ceremony will take place during the annual JMC awards ceremony and banquet.
Professor Nancy Muturi recently published an article titled "eHealth literacy and the motivators for HPV prevention among young adults" in the Communication Research Reports Journal. HPV is associated with many diseases that affect males and females, including genital warts, anal, and cervical cancer, among other preventable diseases. eHealth literacy is the ability to use digital devices to access, read, understand and use online health information in making health decisions. As the world became more digital, enabling people globally to access health information online, the study examined the association between the level of ehealth literacy and HPV knowledge and other motivators for prevention and risk reduction.

With her research focus in health communication, Dr. Muturi also published "Perceived risk of the harmful use of alcohol among young adults in the context of HIV & AIDS" in the Journal of Communication and Healthcare. She recently co-authored two other publications with Dr. Mutiara Kusuma, a former health communication student, and colleagues from the College of Health and Human Services titled "The Symbolic Meaning of HIV: Understanding Lecturers’ Ambivalence over Teaching HIV to Dietetic Students" (Journal of the International Association of Providers of AIDS Care) and "HIV knowledge and stigma among dietetic students in Indonesia: implications for the nutrition education system" (BMC Infectious Diseases Journal).

Professor Muturi teaches health communication on campus and online, and her courses have been adopted in the Bachelor of Science in Public Health, Global Health Certificate, and in the Master of Public Health program. She continues to collaborate with current and former graduate students and recently presented conference papers at the IAMCR with Barikisu Issaka and the NCA with Tazrin Khan, who is currently pursuing a PhD at Texas A&M.

The couple began researching the story after students in Freeland’s spring 2013 News and Feature Writing class at K-State wrote a story about Morganville’s aid to its French sister after World War II. Freeland and her students worked with K-State’s Chapman Center for Rural Studies and Cathy Haney, the late Clay County Historical Society museum director, who preserved notebooks, photos, Morganville Tribune articles, and other documents related to the connection between the two villages. Freeland and Vaughan also utilized the Carson family collection at K-State’s Richard L.D. and Marjorie J. Morse Department of Special Collections during their research. Much of that collection was donated by Gould Colman, Velma Carson’s son-in-law.

Carson, a Morganville native who received her K-State journalism and mass communications degree later in life, wrote the 4,500-word play, “Message to Fèves,” that was performed in August 1948 in Morganville. She and other Morganville community members organized efforts to raise money and send clothing, seeds and other items to their French sister in the late 1940s and early 1950s. Their work brought worldwide attention to the rural Kansas community and its French sister.

Through his research, Vaughan found people in Fèves who remembered the story, and he and active members of the Fèves city council have been instrumental in re-connecting the two villages.

Freeland and Vaughan have traveled to France seven times to interview those who remember receiving the aid and to do additional research. Visitors from Fèves traveled to Morganville in late December 2013, and 20 citizens from France visited in September 2015. Morganville Mayor Brent Rundell and his wife, Charlotte, accompanied Freeland and Vaughan to Fèves in September 2016, and former Morganville native Jay Mellies and Carson’s niece, Margretta (Flinner) Fosse, and her son, Ben, were part of a group that visited in June 2019.

“It has taken a long time to finish this book, but it has definitely been a labor of love,” Freeland said. Vaughan agreed and added, “Our purpose all along has been to preserve the story for future generations.”

Books are available through the Morganville-Fèves website: www.morganvillefeves.org. The Clay County Historical Society museum also has a limited number of books. The couple is working on a French version of the book, which will be available in 2021. Friends in France are helping with the translation.

MIDWINTER IS COMING

Several JMC faculty and graduate students had papers accepted for presentation at the 2021 AEJMC Midwinter Conference, which will take place online in March:


Uyen Diep & Dat Tran - ‘Fighting Against the Enemy’: How Vietnamese Newspapers Framed the COVID-19 pandemic at the Initial Stage.


Anan Wan & Huyen Nguyen - The adoption of stock investment mobile apps: Financial literacy, personality traits, and stock market participation.

