

# NCAi Collaboratory Index: AI Programming at NCA 2024

(Sorted by Day and then Time. Searched NCA Program for "AI" "AI-" "AI:" "ChatGPT" and "Artificial Intelligence"; Titles are available Permalinks. Apologies for any omissions or oversights)

## Wednesday, November 20

### [Preconference 07: Regarding AI in the Classroom: Communication Pedagogy and Media Practices for an Upcoming Future](#)

Wed, November 20

9:00 AM - 12:00 PM

Balcony M - 4th Floor Marriott

Panel Discussion

Pursuing the convention theme, this preconference approaches AI tools as important and valuable, generating regard for what is presently around us and what will be beyond us. Following Marshall McLuhan's well-known phrase, "the medium is the message," which, if right, makes the concern with contemporary AI tools one of inter-generational communication differences. Taking OpenAI's ChatGPT and Microsoft's CoPilot as examples that utilize algorithms and language models, AI tools remediate available technologies into a new convergence. For instance, predictive text, text to speech, spell check, and web search, among others are already available technologies now converging on a single platform. Thinking about AI as media is useful, especially as it becomes the dominant medium of communication for our mode of production. As media, any AI tool must be regarded as content and form, focusing on the messages/representations as well as technologies reproducing new relations between institutions, people, and structures.

Taking AI as media, this preconference aims to provide a foundation for media literacy for our present moment. We ask how communication scholars might regard AI tools through assessments, instructions, and policies? The preconference is designed as a workshop for faculty interested in creating, discussing, and sharing AI generated instructional materials, student examples of AI use, and campus policies and practices under consideration for governing AI in higher education settings. This preconference regards AI tools with due consideration rather than dismissing them as problematic trends

Co-Chairs

Renee Robinson, Seton Hall University

Ryan D'Souza, Chatham University

Presentations

Panelist

Renee Robinson, Seton Hall University

Panelist

Ryan D'Souza, Chatham University

## Thursday, November 21

### [Acting, Performance, and Improv Exercise Exchange](#)

Thu, November 21

8:00 AM - 9:15 AM

Mardi Gras, Salon C - 3rd Floor Marriott

Panel Discussion

This exercise exchange is a place where educators can come to learn new activities they can use in their own classrooms. First, presenters model how to best facilitate each innovative classroom-tested exercise. Next, presenters share a handout clearly explaining the steps for effectively executing their exercise and finally, a brief discussion follows where best practices are shared and questions are answered in an effort to help participants feel comfortable facilitating each exercise on their own. This year will also feature the exchange of Generative AI exercises that theatre instructors are using in the classroom.

Learning Objectives

- Discover new activities they can use in their classes
- Learn how to implement exciting activities

Session Chairs

John Edward Socas, Bronx Community College

Prairie A. Endres-Parnell, Tarleton State University

### [Rhetorics of Technology](#)

Thu, November 21

8:00 AM - 9:15 AM

Borgne - 3rd Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Association for the Rhetoric of Science, Technology, and Medicine**

The "Rhetorics of Technology" panel explores the impacts of emerging technologies on civic life, communication practices, and societal perceptions. Each paper offers critical insight into the rhetorical strategies that shape our engagement with technology, highlighting the need for richer and more nuanced ethical communication practices in the digital age.

Presentations

**MICROMECHANICAL PARTICIPATION: LESSONS FROM TWITTER BOTS FOR GENERATIVE AI "TEXTPOCALYPSE"**

Matthew Salzano, Stony Brook University

**EXAMINING THE RHETORIC OF BLAKE LEMOINE**

Adan Mulvaney, University of Illinois Urbana-Champaign

**Cyberinfrastructure's Networked Origin Story: Organizing via an American Infrastructure Mythos**

Cassandra Hayes, Stephen F. Austin State University

**It is Complicated: Ovarian Cancer and the Rhetoric of Lack of Reliable Screening**

Dinah Tetteh, Arkansas State University

### [Technology, AI, and Media as a Means to Communicate](#)

Thu, November 21

8:00 AM - 9:15 AM

Balcony K - 4th Floor Marriott

Paper Session

**Sponsor/Co-Sponsor: Undergraduate College and University Section**

**Session Chairs**

**Riley Richards**, Oregon Institute of Technology

**Presentations**

**ARTIFICIAL INTELLIGENCE POLICIES IN THE U.S. UNIVERSITIES: EXPLORING THE CONTENT AND ETHICAL PRINCIPLES**

Sooyeon Park, Florida State University; Katherinne Solange Peralta, Florida State University; Yu Liang, Florida State University

**The Digital Edge: Maximizing Communication Undergraduate Potential in a Mediated World**

Austin Beattie, Hope College; Kate Magsamen-Conrad, University of Iowa; Amanda Oyen, Hope College

**TECHNOLOGY ACCEPTANCE AND HUMAN-AI DOMESTICATION : FEASIBILITY AND INFLUENCE FACTORS ON THE APPLICATION OF GENERATIVE AI TO CHINESE MEDIA EDUCATION**

XINRAN GE, Northeast Normal University

### [Human Communication and AI Technologies](#)

Thu, November 21

9:30 AM - 10:45 AM

Nottoway - 4th Floor Sheraton

Paper Session

Human Communication faces significant transitions. Evolving AI technologies put under stress existing arrangements of speakers and audiences, conventions of language production, indexes of meaning, and code production. How has, does, or should AI intersect with human efforts at representation, address, conversation, discussion, report and debate? What becomes of diversity, difference, and design when filtered, fused and screened by AI techniques, platforms, and communities? This panel initiates a discussion of human communication in its ongoing and varied possible transitions. Papers focus on continuities and discontinuities of subjects, agents, actors, systems and processes spotting change. Each paper traces challenges and opportunities of AI to the study and development of Human Communication. Papers speak to AI and questions of design, active genre, diversity, difference, debate, pluralism, and big tech rhetoric..

Learning Objectives

- Attendees will take away strategies for accord greater regard to Artificial Intelligence as its efforts intersect with traditional categories, goals and missions of the study of Human Communication. Addressed are questions of diversity and difference, debate and discourse, brain and evolution, and big tech announcements of the future.
- The attendees will be presented with distinct points of view to reshape studies in human communication to accommodate prominent techniques of artificial intelligence that strive to substitute, augment or replace human thought, transaction, and exchange.

**Session Chairs**

**Gerald Thomas Goodnight, Dr.**, University of Southern California

**Presentations**

**Beyond Mediators: AI's as Rhetorical Agents**

Stefan Bauschard, Designing Schools and Union College

**Genre as Technical Action**

Damien Smith Pfister, University of Maryland; Matthew Salzano, Stony Brook University

**Towards a Neurohumanistic Approach to Human-AI Communication: Reimagining Diversity, Difference, and Design**

Anand Rao, University of Mary Washington

**TECH TITANS: SPECULATING IN AI FUTURES**

Jennifer Buchan, Pennsylvania State University

**Debating Together: AI-Human Pluralistic Collaboration for Transformative Learning Environments**

John Hines, DebaterHub

**Advances in Dialogue and Deliberation Practice, Scholarship, and Pedagogy**

Thu, November 21

9:30 AM - 10:45 AM

Balcony I - 4th Floor Marriott

Paper Session

**Sponsor/Co-Sponsor: Public Dialogue and Deliberation Division**

In this session, scholars present papers that represent practical, empirical, and theoretical advances in dialogue and deliberation. These papers cover topics such as free speech in higher education, the use of new technological advances in deliberation, emerging methods for analyzing deliberative forums, and the role of facilitators in deliberation.

**Session Chairs**

Chair

**Sabrina Slagowski-Tipton**, Colorado State University

**Presentations**

**[THE CASE FOR USING GENERATIVE AI TO RUN DELIBERATION SIMULATIONS](#)**

John Rountree, University of Houston, Downtown; John Gastil, Pennsylvania State University

### [Science, AI, and Mass Communication](#)

Thu, November 21

9:30 AM - 10:45 AM

Preservation Hall Studio 9 - 2nd Floor Marriott

Paper Session

**Sponsor/Co-Sponsor: Mass Communication Division**

**Session Chairs**

**Azmat Rasul**, Zayed University

**Presentations**

## **A COMPREHENSIVE ANALYSIS OF MECHANISMS UNDERLYING THE EFFECTS OF MEDIA EXPOSURE ON PUBLIC SUPPORT FOR AI: EVIDENCE FROM TWO-WAVE PANEL DATA**

Ji Soo Choi, University of Wisconsin-Madison; Hyunjung Hwang, Korea Information Society Development Institute; Chul-joo Lee, Seoul National University

### **The Awe-Some Paradox: The Contrary Effects of Science Media Events on Audiences' Interest in Science**

Xi Cui, College of Charleston

## **THE ROLE OF FOREWARNING IN AI-GENERATED MISINFORMATION ACCEPTANCE**

Se-Hoon Jeong, Korea University; Yoori Hwang, Myongji

### **#Metaverse Takes X: How Language and Message Features Drive Information Diffusion**

Mir Hasib, Texas Tech University; Kerk Kee, Texas Tech University

## **Tailoring Hope and Support: The Impact of AI Chatbot Social Role Cues on Informal Cancer Caregivers' Burnout Reduction**

Thu, November 21, 9:30 AM - 10:45 AM

Grand Ballroom DE - 5th Floor Sheraton

Sheraton - Floor 5

Paper Session

Part of:

### **Table 01: Health and Caregiving**

#### **Sponsor/Co-Sponsor: Health Communication Division**

Can AI chatbots help informal cancer caregivers reduce burnout? This study explores how AI chatbots' social role cues can mitigate negative psychological issues among caregivers.

#### **Participants**

Zixiao Yang

Presenter/Panelist

University of Miami

Xiaobei Chen

Co-Author

University of Florida

## **Table 27: Family Communication B**

Thu, November 21

9:30 AM - 10:45 AM

Grand Ballroom DE - 5th Floor Sheraton

Paper Session

#### **Sponsor/Co-Sponsor: Family Communication Division**

#### **Session Chairs**

**Tiffany Rose Wang**, University of Montevallo

#### **Presentations**

### **INTELLIGENT EDUCATIONAL ROBOT IN THE HOME: FUNCTION, IMPACT, AND RISK**

Shujing Wang, Beijing Jiaotong University (北京交通大学); Gege Fang, Beijing University of Posts and Telecommunications

### **WHEN DIGITAL MOURNING BECOMES POPULAR: THE COMMODIFICATION OF INTIMACY IN THE PRACTICE OF AI IMMORTALITY**

Chen Zhang, Communication of China; Xiaodong Yan, University of Colorado Boulder

## **Leveraging Grant Funding for Greater Regard: Building, Maintaining, and Innovating Externally Funded Work Within and Outside of the Academy**

Thu, November 21

11:00 AM - 12:15 PM

Nottoway - 4th Floor Sheraton

Panel Discussion

#### **Sponsor/Co-Sponsor: Organizational Communication Division**

As we move into a more uncertain financial future for the academy writ large, external funding will play an increasingly important role for scholars, departments, and institutions – and the communities we seek to serve through our research and engagement. Leveraging external funding is a sometimes nebulous task for many in the academy, with varying levels of expectation depending on institutional type, areas of specialization, local funding cultures, and more. Obtaining funds can be a momentous task, but finding appropriate funding sources can be just as critical and managing the funds after they are awarded carries its own challenges. Additionally, the role of external funding in shaping a scholar's (or in extreme cases, even a department's) research agenda, scholarly identity, and future work is a less examined but critical consideration. Finally, in both the implementation of externally funded projects and in their initial development, issues of inclusion and equity come to the forefront as competing interests, diverging priorities, different physical and social contexts, and other interests must be negotiated. When scholars work with (and for) vulnerable communities, protection and visibility of those communities and their unique, sometimes heterogeneous needs can be difficult to attend to. This panel digs into our experiences with funding from a diversity of perspectives, experiences, and goals – highlighting the opportunities and also the significant challenges, the role of technology (including the emerging use of AI and generative language models) for collaborating and creating proposals, and the future issues our discipline should be prepared to contend with.

