On October 4, Harvard University hosted a Comparative Approaches to Disinformation Workshop where Dr. Jacob Groshek, JMC’s Ross Beach Chair of Emerging Media Research, was selected to present his research following a competitive review process. Titled “Political Disinformation Seems to Be Everywhere, But How Can We Compare? A Methodological Framework for Cross National Research Based on the U.S. Midterm Elections and the Danish General Elections,” Dr. Groshek’s research presentation highlighted how disinformation moves in election campaigns.

“I collaborated with a colleague from Denmark for about six months to compare the 2018 midterm elections on Twitter to the 2019 general elections in Denmark to determine differences in which users were influential, and whether or not they were propagating misinformation online,” Dr. Groshek said. “I gathered data using a cloud-based analytics software I oversee here at KSU called the Twitter Collection and Analysis Toolkit. Ultimately, we find substantial differences in the two elections, with it being especially clear the U.S. midterm elections were dominated by right-wing bot accounts masquerading as real citizens, which was entirely absent in the Danish context.”

This experience, Dr. Groshek noted, demonstrates the importance of social scientific research and how crucial it is to invest in those efforts.
JMC FACULTY AND STUDENTS PRESENT RESEARCH, WIN AWARDS, AND SERVE AS OFFICERS AT SWECJMC SYMPOSIUM IN NOLA

A JMC team embarked on New Orleans October 4-5 for the 2019 Southwest Symposium. The regional communication conference was hosted by Xavier University of Louisiana and featured three research presentations authored by K-State faculty and students:

- **Holly Speck** - Band of Brothers (And Sisters): Gender Framing in U.S. Army Commercial Advertising.
- **Alec Tefertiller & Kim Sheehan** - Innovativeness, Interactivity, and the Adoption of Streaming Television.
- **Holly Speck & Bonnie Bressers** - Adventure to the Great Unknown: Exploring the Semantic Credibility of Unnamed and Anonymous Sources.

Professors Tefertiller and Bressers served as moderators for two sessions, and Dr. Raluca Cozma was elected president of the Southwest Education Council for Journalism and Mass Communication (SWECJMC), an honor that comes with the responsibility of hosting the Southwest Symposium in Manhattan in 2020. “We look forward to welcoming mass-communication scholars to K-State next fall. The call for papers and details about the conference will go out later this year,” Dr. Cozma said. “We’ve already shown our research prowess to our regional colleagues, as both Holly Speck and Alec Tefertiller were recognized with top-paper awards this year, but we also want to showcase the spirit of K-State and the meaning of Manhappiness when we welcome everyone to campus next year,” she added.

In addition, Holly Speck was elected as graduate-student representative and will serve on the council’s board from 2019 to 2020.

### GRADUATE STUDENT SPOTLIGHT

**Zhixian "Fala" Lin**

Master’s student Fala Lin comes to K-State from Canton, China, where she earned an undergraduate degree from the University of Electronic Science and Technology of China.

**What are your professional and research interests?**

“I am interested in the viewing behavior of variety show users in China. As variety shows are becoming a hit in China, the majority of teenagers choose to watch this type of show to relax themselves. Then it makes me wonder what their other motivations for watching the shows are, and what else they do when consuming the shows, such as interact with others. It seems like variety shows afford users an avenue for civic engagement. Thus, I want to know the relationship among motivations, viewing behaviors, and civic engagement.”

**What are your long-term plans?**

“I am hoping to graduate next May and then find a job to practice what I have learned at K-State. And I plan to visit more than 15 countries in the following five years.”

**Do you have any hobbies or fun facts about yourself that you’d like to share?**

“I used to be a swimming athlete in my country, but since my parents don’t think that path fits me, I took the academic route. Other than that, I speak five different languages, which are Teochew dialect, Leizhou dialect, Cantonese, Mandarin, and English.”
On September 20, Dr. Barb DeSanto was one of six invited presenters at the Global Campus “Have a Byte” Fall Event, which showcases what Global Campus calls innovative online teaching strategies.

“I presented my online strategy of using K-State graduates working in professional positions that relate to several of my online elective courses, including my travel and tourism course, my entertainment public relations course, and my strategic communication sports course,” Dr. DeSanto says. The title of her presentation was “Live and In Person: Bringing the Outside World into the Virtual Classroom.”

Through this strategy, Dr. DeSanto strives to link the world of professional practice to the world of the classroom. “The way I do this is to transport JMC’s diverse alumni network into classroom topics. For each topic module in my courses, I conduct 20-minute interviews with former students who are now current practitioners using Zoom,” she says. You can watch Dr. DeSanto’s recorded presentation here: https://www.youtube.com/watch?v=lpq7kns2KLs.

To date, Dr. DeSanto has conducted more than 30 interviews with alumni. Students are provided with each interviewee’s résumé and contact information so they can email their questions and thanks for participating. “Not only does this provide students with examples of success, but it also engages our JMC alumni to keep in touch with the program,” Dr. DeSanto says.
On October 31, the GTAs of the 21st Cohort will be trick-or-treating down the halls of Kedzie @ 3 p.m. Costume contest in Kedzie 218 from 3:30 to 4:30 p.m. All students, faculty, and staff are invited!

Contest categories:
- Best student costume
- Best staff/faculty costume
- Best media-related costume