Raluca Cozma and Ryan Urban will serve as panelists in a teaching session organized in collaboration with the Southwest Education Council for Journalism Mass Communication. Titled “Publish without perishing: How to get the most out of research collaborations between grad students and faculty,” the panel will be moderated by former JMC assistant professor Alec Tefertiller.
JMC FACULTY TO PRESENT RESEARCH AT INTERNATIONAL CONFERENCES

JMC faculty members and graduate students will represent K-State at the 2021 International Communication Association virtual conference in May with the following research presentations:


Uyen Diep & Dat Tran - “Everyone knows my name”: Exploring the perception, attitudes, and behaviors of Vietnamese practitioners towards media privacy.

Dat Tran - “Leave none behind, we shall”: An analysis of the framing of the novel coronavirus disease (COVID-19) by the Government of Vietnam on Facebook.


Assistant professors Katie Olsen and Dani LaGree are slated to present their research paper titled “Closing the leadership gender-gap in public relations starts during the first five years of employment: A qualitative analysis of early-career women’s socialization experiences” at the 2021 International Public Relations Research Conference, which will take place March 3-4 online. Grounded in organizational socialization theory, the study used interviews with 31 women in their first five years of public relations employment to explore participants’ proactive behaviors and organizational tactics used to successfully (or unsuccessfully) adjust to roles and organizations.

FACULTY-Student Collaboration Leads to Conference Presentation

In a study titled “Health Disparities and Protection Motivation for Communicable Diseases among African Immigrants in the United States,” Dr. Nancy Muturi and master’s student Barikisu Issaka examined the influence of media and related factors on the motivators for adopting self-protective behaviors in preventing communicable diseases among African Immigrants.

The study is informed by the protection motivation theory that posits that individuals participate in adaptive or maladaptive coping behaviors when faced with health risks, which are based on two cognitions, threat appraisal and coping appraisal. The study was based on an online survey disseminated through social media. As the world faces COVID-19 and other serious communicable diseases, most of which are preventable, this study suggests putting more emphasis on using the media, specifically online resources, to communicate with African immigrants about communicable diseases.

The paper has been accepted for presentation at the 2021 D.C. Health Communication Conference, which will take place April 23-24. This is a national conference that alternates between University of Kentucky and George Mason University. This year, the Department of Communication at George Mason University will host the conference via Zoom.

DR. ANAN WAN EXPLORES EMERGING TECHNOLOGIES IN JOURNAL ARTICLE AND NEW GRADUATE COURSE

Have you ever watched an Amazon live stream to help you make a purchase decision? Do you know someone who just can’t stop watching video game live streams on Twitch? As an emerging media technology, social live streaming has been gaining prevalence worldwide, especially in some East Asian countries such as China.

Meanwhile, this media format has received increasing criticism for its negative impact on individual viewers. JMC assistant professor Dr. Anan Wan and her co-author, Dr Linwan Wu from University of South Carolina, have published a study titled “Understanding the Negative Consequences of Watching Social Live Streaming Among Chinese Viewers” in the International Journal of Communication.

They conducted an online survey among current viewers of social live streaming in China to test a conceptual model that explains how watching live streams leads to undesirable consequences. They found that viewers’ enjoyment with broadcasters was positively associated with their parasocial relationship with the broadcasters, which in turn led to increased loneliness and addiction among the viewers. Viewers’ perceptions of loneliness were also a direct factor that influenced their addictive media usage.

This study contributes to the literature of human–computer interaction by empirically examining the “dark side” of an emerging communication technology from the perspective of common users, which is currently underinvestigated. Practically, this study responds to the current criticism on social live streaming in China and provides useful suggestions for enacting regulations to protect media users, especially adolescents and younger adults.

If you would like to learn more about using social live streaming in the strategic communications industry, consider enrolling in Dr. Anan Wan’s MC-740 Colloquium in Mass Communications: Issues in Strategic Communications, which will be offered in Summer 2021. This course will cover issues, challenges, and opportunities in the field of strategic communications and their influences on audiences, media, practices, policies, etc. Specific topics include social media, new technologies, influencer marketing, social/political/science issues in strategic communications, etc.