#### **Learning Objectives**

- Learn how to incorporate external funding into your scholarly agenda, from finding funding sources to grantwriting to grant administration.
- Reflect on the role of external funding in community-engaged work, scholarship, and long-term scholarly agendas, and the differences in these efforts for different institutional types.

#### **Session Chairs**

**Peter Rodgers Jensen**, University of South Florida

**Megan Kenny Feister**, California State University Channel Islands

**Keri K. Stephens**, University of Texas, Austin

Respondent

**Katherine Anne Elder**, California State University, Channel Islands

## **Works in Progress: Emerging Narratives in Theatre, Film, and New Multi-Media**

Thu, November 21

11:00 AM - 12:15 PM

Mardi Gras, Salon C - 3rd Floor Marriott

Panel Discussion

**Sponsor/Co-Sponsor: Theatre, Film and New Multi-Media Division**

A roundtable of scholars and artists from the Theatre, Film, and New Multi-Media Division share their performances, films, and extended abstracts.

**Session Chairs**

**Vicki Crooks**, Oregon Institute of Technology

Respondent

**Vicki Crooks**, Oregon Institute of Technology

Respondent

**John Chase Soliday**, University of Miami

**Presentations**

**THE MAGIC OF AI: A STUDY ON AI-RESTORED CHINESE OPERA FILMS AND DIGITAL NOSTALGIA**

Xintian Feng, Wuhan University

### [Rethinking Rhetoric, Community, and Regard in the Age of Digital Entanglements](#)

Thu, November 21

1:00 PM - 2:15 PM

Galerie 6 - 2nd Floor Marriott

Panel Discussion

As humans become increasingly entangled in digital media and technology, communicative and rhetorical practices continue to evolve. By entanglement, we point not just to the fact of mediation *per se* but the increasing role technologies take in everyday practices, to the extent that one might claim that all digital practices are actually co-productions, whereby ostensibly human action is co-produced by technology--platforms, datafication, algorithms, artificial intelligence, and more. These are the new realities of a mediated lifeworld. While communications and rhetoric scholars have tried to keep pace through a variety of perspectives, including new materialism, posthumanism, media studies, cultural rhetorics, and others, it is clear now that "digitalization has advanced the processes of mediatization" (Hepp 2020). There are a number of reasons for this. Media are now polymedia, distributed across multiple devices, platforms, and communities, transforming how people interrelate. But such interrelation is further transformed by the fact that content-based technologies increasingly use algorithms and generative AI models to transform existing texts, images, and sounds—in their various genres and media formats—into new iterations of content.

In response to these provocations, presenters on this panel each offer a brief reflection on a specific set of interrelations that push rhetoric and communication studies toward innovative conceptualization of digitally mediated entanglements. Panelist Christine Masters-Wheeler will introduce examples from AI art communities where participants share prompts that build on artists' existing styles. She aims to spark a conversation about identity, community, and the communicative practices surrounding art-as-computable-content. Panelist Crystal Broch Colombini considers the rhetorical relationship between "dark energy" and AI, oriented on recent scientific discourse about utilizing AI techniques to discover new facts about dark energy, the mystifying force accelerating expansion of the universe. Her case illustrates how the paradigm-shifting possibilities of AI are remediating conceptualizations of the universe, indeed, demonstrating suasive power sufficient to re-matter matter itself. Panelist Donnie Johnson-Sackey addresses how AI-driven environmental solutions for shaping civic space (e.g., smart city initiatives) impact gentrification and displacement in marginalized communities. His example will illuminate the role of AI in exacerbating existing socio-economic inequalities, particularly by influencing investments in disregard to civic resident needs.

Digitality and AI not only generate contents to which we must respond in new ways, but, as Alex Reid (2022) argues, the digital infrastructures and machinic agencies in effect do some of our deliberation for us. This in turn transforms communicative practices, as we are more intensely looped into digital services and platforms. For example, panelist Robert Beck describes the evolution of prosumption, a term that gained traction in the Web 2.0 era to describe practices of consuming and producing simultaneously. However, the intensification of digitality has transformed prosumption, as it now faces challenges of information degradation and siloing. In part, this is enabled by the increase in affective communication typical of digital networks (Chaput 2011). This can intensify human disregard, and even spur forms of violence, as in the January 6, 2020 insurrection. Beyond issues of infrastructural coordination and suasion, digitally-enabled AI platforms are increasing, and proving popular. Panelist Kaden Milliren uses the example of AI coaches, such as Rocky.ai and Summit, that are designed to provide therapy and enhance human life. However, there is real danger here, as demonstrated by an AI chatbot called Eliza, which recently prompted a young Belgian father to commit suicide. Together, the panelists on this roundtable seek to show that by attending to the complexities of intensified digitization and the advent of AI, rhetorical scholarship can provide cutting edge insight into rapidly evolving practices we struggle to keep up with. This allows us to more effectively understand or critique practices of digital and machinic production, consumption, ensnarement, and control by calling attention to the specific mechanisms and practices by which they work to transform individuals and communities. In this way, this panel seeks to spur focused discussion on the more complete imbrication of the digital and machinic throughout human life and practice, and in ways that orient us to the challenges of fostering greater regard for others.

Learning Objectives

- Gain knowledge about the wide spectrum of emerging transformations spurred by the deep permeation of digitality into everyday life, which is happening so fast we struggle to keep pace.
- Explore and critically question aspects of a lifeworld looped through digital technology, with an eye to improving human relations and mutual regard, particularly in the face of the inhuman capacities of AI.

**Session Chairs**

Chair

**Thomas Rickert**, Purdue University

**Presentations**

**Panelist**

Crystal Broch Colombini, Fordham University

**Panelist**

Kaden Milliren, Purdue University

**Panelist**

Robert Beck, Purdue University

**Presenter**

Christine Masters-Wheeler, Francis Marion University

**Panelist**

Donnie Johnson Sackey, University of Texas at Austin / Department of Rhetoric & Writing

### [Visual Communication in Generative AI and Digital Media](#)

Thu, November 21

1:00 PM - 2:15 PM

Bonaparte - 4th Floor Marriott  
Panel Discussion

**Sponsor/Co-Sponsor: Visual Communication Division**

In the rapidly evolving digital era, visual communication stands at the forefront of shaping how we interpret, interact with, and disseminate information. This panel seeks to explore the dynamic interplay between digital media technologies and visual communication practices by examining digital avatars, images produced using generative artificial intelligence, and web videos.

**Session Chairs**

**Meredith L. Pruden**, Kennesaw State University

**Presentations**

**VISUAL AI IS HISTORY (FILM HISTORY)**

Brendan McCauley, University of Massachusetts, Amherst

**THE PHOTO AFTER PHOTOSHOP: TRACING THE CREATION AND CONSEQUENCES OF DIGITAL IMAGE EDITING**

**J.D. Swerzenski**, University of Mary Washington

[Developing Health Interventions with Generative AI: The Impact of Construal Level Theory and Media Modality on Organ Donation-Related Intentions](#)

Thu, November 21, 1:00-2:15 pm

Grand Ballroom DE - 5th Floor Sheraton

Sheraton - Floor 5

Paper Session

Part of:

Table 16: Message Processing

Sponsor/Co-Sponsor: Health Communication Division

Artificial intelligence (AI) presents a potentially effective means of promoting organ donor registry. This study applies the construal-level theory (CLT) as a theoretical mechanism to develop AI-generated health messaging aimed at enhancing organ donation sign-up intentions and family discussions. Additionally, we examine how the modality of messages and AI perceptions can influence these outcomes. In this pilot study, we examine how the modality of AI-generated messages and AI perceptions can influence these outcomes. By employing a 2 (construal level) X 2 (media modality) between-subjects design, our preliminary findings highlight the potential of AI-generated health messages to influence organ donation intention.

Participants

Yoo Jung Oh

Presenter/Panelist

Michigan State University

Sooyeon Park

Co-Author

Florida State University

[Investigating Privacy, Disclosure, and Engagement Online](#)

Thu, November 21

1:00 PM - 2:15 PM

Nottoway - 4th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Interpersonal Communication Division**

This paper session considers issues of privacy, visibility, and engagement in a variety of contexts.

**Session Chairs**

**Matthew Craig**, Kent State University

**Presentations**

**INVADERS OR HELPERS? THE IMPACT OF PRIVACY CONSENT FORMS AND INTERFACE TYPES OF AI TOOLS ON PEOPLE'S USAGE INTENTION IN THE WORK CONTEXT**

Jiawen Zhu, Shenzhen University; Zixin Guo, Shenzhen University

[Table 16: Message Processing](#)

Thu, November 21

1:00 PM - 2:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Health Communication Division**

**Session Chairs**

**Kimberly Parker**, University of Kentucky

**Presentations**

**DEVELOPING HEALTH INTERVENTIONS WITH GENERATIVE AI: THE IMPACT OF CONSTRUAL LEVEL THEORY AND MEDIA MODALITY ON ORGAN DONATION-RELATED INTENTIONS**

**ITEM MATCHES SEARCH TERM**

Yoo Jung Oh, Michigan State University; Sooyeon Park, Florida State University

[Table 22: Smart Technology and AI](#)

Thu, November 21

1:00 PM - 2:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Health Communication Division**

**Session Chairs**

**Lynn Miller**, University of Southern California

**Presentations**

**EFFICACY OF AI IN MENTAL HEALTH PROMOTION: A COMPARISON BETWEEN CHATBOT AND INSTAGRAM TO INCREASE MENTAL HEALTH LITERACY OF COLLEGE STUDENTS**

Xiaoyu Xu, SUNY Cortland; Moyi Jia, SUNY Cortland; Ran Ju, Mount Royal University

**IDENTIFYING BIAS AND STIGMATIZATION IN MENTAL HEALTH SUPPORT FROM HUMANS AND ARTIFICIAL INTELLIGENCE AGENTS**

Lisa Jihyun Hwang, University of California, Davis

**AI-based Fact-Checkers: Source Characteristics and Fact-Checking Effectiveness**

Joana de Assis Pacheco Videira, The Ohio State University; Jingbo Meng, Ohio State University; Bingjie Liu, The Ohio State University; Wei Peng, Michigan State University

**Exploring the Impact of Anthropomorphism and Language Style on Chatbot Engagement regarding Substance Use Disorder Prevention**

Jeonghyun Kim, University of Maryland, College Park; Kang Namkoong, University of Maryland

**EXTENDED ABSTRACT: LEARNING FROM OLDER ADULTS ABOUT THEIR PREFERENCES FOR CAREGIVING ARTIFICIAL INTELLIGENCE (AI) CHATBOTS TO IMPROVE WELL-BEING AND SOCIAL CONNECTIVITY**

Yoo Jung Oh, Michigan State University; Brooke H. Wolfe, Michigan State University; Hyesun Choung, Michigan State University; Xiaoran Cui, Department of Communication, Michigan State University; Joshua Weinzapfel, Michigan State University

**Table 32: Interpersonal Communication B**

Thu, November 2, 1:00 PM - 2:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Interpersonal Communication Division**

**Session Chairs**

**Jenna McNallie**, Augsburg University

**Presentations**

**HOW DOES ARTIFICIAL INTELLIGENCE TRANSFORM THE DYNAMICS OF MEDIATED INTERPERSONAL COMMUNICATION?**

Jiajing Tang, University of Miami

**EXTENDED ABSTRACT: EXERTING SOCIAL INFLUENCE BY BUILDING HUMAN-AI CHATBOT RELATIONSHIPS: A SYSTEMATIC REVIEW**

Yoo Jung Oh, Michigan State University; Junwen M. Hu, Michigan State University; Rui Zhu, Department of Communication, Michigan State University; Jong In Lim, Michigan State University

**The Domino Effect of Chatbot Self-Disclosure: Cultivating Trust and Support in Human-Chatbot Reciprocal Disclosure**

Qing Xu, University of Florida

**Research on Interpersonal Communication in the Presence of the Body in New Media Contexts: a Case Study on**

**INTEGRATING LOVE AND TECHNOLOGY: THE IMPACT OF MEDIA MULTIPLEXITY ON THE ADOPTION OF AI IN ROMANTIC RELATIONSHIP MAINTENANCE**

Wenyuan Li, Department of Communication, Michigan State University; Nanxiao Zheng, The Chinese University of Hong Kong; Lingxuan Li, Communication University of China

**Top Student Papers in Public Relations**

Thu, November 21

2:30 PM - 3:45 PM

Preservation Hall Studio 6 - 2nd Floor Marriott

Paper Session

**Awards: Top Student Papers Sponsor/Co-Sponsor: Public Relations Division**

**Session Chairs**

**Laura Lemon**, The University of Alabama

Respondent

**Katerina Tsetsura**, University of Oklahoma

**Presentations**

**BEYOND AWARENESS: KENYAN PR GRAPPLES WITH AI ADOPTION, EFFICIENCY GAINS, AND ETHICAL DILEMMAS.**

John Maina Karanja, School of Media and Communication, Shanghai Jiao Tong University

**Communication and the Future High-Density Session**

Thu, November 21

2:30 PM - 3:45 PM

Bayside B - 4th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Communication and the Future Division**

**Session Chairs**

**Dallin Adams**, Sam Houston State University

**Presentations**

**Astro, I'm Home! Investigating Factors that Influence the Acceptance of Home Robots Using Machine Learning**

Katrin Fischer, University of Southern California; Essence Wilson, Annenberg School for Communication; Steffie Kim, University of Southern California; Dmitri Williams, University of Southern California

**THE METAVERSE AI BRAND INFLUENCERS AND THE FUTURE OF CHINESE SOCIAL MEDIA ADVERTISING: EXPLORING THE SOCIAL PERCEPTIONS OF GEN Z NETIZENS IN CHINA**

NORHAN AYMAN OMAR, Shanghai Jiao Tong University; Xiaojing Li, School of Media & Communication, Shanghai Jiao Tong University

**REINVENTING THE FUTURE OF EDUCATION IN THE AI AGE: EXPLORING APPLICATIONS, BENEFITS, AND LIMITATIONS**

Aya Shata, University of Nevada Las Vegas; Kendall Hartley, University of Nevada, Las Vegas

**UNWITTING PERMEATION: UNDERSTANDING THE POLITICAL ECONOMY OF THE PLATFORMIZATION OF THE FUTURE TECHNOLOGY GENERATIVE AI (CHAT GPT-4 AND GEMINI AS THE CASE)**

Yan Sun, Wee Kim Wee School of Communication and Information, Nanyang Technological University

**COMMUNICATING NOVEL TECHNOLOGY: EXPLORING THE INITIAL PUBLIC TRUST IN ARTIFICIAL INTELLIGENCE WITHIN AUTONOMOUS VEHICLE DISCOURSE ITEM MATCHES SEARCH TERM**

Jiaming Zhou, National University of Singapore; Yi Liao, University of Utah

### [Data Blitz: Health Care and Healthcare Organizations](#)

Thu, November 21

2:30 PM - 3:45 PM

Napoleon C3 - 3rd Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Health Communication Division**

Competitive papers on communication in health care and healthcare organizations, with focused attention on data and results.

**Session Chairs**

**Kelsey Binion**, Indiana University - Indianapolis

**Presentations**

**DISCLOSING PERSONAL HEALTH INFORMATION TO EMPATHETIC HUMAN DOCTORS OR EMOTIONLESS AI DOCTORS? EMPIRICAL EVIDENCE BASED ON PRIVACY CALCULUS THEORY**

Shuoshuo Li, Shanghai Jiao Tong University; Jian XU, Shanghai Jiao Tong University

### [Great Ideas for Teaching Students \(GIFTS\) Session 1](#)

Thu, November 21

2:30 PM - 3:45 PM

Grand Ballroom DE - 5th Floor Sheraton

Panel Discussion

**Awards: Top Papers Sponsor/Co-Sponsor: Great Ideas for Teaching Students (G.I.F.T.S)**

Celebrate *Greater Regard* for Great Ideas for Teaching Students (GIFTS) by engaging with colleagues sharing their innovative and empowering class activities, projects, and assignments. 1 of 4 sessions

**Session Chairs**

**Stephanie Kelly**, North Carolina A&T State University

**Suzy Prentiss**, University of Central Florida

**Presentations**

**DRAWING GENERATIVE AI: A CRITICAL REGARD FOR OURSELVES AND OUR FUTURE**

Eryn Shelly Travis, West Chester University

### [High Density Research Roundtables - 1](#)

Thu, November 21

2:30 PM - 3:45 PM

Grand Ballroom B - 5th Floor Sheraton

Paper Session

**Sponsor/Co-Sponsor: Political Communication Division**

**Session Chairs**

**Tracey Quigley Holden**, University of Delaware

Respondents

**Kathryn Coduto**, Boston University

**Colene J. Lind**, Kansas State University

**Presentations**

**Politic Deepfakes, Attitudes Towards Politicians, and Partisan Motivated Reasoning: How Deepfake Content is Changing Attitudes Towards Politicians in the Digital Age**

Brandon T. Boyce, University of Kansas

**THE FUTURE OF AI IN JOURNALISM: ARE MACHINE AUTHORS VIEWED AS CREDIBLE WHEN WRITING ABOUT THEIR INCLUSION IN JOURNALISM?**

Brandon T. Boyce, University of Kansas

### [Short Course 03: Leveraging Generative AI in Communication Pedagogy for Greater Regard](#)

Thu, November 21

2:30 PM - 5:15 PM

Balcony L - 4th Floor Marriott

This course aims to equip communication educators with a comprehensive understanding and practical skills for integrating generative artificial intelligence (GAI) into their teaching methodologies. In an era where generative AI technologies rapidly evolve and permeate various sectors, including education, there is a pressing need for educators to adapt and innovate their pedagogical approaches to enhance learning outcomes, engage students more effectively, and navigate the ethical implications of GAI use. By focusing on the capabilities and limitations of GAI, this course seeks to foster a pedagogical environment that not only embraces technological advancements but also promotes a culture of greater regard and ethical consideration within the communication discipline. Participants will leave with actionable insights and strategies to innovate their teaching practices, encourage critical thinking, and cultivate a collaborative and inclusive learning atmosphere in the face of emerging digital challenges.

**Rationale**

The rationale for the short course is grounded in the transformative potential that GAI holds for the field of communication studies, particularly in educational settings. As GAI technologies rapidly advance, they bring forth both opportunities and challenges that necessitate a reevaluation of traditional teaching methodologies. This course is designed to provide communication educators with the knowledge and tools to effectively integrate GAI into their pedagogical practices. It aims to enhance teaching effectiveness, foster student engagement, and navigate the ethical considerations inherent in GAI's use. By equipping educators with a deep understanding of GAI's capabilities and limitations, the course facilitates the development of innovative, ethical, and inclusive teaching strategies that are responsive to the evolving technological landscape.

**Learning Objectives**

- Identify the capabilities and limitation of GAI, Incorporate GAI into Communication Curriculum Design & Foster Creative and Collaborative Learning Environments
- Promote thinking and writing skills when students can just use GAI & Develop Critical Thinking and Ethical Reasoning

**Session Chairs**

**Katherine Suzanne Thweatt**, State University of New York

**Qingwen Dong**, University of the Pacific

**Jon Hess**, University of Tennessee Knoxville

**Sandy Pensoneau-Conway**, Southern Illinois University, Carbondale

Respondent

**Katherine Suzanne Thweatt**, State University of New York

#### **Presentations**

Stefan Bauschard, Co-Founder of Global Academic Commons

Shauntae Brown White, North Carolina Central University

Mohammad Tajvarpour, State University of New York

Star A. Muir, George Mason University

Ruijuan Ren, Shanghai University

Jon Hess, University of Tennessee Knoxville

#### [Framing, taking stances and negotiating the moral self and conflict talk](#)

Thu, November 21

4:00 PM - 5:15 PM

Napoleon A2 - 3rd Floor Sheraton

Paper Session

#### **Sponsor/Co-Sponsor: Language and Social Interaction Division**

Presenters in this session use language and social interaction methodologies including discourse analysis, framing and analysis of storytelling to consider how speakers frame the self and others as moral to manage and report on conflict interactions, and how speakers employ AI and media references as multiple layered resources in everyday interaction.

#### **Session Chairs**

**Cynthia Gordon**, Georgetown University

#### **Presentations**

**“HEY GOOGLE, YOU’RE STUPID”**: FRAMING CONVERSATIONAL AI INTERACTIONS IN FAMILY DISCOURSE

Jungyoon Koh, Georgetown University

#### [Philosophical Foundations of AI Pluralism: Implications for Communication and Argumentation](#)

Thu, November 21

4:00 PM - 5:15 PM

Preservation Hall Studio 8 - 2nd Floor Marriott

Panel Discussion

**Communication and argumentation play a crucial role in the development and implementation of AI Pluralism, a perspective that aims to address challenges in AI development including bias, hallucinations, and alignment uncertainty. By differentiating AI agents in perspective and allowing them to exhibit individuality, AI Pluralism enables genuine dialectical exchange and disagreements between agents. This panel explores the philosophical foundations of communication that underpin the interactions between humans and AI, as well as among AI agents themselves.**

**The panelists examine how these philosophical frameworks can be applied to understand and enhance communication in three distinct modes: human-human, human-AI, and AI-AI interactions. They also address the challenges of balancing individual freedom and community health in debate and dialogue within the context of AI Pluralism. By recognizing the unique potential of each AI agent and human, fostering open-ended, creative interactions, and challenging existing power structures and hierarchies, educators can create learning environments that promote diversity, collaboration, and transformative experiences.**

Learning Objectives

- AI Pluralism leverages the differentiation of AI agents to facilitate genuine dialectical exchange and disagreement, promoting diversity and collaboration in human-AI and AI-AI interactions.
- By applying philosophical frameworks to AI Pluralism, educators can create transformative learning environments that balance individual freedom and community health, fostering open-ended, creative interactions while challenging existing power structures.

#### **Session Chairs**

**Damien Smith Pfister**, University of Maryland

#### **Presentations**

**AI PLURALISM: ADDRESSING CHALLENGES AND CREATING OPPORTUNITIES THROUGH INDIVIDUALIZED AI AGENTS**

John Hines, DebaterHub

**AI Pluralism as a Catalyst for Advancing Intelligence Diversity in Education: Bridging the Gap Between Gardner's Multiple Intelligences and Contemporary Learning Theories**

Alan Coverstone, Covariant Education Consulting

**AI Ethics, Industry, and Pluralism**

Gerald Thomas Goodnight, Dr., University of Southern California; Shuya Pan, Renmin University of China; Xingzhi Zhao, Renmin University of China

**DEVELOPING AND MEASURING AI PLURALISM: STRATEGIES, MILESTONES, AND INNOVATIVE APPROACHES**

**ITEM MATCHES SEARCH TERM**

Devin Gonier, DebaterHub

**DEFINING MIND AND INDIVIDUALITY IN AI PLURALISM: A CALL FOR COMMUNICATION, RHETORIC, AND THE HUMANITIES' CONTRIBUTION**

Anand Rao, University of Mary Washington

**The Ultimate 2AR: Debate as a Solution to AI's Existential Risks**

Stefan Bauschard, Designing Schools and Union College

#### [Who am I in the Future Matrix? How will AI Imaging and Imagining produce or erase me?](#)

Thu, November 21

4:00 PM - 5:15 PM

Napoleon B1 - 3rd Floor Sheraton

Paper Session

#### **Sponsor/Co-Sponsor: Ethnography Division**

Contemporary debates around artificial intelligence continue the techno-utopian vs dystopian binary that characterized discussions around the Internet and “cyberspace” in the 1990s. Worlds created there-in that were being hailed as alternative universes were created through fictional narratives and artists recreations and imaginings made to come seemingly alive in virtual worlds and computer/digital game worlds. Yet these had very real impacts. We moved into these worlds by typing ourselves into existence and entering the avatar mesh bodies/templates and virtual world grids offered to use via the connectivity



provided by Internet infrastructures. We met other people similarly present in these spaces through their avatar selves/disguises. These forms (avatars) that we entered became more and more sophisticated both technologically and artistically over time. What we now encounter as machine learning and "AI," however, is a different kind of technology. Artificial intelligence is supposedly self-learning. It is a type of neural network called a transformer model. We can train models – mostly large language models (LLMs). Thus, just as "cyberspace" is fictional and a "consensual hallucination", "AI" might also be seen as a hallucination and a fiction. But in our everyday use of the internet and AI tools however, they are neither hallucinations nor fictions. Just as in the everyday user-oriented manifestations of "cyberspace" and the internet are hardly consensual nor level playing fields, AI appears real. Even as it brings forth fictions and hallucinations. Yet our affective inhabiting of digitally mediated environments, social media, virtual worlds and our engagement with imagined artificial intelligence creations – even while each is shaped through different algorithmic features – brings forth very real social spaces offline and online with real social and political consequence.

This transforms both the virtual seemingly imaginary spaces and the affective intensity into a reality with social and political impacts that the world has to deal with.

The formation of community around these spaces – just as in the case of networked environments such as social media platforms - also creates a sense of place. In a sense then, we all live here – whether we feel a sense of belonging or not. We are "digital migrants" (Leurs and Ponzanesi, 2024) performing acts of migration into these cyberspaces and AI worlds – interlopers as our seeming access gives us the privilege of being present at this AI interface even as we struggle to acquire new sets of skills and literacies to prompt ourselves into AI imaginings as still others are erased through sheer lack of connectivity to these environments.

The ongoing debates on artificial intelligence echo conversations of earlier debates on the Internet, between techno-utopian and dystopian perspectives of the 1990s. The digital world for the past few decades has offered immersive experiences where users create avatars and interact within virtual environments (Loader, 2003) the production of which -while requiring complex skills – is less mysterious than "AI". In some of these spaces we connect with other people similarly present in these spaces through their avatar selves/disguises. As such, community spaces are formed, and placed in these environments, similar to the networked environments of social media platforms. (Cohen, 2007). Thus, we all become part of a living place within these technologically mediated spaces irrespective of our imagined sense of community. For instance, digital migrants, as noted by Leurs and Ponzanesi (2024), perform acts of migration into these cyberspaces.

However, contemporary AI technology, particularly, large language models (LLMs), introduce us to a new dimension of affective and imagined "self-learning" capabilities that further shift and complicate what it means to be a "self" and what "learning" means.

and AI worlds that give them access to being present within these infrastructures even as they struggle to acquire new sets of skills and literacies to navigate their identities within these spaced imaginings. Our affective inhabiting of these digitally mediated environments and our engagement with imagined artificial intelligence creations bring forth real social spaces with real socio-political consequences of identity and power.

In this panel, a group of critical feminist researchers of digital media come together to contemplate how living in a multicultural world, imagined by artificial intelligence imaging tools would look like. Constructing affective selves through prompt engineering via "AI", each of us attempt to produce selves using tools such as Dall-E, Canva and Midjourney. The presentations are a series of provocations to ponder how feminist enactments with and within techno-mediated spaces might intervene and re-mediate to raise questions beyond authenticity, bias, and representation.

Learning Objectives

- 1) Audiences will gain an understanding of how to engage "AI" through feminist self-reflective ethnographic immersion and dwelling within these spaces through placement of bodies and images - relationally - while seeing the relevance of Affect theories and identity construction to the study of digital media.
- 2) Audiences will contemplate the nuances of remediation and be able to think of how to intervene as "new technologies emerge through the remediation of established practices" (Sharma, 2023).

#### Session Chairs

**Radhika Gajjala**, Bowling Green State University

#### Presentations

##### **Cyber Violence and Digital Publics in Kerala**

Darshana Sreedhar Mini, Department of Communication Arts

##### **'Slipping into Skins: Playing with radZabiba and mizquoted on Midjourney'**

Maitrayee Basu, Leeds University; Radhika Gajjala, Bowling Green State University

##### **A Critical Feminist Analysis of Identities and Images Imagined through Generative AI**

Zehui Dai, Radford University; Dinah Tetteh, Arkansas State University; Hyacinth Balediata Bangero, Bowling Green State University

##### **GENERATIVE AI AND THE AFRICAN IMAGINARY: TOWARDS DECOLONIAL INVENTION OF SELF AND SENSE**

##### **ITEM MATCHES SEARCH TERM**

Ololade Faniyi, Emory University

##### **Disrupting algorithmic entanglements: Framing Indigenous digital Ingenuity through 'decolonising' approaches**

Chiara Minestrelli, London College of Communication

##### **Towards a radical politics of AI**

Maitreyee Deka, Essex

##### **Pondering "#googleisracist": When "DEI" in Google Gemini misfired**

Tarishi Verma, Albertus Magnus College; Debipreeta Rahut, Bowling Green State University; Halima Lul Ali, Bowling Green State University; Jisha Jacob, Bowling Green State University-Main Campus; Radhika Gajjala, Bowling Green State University

#### [Research in Progress Roundtables](#)

Thu, November 21

4:00 PM - 5:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Panel Discussion

#### **Sponsor/Co-Sponsor: Research in Progress Roundtables**

This session is the Research in Progress Roundtable. It will include 20 tables in which scholars will meet with research in progress presenters.

#### Presentations

##### **DASEIN, CHATGPT, AND THE RITOLGY OF AI**

Keren Wang, Emory University

## Fri, November 22

### [Generative AI: A Communication Tool or a Cheat Sheet?](#)

Fri, November 22

8:00 AM - 9:15 AM

Preservation Hall Studio 7 - 2nd Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Community College Section

Educators have had to make a swift decision regarding the use of Generative AI: either embrace the use of AI in their classrooms or draw a hard line in the sand against it. Panelists will discuss how they have adapted and embraced the use of AI while other panelists will argue against its use. The use of AI can certainly transform our classrooms, our pedagogy, and the student learning experience. Students can use AI for assistance with writing and language support, writer's block, and clarity in concepts in seconds. However, AI can also disproportionately flag international students' writing due to their style of writing English as a second language. Educators can use AI for assistance in innovation, efficiency, and student engagement. However, it can also be argued that the use of AI will result in a failure to develop the most regarded skills of critical thinking, problem solving, and analytical thinking. Furthermore, concerns of plagiarism, inequality of access, and privacy and data security have prevented many educators from getting on board with its use. At present, the use of Generative AI is a gray area that everyone in education is learning to navigate.

Learning Objectives:

Discover ways to utilize generative artificial intelligence, or reasons not to.

Discover ways in which students are utilizing generative artificial intelligence

Session Co-Chairs:

Brad Bailey, Mississippi Gulf Coast Community College

Scott Christen, Tennessee Technological University

Karen Hill, Volunteer State Community College

Amanda Walsh, University of Southern Mississippi

Sheri Waltz, Volunteer State Community College

Laurie Metcalf, Blinn College

Respondent:

Ryan Goke, Murray State University

Participant:

Karen Hill

Presenter/Panelist

Volunteer State Community College

### [Regarding The AI Revolution: Empowering Educators, Enhancing Communicators](#)

Fri, November 22

8:00 AM - 9:15 AM

Bayside C - 4th Floor Sheraton

Panel Discussion

Sponsor/Co-Sponsor: Basic Course Division

The proliferation of Artificial Intelligence (AI) powered software in everything from language models to generative image and video has quickly become one of the most talked about subjects in higher education. Currently, educators are inundated with discussions, policy proposals, and intense debates on when, where, and how to police the use of AI in higher education. While all technology warrants consideration and concern as to its benefits and pitfalls, this panel invites us to also consider the world our students will inherit. How might the basic course help students embrace AI as a tool for enhancing fundamental communication skills? Moreover, how might faculty and administrators seek support to understand and develop their competency in this area?

This panel brings together different instructors who have embraced the role of AI as a tool for instruction to enhance learning objectives. This panel offers NCA members a chance to learn from peers to think of AI differently, learn different ways instructors are helping students while gaining some practical applications for ethical use in the course.

Takeaway 1:

Learn 3 strategies instructors use to help students use AI in ethical ways.

Takeaway 2:

Examine how the basic course embraces generative AI as a tool for enhancing fundamental communication skills

Learning Objectives

Learn 3 strategies instructors use to help students use AI in ethical ways.

Examine how the basic course embraces generative AI as a tool for enhancing fundamental communication skills

Session Chairs

Chair

Adam J. Brooks, The University of Alabama

Respondent

Amy C. Jung, University of Florida

Presentations

Kristen Pengelley

Kristen Pengelley, DePaul University

Amy Schumacher-Rutherford

Amy Schumacher-Rutherford, University of Mississippi

Renee Robinson

Renee Robinson, Seton Hall University

Adam Brooks

Adam J. Brooks, The University of Alabama

AJ Jung

Amy C. Jung, University of Florida

### [Top Papers in Communication and the Future](#)

Fri, November 22  
8:00 AM - 9:15 AM  
Bayside B - 4th Floor Sheraton  
Paper Session  
Chair

Kelly Merrill, Jr., University of Cincinnati

Presentations

Organizing Economic Resilience, Leading Economic Futures: Analyzing the Federal Reserve and /r/economics

Timothy Betts, Texas Christian University; Sean Eddington, Kansas State University; Lauren Hearit, Hope College; Brett Robertson, University of South Carolina

Sponsor/Co-Sponsor: Communication and the Future Division

EVALUATING METRICS OF FAIRNESS: A CRITICAL ANALYSIS OF AI IN HIRING PRACTICES

Ignacio Fernandez Cruz, Northwestern University; Will Orr, University of Southern California

Sponsor/Co-Sponsor: Communication and the Future Division

COMPASSIONATE HUMAN OR TECHNOLOGY: EXPLORING THE THEMES AND SENTIMENT OF AI-GENERATED CRISIS COMMUNICATION AS COMPARED WITH HUMAN MESSAGES

Heather Riddell, University of West Florida; Kristi Gilmore, University of West Florida; Alexis Miller, University of West Florida; Amanda Bradshaw, University of Mississippi

Sponsor/Co-Sponsor: Communication and the Future Division

Virtual Selves in Metaverse: Identities, Algorithmic Representation, and Machine-Agency

L. Yong Jin Park, Howard University

Sponsor/Co-Sponsor: Communication and the Future Division

SELF-SLAVERY: THE ALIENATION OF GENERATIVE ARTIFICIAL INTELLIGENCE CHATGPT TOWARDS CHINESE USERS' BEHAVIORS FROM THE REVERSE

DOMESTICATION PERSPECTIVE — A CASE STUDY OF "AIGC LEARNING GROUP" OF DOUBAN PLATFORM

Luyang Li, Beijing Normal University-Hong Kong Baptist University United International College; Jiachen Lyu, University of Melbourne

Sponsor/Co-Sponsor: Communication and the Future Division

[Greater Regard for Leveraging Human Intelligence, Creativity and Shared Wisdom Using Artificial Intelligence: An NCA Collaboratory on AI in Education](#)

Fri, November 22

8:00 AM - 10:45 AM

Grand Ballroom B - 5th Floor Sheraton

Panel Discussion

Highlighted Sessions: First VP Spotlight Session Sponsor/Co-Sponsor: NCA First Vice President

This 1st VP Spotlight Session provides a mechanism to leverage the collective expertise of our membership around AI. Through providing continuity in conversations from the Virtual Learning Opportunity (VLO) to the Teaching and Learning Council's Short Course, this NCA Collaboratory on AI in Education brings together scholars and teachers to build resources, explore research collaborations, and create an ongoing community of those interested and engaged in AI.

Attendees can contribute to a "Large Scholar Model," a collective of experience, insight and curiosity that creates resources, lessons learned, and tools for engagement that will be helpful across a broad spectrum of teachers, administrators and scholars in communication. Participate in creating more community coherence, shared vision, and resources through engaging in this session.

Learning Objectives

Gain access to AI digital resources including annotated bibliographies, sample syllabus policies, example assignments, class activities, and more

Discover opportunities to contribute to the preliminary "community possibilities" report as well as the ongoing AI community in the communication discipline

Session Chairs

Chair

Star A. Muir, George Mason University

Panelists

Stefan Bauschard, Designing Schools and Union College

Kerry Byrnes-Loinette, Collin College

Qingwen Dong, University of the Pacific

America Edwards, University of Kentucky

Sharmila Pixy Ferris, William Paterson University

John Hines, DebaterHub

Colin Kearney, Hampton University

Narissra Maria Punyanunt-Carter, Texas Tech University

Anand Rao, University of Mary Washington

Heather Suzanne Woods, Kansas State University

[Artificial Intelligence \(AI\) Meets Virtual Reality \(VR\): Persuasive Impact of Gender-Matching in a Health-Related Conversation with an Embodied GPT-Agent](#)

[Fri, November 22](#) 9:30 AM - 10:45 AM

Nottoway - 4th Floor Sheraton

Sheraton - Floor 4

Paper Session

Part of: Computer-Mediated Communication and Well-Being

Sponsor/Co-Sponsor: Human Communication and Technology Division

this study examined the persuasive effect of human-virtual AI agent similarity on agent likeability and healthy food choice after natural turn-taking dialogue about health in an immersive VR environment. Specifically, we created virtual AI agents, integrating OpenAI GPT4 and AI text-to-speech and speech-to-text models with avatars and basic lip sync and gaze behavior in a virtual reality platform. Our study examined two important questions: 1) the effect of embodiment on perceived presence, immersion, and realism and 2) the effect of gender-matching on social outcomes (e.g., likeability) and behavioral outcomes (i.e., choosing healthy snack).

Participants

Sue Lim

Presenter/Panelist

Michigan State University

ralf schmaelzle, Co-Author, MSU

### [Top Student Papers in Communication and the Future](#)

Fri, November 22

9:30 AM - 10:45 AM

Bayside B - 4th Floor Sheraton

Paper Session

Awards: Top Student Papers Sponsor/Co-Sponsor: Communication and the Future Division

Chair

Heather Riddell, University of West Florida

Presentations

What Are the Politics of Google's Knowledge Graph? A Pre-digital Genealogy of the World's Most Influential Semantic Medium

Nicholas Gerstner, University of North Carolina at Chapel Hill

Sponsor/Co-Sponsor: Communication and the Future Division

TOWARDS AN EXTENDED APPRAISAL-BASED MODEL OF HUMAN-AI COMFORTING: PRELIMINARY EVIDENCE FOR THE ROLE OF PARASOCIAL INTERACTION IN PROCESSING COMFORTING MESSAGES

Juven Nino Arocha Villacastin, University of Hawaii at Manoa; Emiko Taniguchi-Dorios, School of Communication and Information

Sponsor/Co-Sponsor: Communication and the Future Division

PRESS FREEDOM IN THE AGE OF GENERATIVE AI: HOW DOES A PUBLIC COMMUNICATE AUTHENTICALLY BY GENERATIVE PRESS FREEDOM?

Bumju Jung, University of Southern California

Sponsor/Co-Sponsor: Communication and the Future Division

"My love for humans will never fade": Exploring New Materialism, the Beheading of Hitchbot, and Robotics From a Posthumanist Perspective

Emily Norman, The University of Texas at Austin

Sponsor/Co-Sponsor: Communication and the Future Division

RELYING ON CHATGPT ISN'T AS SCARY AS YOU THINK: NURTURING AI LITERACY TO ALLEVIATE FEAR ATTITUDES CAUSED BY DEPENDENCE ON GENERATIVE AI

Jiahui Liu, Michigan State University

Sponsor/Co-Sponsor: Communication and the Future Division

### [Artificial Intelligence and Technology in Instructional Communication](#)

Fri, November 22

11:00 AM - 12:15 PM

Grand Chenier - 5th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Instructional Development Division

Description

This panel covers current trends in both artificial intelligence (AI) and technology in the classroom. The papers explore topics such as perceptions of ChatGPT in writing assignments, generative AI in college coursework, professors vs. AI, and student expectations in online classes.

Chair

Sara Pitts, Alice Lloyd College

Respondent

Stephen A. Klien, Department of Communication, University of Missouri

Presentations

GENERATIVE AI IN COLLEGE COURSEWORK: A LONGITUDINAL INVESTIGATION OF INSTRUCTOR COMMUNICATION AND STUDENT PLAGIARISM

Jessalyn I. Vallade, University of Kentucky; Renee Kaufmann, University of Kentucky; Joe Martin, University of Kentucky; Brandi Frisby, University of Kentucky

Sponsor/Co-Sponsor: Instructional Development Division

Negating Overly Positive Perceptions of ChatGPT for Writing Assignments: Importance of Class Discussions

Jihyun Kim, University of Central Florida; Stephanie Kelly, North Carolina A&T State University; Alejandro X. Colon, Nicholson School of Communication; Patric

Spence, University of Central Florida; Xialing Lin, University of Central Florida

Student online class expectations: Scale development and validation

Li Li, University of Wyoming

Does the Human Professor or Artificial Intelligence Offer Better Explanations to Students? Evidence from Three Within-Subject Experiments

Rebekah M. Chiasson, Sam Houston State University; Alan K. Goodboy, West Virginia University; Megan Ashley Vendemia, West Virginia University; Nathaniel

Beer, West Virginia University; Gracyn Meisz, West Virginia University; Laken Cooper, West Virginia University; Alyssa Arnold, West Virginia University; Austin

Lincoski, West Virginia University; William George, West Virginia University; Cole Zuckerman, West Virginia University; Jessica Schrou, West Virginia University

Sponsor/Co-Sponsor: Instructional Development Division

### [Hip Hop, Corporate Influence, and Artificial Intelligence: The Curious Case of FN Meka and the Dangers of Corporate Blackfishing](#)

Fri, November 22, 11:00 AM - 12:15 PM

Grand Couteau - 5th Floor Sheraton

Sheraton - Floor 5, Paper Session

Part of:

Black Voices in Digital Spaces: Reframing Narratives and Redefining Representation

Sponsor/Co-Sponsor: African American Communication and Culture Division

In this essay, the authors conceptualize and coin the term Corporate to describe the practice of corporate entities appropriating Black music, culture, and urban aesthetics via digital technology in an effort to monetize glamorized aspects of blackness in ways that exploit racial stereotypes and trauma and export them to the mainstream.

Participants

Damion Waymer

Presenter/Panelist

University of South Carolina

Nneka Logan

Co-Author

Virginia Tech

### [Top Student Papers in the Human Communication and Technology Division](#)

Fri, November 22

11:00 AM - 12:15 PM

Nottoway - 4th Floor Sheraton

Paper

Awards: Top Student Papers Sponsor/Co-Sponsor: Human Communication and Technology Division

Description

Please come learn from and celebrate the Top Four student papers in the Human Communication and Technology Division.

Session Chairs

Chair

Samantha Quinn, State University of New York, Oswego

Presentation

RESOURCE EXCHANGE, PERCEIVED SOCIAL SUPPORT, COMPANIONSHIP AND INTIMACY: CHARACTERIZING THE SOCIAL RELATIONSHIP BETWEEN USERS AND CHATGPT

Yixiao Sun, Nanjing University; Yunjie Fei, Nanjing University; Chunyan Yu, Nanjing University

Sponsor/Co-Sponsor: Human Communication and Technology Division

### [Great Ideas for Teaching Students \(GIFTS\) Session 2](#)

Fri, November 22

11:00 AM - 12:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Panel Discussion

Awards: Top Papers Sponsor/Co-Sponsor: Great Ideas for Teaching Students (G.I.F.T.S)

Description

Celebrate Greater Regard for Great Ideas for Teaching Students (GIFTS) by engaging with colleagues sharing their innovative and empowering class activities, projects, and assignments. 2 of 4 sessions

Co-Chair

Stephanie Kelly, North Carolina A&T State University

Co-Chair

Suzy Prentiss, University of Central Florida

Presentations

PATIENT-PROVIDER COMMUNICATION: A HEALTHCARE QUALITY IMPROVEMENT PROJECT FOR HEALTH COMMUNICATION STUDENTS (USING AI)

Whitney H. Darnell, Northern Kentucky University

WORKING THROUGH A NATURAL DISASTER TO DEVELOP A GREATER REGARD FOR OTHERS

Christina Paxman, Kenai Peninsula College | University of Alaska Anchorage

LEVERAGING GENERATIVE AI FOR DEVELOPMENT OF PUBLIC SPEAKING COMPETENCIES

Heather Davenport, Rutgers University

### [Pathways and Pitfalls: Navigating AI Frontiers in Debate and Forensics](#)

Fri, November 22

1:00 PM - 2:15 PM

Regent - 4th Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Argumentation and Forensics Division

Description

Whether and how to integrate new technologies into the discipline has long been a concern for debate and forensics educators. This session unites diverse perspectives on AI's place in debate and forensics pedagogy, training, and competition, highlighting the development and integration of Custom GPTs into debate and argumentation curriculum, offering guidelines for the ethical use of AI in research and preparation, and elucidating the importance of awareness about AI's limitations and implicit biases. Although the presenters focus on AI's place in debate and forensics in particular, information provided in this session can be generalized across disciplines in higher education.

Learning Objectives

Learn how to create Custom GPTs for debate prep and training.

Guidelines and critical perspectives for ethical integration of AI.

Chair

Mike Gray, Troy University

Respondent

Keven James Rudrow, University

Presentations

Supplementing debate training with Custom GPTs

Mike Gray, Troy University

AI CONCERNS IN FORENSICS

Michael Eaves, Valdosta State University

Evidence In the Age of AI: Towards a Framework for Responsible Citational Practices in Collegiate Forensics

Mik Davis-Bryant, University of Georgia; Kevin Bryant, Clemson University

The nexus of AI, Race, and Debate

Nick J. Scullo, Texas A&M University, Kingsville

### [Efficiency + Correction: Artificial Intelligence as a Method of Lesson Preparation](#)

Fri, November 22, 1:00 PM - 2:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Sheraton - Floor 5

Paper Session

Part of:

Organizational Communication Research Escalator I

Sponsor/Co-Sponsor: Organizational Communication Division

The education system as an organization has very distinct rules and laws of organization. At the same time, Artificial Intelligence is currently and will be in the foreseeable future using education as a focus for development. At the same time, the educational system functions in a delicate and lengthy manner, and therefore, the impact of technology is not so directly visible and needs to be explored.

Participants

Jing Zhao

Presenter/Panelist

Nanfeng College

Xuan Shen

Co-Author

Nanfeng College

#### [Tools or Teammates? Examining Agency Negotiation in Human-GenAI Collaboration](#)


Fri, November 22, 1:00 PM - 2:15 PM

Nottoway - 4th Floor Sheraton

Sheraton - Floor 4

Paper Session

Part of:

Top Four Papers in the Human Communication and Technology Division 

Sponsor/Co-Sponsor: Human Communication and Technology Division

The results have theoretical implications for understanding the dynamics of human-AI collaboration, particularly in the realm of GenAI, and offer insights into designing future GenAI applications for enhanced user experiences.

Participants

Yuan Sun

Presenter/Panelist

University of Florida

Ignacio Fernandez Cruz

Co-author

Northwestern University

Donggyu Kim

Co-author

University of Southern California

#### [Reg\(u\)arding the Canon: Rhetorical Theory in/of Artificial Intelligences and Augmented Realities](#)

Fri, November 22

2:30 PM - 3:45 PM

Galerie 6 - 2nd Floor Marriott

Paper Session

Sponsor/Co-Sponsor: Rhetorical and Communication Theory Division

Description

It is difficult to meaningfully quantify the impact of the quality and easy availability of digital technologies released in the past two years. Advancements in virtual and augmented reality led Mark Zuckerberg to declare the arrival of “the next chapter of the internet” and Apple CEO Tim Cook to proclaim “the era of spatial computing” enabled by the augmented reality device’s “magical interface.” While these claims, admittedly, may be market-driven hyperbole, the technologies are already meaningfully integrated into myriad aspects of daily life, with the World Economic Forum reporting that over 40 percent of the global workforce already interacts with generative artificial intelligence such as ChatGPT. Developers have presented these technologies as having the potential to fundamentally remake commerce, relationships, and communication. In short, they promise new modes of worldmaking.

This panel takes seriously these potential new worlds facilitated by emerging digital technologies. Specifically, following the insights of critics including Ahad-Legardy, Burke, Carter, Gehl, and Newitz, we recognize the power of new technologies to structure conditions of rhetorical ecologies and foster new modes of subjectivity and sociality.

This panel rejects both the optimistic tech utopianism and dystopian techno-phobia that dominate many contemporary discussions of technology. Instead, we take seriously Davison and Leone’s direction to consider new technologies’ inherent affordances and constraints fully. Given the technologies’ potential to intercede in rhetorical worldmaking, we argue rhetorical perspectives are key in interrogating the promises and perils of the newest technical revolution.

Following Kennerley and Pfister, we recognize that just as ancient concepts informed the development of many digital technologies, ancient concepts can be important heuristics for understanding the ways that new technologies both continue and break with the rhetorical conventions that preceded them. Colin Brooke argues that for the canon to maintain its value in rhetorical pedagogy, it must be updated and reinvigorated with new media developments so we might productively account for new rhetorical moments. By applying classical rhetorical perspectives to these new media technologies, the presentations in the panel seek to advance understandings of both foundational rhetorical concepts and contemporary emerging technology.

To this end, the panel asks two related questions: first, can a greater regard of the Pentadic Canon aid the navigation of new worlds made by these technologies? Second, what facets of the canons (as synecdoche for the rhetorical tradition) must be protected from the ideologies embedded within these technologies?

The panelists engage these questions across a range of rhetorical contexts: E. Johanna Hartelius explores how the art exhibit “A Well-trained Eye” implicitly redefines invention through its interrogation of what intelligence means in the context of AI. Chase Aunspach turns to the gay hookup app Grindr and its proposed chatbot boyfriend to demonstrate how a queer, Aristotelian-inflected reading of arrangement gives language to critique the power relations structuring the format, form, and formulation of extractive, for-profit generative AI. Annie Laurie Nichols juxtaposes Kenneth Burke’s take on style with an Annalee Newitz short story on robot-human interaction to interrogate how, in guiding rhetorical possibilities, style constraints and creates personhood. Jonathan Carter and Jamie Downing use recent Snapchat-supplemented Covid memorials to outline how augmented reality has the potential to refigure the longstanding relations between memory and place. Alisa Hardy analyzes the virtual reality memorial Breonna’s Garden to understand how volumetric capturing, as a form of delivery, reifies Black oral traditions.

These five essays serve as a provocative continuation of many existing scholarly conversations. Most notably, they continue to demonstrate the importance of rhetorical theory for unpacking the full impact, possibility, and ethical accounting of new technologies. Too much scholarship embraces or fears technology, rather than exploring the complicated new rhetorical worlds it engenders. Further, the panelists continue the important theoretical work of not just applying ancient concepts, but asking how they evolve in the face of new scholarly and social conditions. AI and augmented reality are changing the meaning and

trajectory of foundational rhetorical concepts, even as such concepts shape the contexts within which new technologies are developed. Beyond scholars of the digital or those interested in the reception of ancient concepts, this panel promises to engage rhetorical theorists broadly, as the new worlds fostered by these new technologies will shape the possibilities of both rhetorical practice and theory across nearly every future context.

#### Learning Objectives

Discover how a greater regard of the canon can augment rhetorical understandings of the new worlds facilitated by artificial intelligence and augmented reality. Explore what facets of the canons (as synecdoche for the rhetorical tradition) must be protected from the ideological changes embedded within these technologies.

#### Chair

Atila Hallsby, University of Minnesota, Twin Cities

#### Respondent

Atila Hallsby, University of Minnesota, Twin Cities

#### Presentations

RHETORICAL INVENTION AND AI IMAGINARIES: THE CASE OF A WELL-TRAINED EYE

Johanna Hartelius, University of Texas, Austin

"CAN YOU HOST (AI)?": ARRANGEMENT AND QUEER WORLD TAKING BY GRINDR'S AI BOYFRIENDS

Chase Aunspach, Des Moines Area Community College

Memory Beyond Space: Augmented Covid Memorialization through Spatial Excess

Jonathan Carter, Georgia Southwestern State University; Jamie Downing, Georgia College & State University

AI STYLE: HUMAN OR OTHER?

Annie Laurie Nichols, Georgia Southwestern State University

'Breonna's Garden': Analyzing Volumetric Capturing as Black Feminist Storytelling in Virtual Reality Applications

Alisa Hardy, University of Maryland

#### [As Clear as Mud: Using Artificial Intelligence \(AI\) to "Translate" Theoretical Case Studies for Training Workshops](#)

Fri, November 22, 2:30 PM - 3:45 PM

Preservation Hall Studio 4/5 - 2nd Floor Marriott

Marriott - Floor 2

Panel Discussion

Part of:

Communication for Greater Regard: Translating the Abstract to Practical in Learning Contexts

Participant

Casey Stratton

Presenter/Panelist

Salisbury University

#### [Processes of Supportive Communication in Online Channels](#)

Fri, November 22

2:30 PM - 3:45 PM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Human Communication and Technology Division Sponsor/Co-Sponsor: Interpersonal Communication Division

The research in this paper session considers how humans' use of technology shapes their perceptions of security, support, and social capital.

Chair

Seo Yoon Lee, University of Houston

Presentations

CAN YOU READ BETWEEN THE LINES?: A COMPARISON OF HUMAN AND CHATGPT AS SUPPORT PROVIDERS

Rachel McKenzie, University of California, Davis; Lisa Jihyun Hwang, University of California, Davis; Bo Feng, University of California, Davis; Wenjing Pan, Renmin University

#### ["It Would Just Show the Teachers Don't Care": Exploring Student Perceptions of Basic Communication Course and Instructor Value in the AI Era](#)

Fri, November 22, 2:30 PM - 3:45 PM

Bayside C - 4th Floor Sheraton

Sheraton - Floor 4

Paper

Part of:

Top Papers in the Basic Course

Sponsor/Co-Sponsor: Basic Course Division

As AI grows in popularity, so do the concerns regarding effects of this tool on written and oral communication skills and perceived value of basic communication courses. Participants provided qualitative and quantitative responses on (a) the effect of AI on development of communication skills, (b) the value of the BCC, and (c) perceptions of instructors' use of AI. Results highlight students' value for human instruction over AI generated instruction and feedback and the limited ability of AI to recognize emotion, creativity, and growth in their communication skills.

Participants

Brandi Frisby

Presenter/Panelist

University of Kentucky

Joe Martin

Co-Author

University of Kentucky

Jessalyn I. Vallade

Co-Author

University of Kentucky

Renee Kaufmann

Co-Author, University of Kentucky

### [Alternative \(Oral\) Interpretations: Performing AI-Generated Texts](#)

Fri, November 22

2:30 PM - 3:45 PM

Mardi Gras, Salon E - 3rd Floor Marriott

Performance Session

Sponsor/Co-Sponsor: Performance Studies Division

The rise of generative A.I. models (Large Language Models or LLMs) stand to radically reshape (or undo) a variety of academic and creative enterprises.

Performance studies, as field whose appetite for the new and cutting-edge seems limitless—whether because of genealogical links to the historical avant-garde (Harding and Rosenthal) or because of an unwitting acquiescence to the academic market's demand "for novelty and hunger for the cognitive "last crazes" (Vujanović 66)—seems particularly likely to face impacts that far exceed our established thinking regarding the interfacing of live performance and technology. At the level of performer, text, practice, and presentation, LLMs stand to upend conventional givens in performance studies.

LLMs have provoked a kind of techno-optimistic experimentation, and doomsday lamentation, in the creative world. They represent ontological challenges to the role of the performer, as well as to the architectonic knowledge structures that underpin the field. This high-density panel represents an opportunity to survey the surprising ways LLM technology will impact creative scholarship. Given that LLMs can suggest topics, draft scripts, construct stage directions, revise established texts, work solo or in collaboration, and a host of other formerly and uniquely human activities associated with performance, new possibilities for academic performance work will emerge. As communication scholars attempting to challenge our work to advocate "for greater regard," we must engage with the aesthetic dimensions of this communicative technology, just as other divisions will engage with other scholarly dimensions of the like.

Works Cited

Harding, James M. and Cindy Rosenthal. "Experimenting with an Unfinished Discipline: Richard Schechner, the Avant-Garde, and Performance Studies." *The Rise of Performance Studies*. Eds. James M. Harding and Cindy Rosenthal. (2011): 39-63.

Vujanović, Ana. "Critical Performance Studies: A Practical Response to the Celebration of New Modes of Work in Performing Arts." *Performance Research*, 17:6 (2012): 63-71, doi: 10.1080/13528165.2013.775765

Learning Objectives

Attendees will discover implications for AI in creative scholarship by witnessing the performance of AI generated texts.

Attendees will be encouraged to engage in post-performance discussion to chart next directions for AI assisted performance.

Session Chairs

Chair

Charles Parrott, Kennesaw State University

Respondent

Travis Brisini, Louisiana State University

Presentations

"ANDREVV IACKSON"

David J. Eshelman, Arkansas Tech University

"Aurora Ignition"

Lyndsay Gratch, Syracuse University

"Amy Identifies"

Amy Kilgard, San Francisco State University

"Apparent Investors"

Max Gonen, University of Massachusetts Amherst

"Autoethnographic Interlude"

Orion Risk, University of Wisconsin-Madison

"Ayahuasca Investigator"

Hal Lambert, Louisiana State University

"Alternative Influence"

Jake Beck

### [Short Course 10: Generative AI Literacy: Cultivating Regard for Emerging Technologies in Mediated Communication Courses](#)

Fri, November 22

2:30 PM - 5:15 PM

Balcony L - 4th Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Instructional Development Division Sponsor/Co-Sponsor: Short Courses

Description

Rationale

Recently, we have served as "regarders" of the rise of generative AI, watching its rise and noticing the ways in which students interact with generative AI, in both helpful and harmful ways. As communication educators, one of our goals is to have students develop skills that facilitate their critical consumption and use of emerging technologies. Through this, we demonstrate a greater regard for the technology that is presently around us, and what will be beyond us.

Recent scholarship has examined generative AI's use in education; such work has spanned across cultures and places around the globe (Yusuf, 2024). This includes (but is not limited to): the United States (Damiano et al., 2024), Canada (Rajabi et al., 2023), the United Kingdom (Dixon, 2023), Romania (Tală, et al., 2024) Ghana (Bonsu & Baffour-Koduah, 2023), Indonesia (Malik et al., 2023), South Korea (Huh, 2024), Hong Kong (Chan & Hu, 2023), Vietnam (Ng, 2023), and the Philippines (Nacua Obenza et al., 2023). In our experience, many U.S. undergraduate and graduate students in communication, media studies, journalism, and advertising courses have come across generative AI tools; however, they have a limited understanding of its capabilities, its limitations, and what information it draws upon to generate answers. Moreover, research has indicated that college students have fears surrounding generative AI's accuracy, privacy, and ethics (Chan & Hu, 2023).

We recognize that discussions about generative AI in education often mirror that of moral panics and technological determinism (Leaver & Srdarov, 2023), with some expressing fear that generative AI will replace instructors (Chan & Tsi, 2023). In response, Baidoo-Anu and Ansah (2023) called for educators to engage in conversations surrounding appropriate uses of AI to support students' education. However, research has shown that teacher's integration of new technology in the classroom is highly dependent on the teacher's perspective toward the technology, and teachers are often reluctant to implement new technologies due to the complexity of them (Celik et al., 2022; Kaplan-Rakowski et al., 2023). Currently, there is little scholarly work that explores how generative AI can be used in mediated communication courses (cf. Pavlik, 2023).

This course aims to empower instructors, giving instructors skills and competencies needed to craft meaningful course activities to help students develop their knowledge of and experience with generative AI. This short course provides information related to a variety of mediated communication classes (media literacy,



media studies, advertising, and journalism). One element of this course is to explore uses of ChatGPT, which is a chatbot developed by OpenAI that mimics human speech in its responses to user-inputted prompts (OpenAI, 2023). Like other generative AI tools, ChatGPT's capabilities are constantly in flux (OpenAI, 2023). This short course will touch on additional generative AI tools, including Microsoft Copilot, OpenAI's GPT-4, Sora, and Dalle; Adobe Firefly; and Hugging Face.

#### Lesson Plan

The lesson plan involves activities, discussions, and a panel. After starting with introductions, participants will engage in an activity designed for a media literacy class that teaches students about the capabilities and limitations of different generative AI programs. This will be followed with a discussion about the activity. Next, information about different tools that might be relevant to undergraduate students will be presented by each panelist. The short course will then continue with a showcase of activities for different mediated communication topics, including media studies, advertising, and journalism. The participants will have the opportunity to take part in the activities using generative AI, receive handouts, and ask questions. The short course will end on a panel with an audience Q&A. The panel will address four main topics, including best practices, pitfalls, advantages, and ethical considerations of using generative AI in communication courses. Credibility

Our presenters come from a large public university, a mid-size private school, and smaller liberal arts schools, allowing us to speak to a broad range of attendees. Our panelists include associate and assistant professors, as well as a communication department chair, and a journalism program director. One of our panelists serves as a freelance journalist for the New York Times.

Furthermore, our team has varied experience in learning about, applying, and writing about AI. One member of our panel leads the college newspaper, helping students navigate the role of AI in reporting, as well as accompanying students to the Republican and Democratic National Conventions. Another member of our panel taught an AI-specific course to undergraduate and graduate students, focusing on teaching the mechanisms behind AI and understanding the impacts of AI in advertising, from generating consumer insights to media planning and creative production. A third member has received a digital badge in Academic Applications of Artificial Intelligence by their university. Additionally, another member has written chapters about generative AI.

We have different emphases in our research and teaching, including media effects, media and culture, journalism, advertising, and organizational communication and emerging technologies. Our team teaches a wide range of class sizes—ranging from 4 to 135 students per section—and levels (lower-division, upper-division, graduate). As a group, we have incorporated generative AI into activities into our courses, such as: Advertising Campaigns; Artificial Intelligence and Strategic Decision Making; Bad Bunny and Global Media; Media Literacy; Multimedia News Laboratory; Media Ethics; Investigative Reporting; Managing AI; Race, Gender, & Class in the Media; Research Methods; and Social Media Effects.

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Learning Objectives  
Compare and contrast the capabilities of different generative AI tools that could be utilized in mediated communication courses by analyzing their effectiveness under various conditions and identifying opportunities to optimize student engagement and critical thinking.

Adapt classroom activities for a variety of mediated communication courses that utilize generative AI to encourage students to develop greater regard towards effective, ethical, and critical use of emerging technologies.

#### Session Chairs

Lourdes Cueva Chacón, San Diego State University

Karen Han, San Diego State University

Jessica Harvey, Saint Vincent College

Xiaohan Hu, San Diego State University

Alanna Peebles, San Diego State University

Ignacio Fernandez Cruz, Northwestern University

Maura Snyder, Canisius University

Respondent

Nathian Shae Rodriguez, San Diego State University  
Presentations  
Alanna Peebles, San Diego State University  
Maura Snyder, Canisius University  
Ignacio Fernandez Cruz, Northwestern University  
Karen Han, San Diego State University  
Xiaohan Hu, San Diego State University  
Lourdes Cueva Chacón, San Diego State University  
Lourdes Cueva Chacón, San Diego State University  
Nathian Shae Rodriguez, San Diego State University  
Jessica Harvey, Saint Vincent College  
Daniel Higgins, Canisius University

#### [Research in Progress: Bangla AI: Introduction to an AI Based Workplace Technology for Ethnic Media Organizations](#)

Fri, November 22, 4:00 PM - 5:15 PM  
Grand Ballroom DE - 5th Floor Sheraton  
Sheraton - Floor 5  
Paper Session

Part of:

Organizational Communication Research Escalator II

Sponsor/Co-Sponsor: Organizational Communication Division

This paper explores the implementation of AI-based workplace technology, specifically Bangla AI, in Bengali ethnic media organizations, focusing on New York City's Bangladeshi community. It addresses the language barrier among immigrants and the potential of Generative AI to enhance translation accuracy. The study examines the adoption challenges and opportunities for Bangla AI among ethnic media journalists, aiming for broader information access and inclusivity. It contributes to innovation diffusion theory and pioneers the application of AI in marginalized communities, paving the way for future technological advancements in ethnic media.

Participant

MD Ashraful Goni

Presenter/Panelist

Texas Tech University

#### [Artificial Intelligence: Promise and Challenges](#)

Fri, November 22  
4:00 PM - 5:15 PM

Preservation Hall Studio 8 - 2nd Floor Marriott  
Paper Session

Sponsor/Co-Sponsor: Partnership for Progress on the Digital Divide

Chair: Elizabeth Jones, Asbury University

AI's Dark Side: Equipping Students to Decipher Truth in a World of Fabricated Reality

Heather Walters, Missouri State University

In What and Whose "Plurality" of Algorithmic Models?

Kavi Duvvori, University of Waterloo

An Experimental Investigation into the Influence of Algorithmic Recommendations on Selective Exposure to Chinese Culture

Xinyuan Zhang, School of Media and Communication, Shanghai Jiao Tong University and

Ke Xue, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiaotong University

Artificial Intelligence and the Knowledge Gap

Rod Carveth, Central Connecticut State University

Presentations

AI'S DARK SIDE: EQUIPPING STUDENTS TO DECIPHER TRUTH IN A WORLD OF FABRICATED REALITY

Heather Walters, Missouri State University

In What and Whose "Plurality" of Algorithmic Models?

Kavi Duvvori, University of Waterloo

AN EXPERIMENTAL INVESTIGATION INTO THE INFLUENCE OF ALGORITHMIC RECOMMENDATIONS ON SELECTIVE EXPOSURE TO CHINESE CULTURE

Xinyuan Zhang, School of Media and Communication, Shanghai Jiao Tong University; Ke Xue, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiaotong University

Artificial Intelligence and the Knowledge Gap

Rodney Andrew Carveth, Central Connecticut State University

#### [Speaking into the Future: AI's Transformative Potential in Forensics](#)

Fri, November 22  
4:00 PM - 5:15 PM

Mardi Gras, Salon B - 3rd Floor Marriott  
Panel Discussion

Sponsor/Co-Sponsor: National Forensics Association

Description

Artificial Intelligence has existed since the 1960s and even in its early years, it was already being integrated into higher education (Bond, et al., 2024). AI's impact on pedagogy inspires, scares, and likely surpasses even our wildest imaginations (Bozkurt et al., 2023). The extent of AI's current use in forensics is unknown. Students and coaches may already be using these tools to write speeches, create literature, program poems, research, etc... Neither the National Forensics Association, nor any of the other major forensics unions have fully grappled with or established rules around its use. Guzman (2019) noted that AI communication not only exceeds the bounds of traditional paradigms and communication theories. Although fear of the potential of AI to rob forensics of many sacred learning outcomes exists, there is also potential to harness AI to grow the activity and enhance student learning. This panel seeks to begin the conversation around AI and forensics. Outline potential ethical and rule concerns, and discuss potential pitfalls, best practices, and opportunities for research and growth.

### Learning Objectives

Discover ways to use AI as a coach

Learn best practices for the ethical use of AI in forensics

Chair

Amy Martinelli, University of Florida

Respondent

Craig Brown, Kansas State University

Presentations

Aaron Duncan, University of Nebraska-Lincoln

Jordan Leigh Johnson, Hastings College

Megan Koch, Illinois State University

Jake Garlock, University of Alabama

### [What Regard Does AI Have for State Associations and Their Future?](#)

Fri, November 22

4:00 PM - 5:15 PM

Bayside B - 4th Floor Sheraton

Panel Discussion

Sponsor/Co-Sponsor: National States Advisory Council

Artificial intelligence (AI) has become a significant issue in academia over the last year for what it can do, what it can't do, and what it will be able to do in the future. The purpose of this discussion panel is to talk through the potential that AI may have to help state associations, as well as the potential pitfalls that may come with it. AI is new to many of us, but it is not going away. So, we as leaders of and participants in state associations must address AI both for how it will affect our state associations, as well as the academic institutions within our states. In view of the important work of state associations for teaching, scholarship, and service, various coordinates will be discussed to navigate the effectiveness and ethicality of using artificial intelligence.

Learning Objectives

Observe a collaborative conversation among disciplinary colleagues.

Grapple with the use of AI in our discipline.

Chair

Lakelyn E. Taylor, University of Vermont

Presentations

Brad Bailey, Mississippi Gulf Coast Community College

Jeffrey Brand, University of Northern Iowa

Janie Harden Fritz, Duquesne University

Eric Grabowsky, Independent Scholar

Noura Hajjaj, Duquesne University

Gayle M. Pohl, University of Northern Iowa

John H. Saunders, University of Alabama in Huntsville

Susan Tomasovic, George Mason University

Joel Ward, Geneva College

### [Artificial Intelligence: Promise and Challenges](#)

Fri, November 22

4:00 PM - 5:15 PM

Preservation Hall Studio 8 - 2nd Floor Marriott

Paper Session

Artificial Intelligence: Promise and Challenges

Chair: Elizabeth Jones, Asbury University

Presentations

AI'S DARK SIDE: EQUIPPING STUDENTS TO DECIPHER TRUTH IN A WORLD OF FABRICATED REALITY

Heather Walters, Missouri State University

In What and Whose "Plurality" of Algorithmic Models?

Kavi Duvvuri, University of Waterloo

AN EXPERIMENTAL INVESTIGATION INTO THE INFLUENCE OF ALGORITHMIC RECOMMENDATIONS ON SELECTIVE EXPOSURE TO CHINESE CULTURE

Xinyuan Zhang, School of Media and Communication, Shanghai Jiao Tong University; Ke Xue, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiaotong University

Artificial Intelligence and the Knowledge Gap

Rodney Andrew Carveth, Central Connecticut State University

### [Opinionated Algorithms, Algorithmic Opinions: New Directions in the Study of Rhetoric + Digitality](#)

Fri, November 22

4:00 PM - 5:15 PM

Galerie 6 - 2nd Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Rhetorical and Communication Theory Division

Description

Consider the interrelationships between opinion and algorithm: opinions expressed on social media are sorted by algorithms that often privilege the sensational and the extreme; opinions expressed in digital fora are scraped and made into datasets to power generative AI; opinions about algorithms abound; opinions may be algorithmic in their expression; algorithmic bias is constituted by prejudicial opinions; algorithms have the power to constitute public opinion; algorithms are personalized based on expressed opinions.

This discussion panel engages the traffic between opinion and algorithm, anchored in reflections on and extensions of two recent books, Caddie Alford's *Entitled Opinions: Doxa after Digitality* and Jeremy Johnson's *Algorithmic Worldmaking: The Rhetorical Craft of Networked Order*. Alford and Johnson's respective theoretical contributions provide robust and helpful frames for understanding emergent technologies and practices. These books, among the first to be

published in the new Rhetoric + Digitality Series at the University of Alabama Press, will anchor the panel's discussion of emergent technologies like artificial intelligence, virtual/augmented/mixed reality, and the ongoing platformization of publicity.

Alford's *Entitled Opinions* re-reads the ancient rhetorical concept of *doxa*, often translated as opinion, in light of its digital permutations. Tracing the concept through an array of ancient theories and more contemporary critical and rhetorical theory, Alford imaginatively reconsiders what theories of *doxa* offer digital media ecologies. *Doxa*, following Alford, cannot so easily be polarized against facticity; there are gradations of opinionation that can sophisticate how we think about opinion in social media contexts and beyond.

Johnson's *Algorithmic Worldmaking* appreciates how the arrangement of information through algorithms constitutes our shared reality. Leaning on the ancient concept of *kosmos*, a term that orients us to processes of ordering, Johnson shows how digital algorithms are ordering networked worlds. *Algorithmic Worldmaking* examines how algorithms make and unmake worlds by focusing on their role in ordering navigation, exploration, maintenance, and monetization. Johnson's insights about the co-constitution of humans and technologies intertwine with *doxa*, emphasizing the cultural imagination of what technologies are and what they can be.

This panel is designed to hybridize an "author-meets-reader" panel with a more traditional scholarly paper panel. Panelists will be prompted to consider how these books by Alford and Johnson can inform ongoing research at the intersection of rhetoric and digitality through both ancient and contemporary rhetorical theories. Panelists Hardy, Kang, Hartelius, and Hallsby will offer remarks, followed by reactions and reflections from Alford and Johnson, and then from Rhetoric + Digitality series editors Boyle, Kennerly, and Pfister.

#### Learning Objectives

Attendees will become acquainted with two recent books in rhetorical studies on topics of significant import and interest, algorithms and opinions.

Attendees will learn how these two books might inform new directions in research emergent digital technologies.

Chair

Casey Boyle, University of Texas, Austin

Presentations

Jeremy Johnson, University of Denver

Alisa Hardy, University of Maryland

Matthew Salzano, Stony Brook University

Caddie Alford, Virginia Commonwealth University

Johanna Hartelius, University of Texas, Austin

Atilla Hallsby, University of Minnesota, Twin Cities

Michele Kennerly, Pennsylvania State University

Damien Smith Pfister, University of Maryland

## Saturday, November 23

### [Technological Advances, Social Media, and Artificial Intelligence: Shaping Public Relations Strategies and Assessing the Outcomes](#)

Sat, November 23

8:00 AM - 9:15 AM

Preservation Hall Studio 6 - 2nd Floor Marriott

Paper Session

Sponsor/Co-Sponsor: Public Relations Division

This session explores the intersection of public relations and technology, particularly focusing on the impact of AI and emotion measurement in crisis situations.

Chair: Andrew Jones, Davis & Elkins College

Respondent: Chuqing Dong, Michigan State University

Presentations

Preparing Public Relations Practitioners for the AI Era: Advancing Pedagogical Principles in Public Relations' Artificial Intelligence Education - Primary Presenter:

Aimei Yang, University of Southern California

Towards Conceptualizing a Measurement Matrix of Publics' Emotions Pre- and Post- Crisis - Primary Presenter: Ning Xie, Michigan State University

Friend or Faux: Testing the Perceived Authenticity of Corporate Socio-Political Activism Messages on Instagram Through the Lens of Black Lives Matter - Primary Presenter: Shanetta Pendleton, Elon University

Including Relationship Closeness as a Dimension of Public Relations through Brand-Public Relationships on Social Media - Primary Presenter: Kalyca Becktel, Ph.D., APR, North Carolina State University

AI versus Human: Exploring the Impact of Authorship on Audience Perception of Brand Messages - Primary Presenter: Daria Parfenova, Illinois State University

### [Intersections between Artificial Intelligence and Humans](#)

Sat, November 23

8:00 AM - 9:15 AM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Communication and the Future Division Sponsor/Co-Sponsor: Human Communication and Technology Division

Description

Often compared against humans, the research in this paper session, which is co-sponsored by the Communication and the Future Division, explores how artificial intelligence influences a variety of communication processes and perceptions.

Chair

Ocean Ningyang Wang, Louisiana State University

Presentations

AI VS. HUMAN-GENERATED MULTILINGUAL ROAD SAFETY MESSAGES FOR A MULTICULTURAL ARABIC-SPEAKING POPULATION IN UAE

Syed Ali Hussain, University of Sharjah; ralf schmaelzle, MSU; Sue Lim, Michigan State University; Nassir Bouali, University of Sharjah

Sponsor/Co-Sponsor: Human Communication and Technology Division

FROM THE MCDONALDIZATION OF FRIENDSHIP TO THE ROBOTIZATION OF LOVE: UNDERSTANDING AI CHATBOTS' IMPACTS ON OUR AFFECTION AND SOCIALITY

Bibo Lin, University of Oregon

Sponsor/Co-Sponsor: Human Communication and Technology Division

FROM BLOGS TO BOTS: EXPLORING THE IMPACT OF CO-AUTHORSHIP ON ATTITUDE FORMATION

Kyung Won Cho, Seoul National University; Soo Yun Shin, Seoul National University

Sponsor/Co-Sponsor: Human Communication and Technology Division

#### AI IN EVALUATING HUMAN POTENTIAL: TRUST, FAIRNESS PERCEPTIONS, AND THE ROLE OF HUMAN OVERSIGHT

Hyesun Choung, Michigan State University; Prabu David, Rochester Institute of Technology; Samantha Norcutt, Michigan State University

Sponsor/Co-Sponsor: Human Communication and Technology Division

#### BLURRED LINES, BRIDGING MINDS: COLLEGE STUDENTS' STRATEGIES FOR NAVIGATING THE BLURRED BOUNDARIES BETWEEN HUMAN INTELLIGENCE AND GENERATIVE AI

Young Ji Kim, University of California, Santa Barbara; Xinyi Zhang, University of California, Santa Barbara; Chengyu Fang, University of California, Santa Barbara

Sponsor/Co-Sponsor: Human Communication and Technology Division

#### [Following Medical Advice of an AI or Human Doctor? Experimental Evidence Based on Clinician-Patient Communication Pathway Model](#)

Sat, November 23, 8:00 AM - 9:15 AM

Napoleon D3 - 3rd Floor Sheraton

Sheraton - Floor 3

Paper Session

Part of:

Technological Advancements to Improve Health and Health Care

Sponsor/Co-Sponsor: Health Communication Division

This article looked at whether patients would adopt the medical advice given by an artificial intelligence doctor, and what factors might influence their choices.

We designed an experiment based on the clinician-patient communication pathway model. We found that compared to human doctors, patients showed a lower

willingness to adopt the advice from artificial intelligence doctors. They perceived the machine's performance and empathy as inferior to that of human doctors.

We believe that these findings may be of interest to attendees.

Participants

Shuoshuo Li

Presenter/Panelist

Shanghai Jiao Tong University

Jian XU

Co-Author

Shanghai Jiao Tong University

#### [Technological Advances, Social Media, and Artificial Intelligence: Shaping Public Relations Strategies and Assessing the Outcomes](#)

Sat, November 23

8:00 AM - 9:15 AM

Preservation Hall Studio 6 - 2nd Floor Marriott

Paper Session

Sponsor/Co-Sponsor: Public Relations Division

This session explores the intersection of public relations and technology, particularly focusing on the impact of AI and emotion measurement in crisis situations.

Chair

Andrew Cessna Jones, Davis & Elkins College

Respondent

Chuqing Dong, Michigan State University

Presentations

Preparing Public Relations Practitioners for the AI Era: Advancing Pedagogical Principles in Public Relations' Artificial Intelligence Education - Primary Presenter:

Aimei Yang, University of Southern California

Towards Conceptualizing a Measurement Matrix of Publics' Emotions Pre- and Post- Crisis - Primary Presenter: Ning Xie, Michigan State University

Friend or Faux: Testing the Perceived Authenticity of Corporate Socio-Political Activism Messages on Instagram Through the Lens of Black Lives Matter - Primary

Presenter: Shanetta Pendleton, Elon University

Including Relationship Closeness as a Dimension of Public Relations through Brand-Public Relationships on Social Media - Primary Presenter: Kalyca Becktel,

Ph.D., APR, North Carolina State University

AI versus Human: Exploring the Impact of Authorship on Audience Perception of Brand Messages - Primary Presenter: Daria Parfenova, Illinois State University

Chair: Andrew Jones, Davis & Elkins College

#### [Misinformation Online](#)

Sat, November 23, 9:30 AM - 10:45 AM

Nottoway - 4th Floor Sheraton

Paper

Sponsor/Co-Sponsor: Human Communication and Technology Division

Chair

Sue Lim, Michigan State University

Presentation

CAN CHATGPT HELP DISCERN ONLINE HEALTH MISINFORMATION?: A MEDIA LITERACY PERSPECTIVE

Wei Peng, Michigan State University; Jingbo Meng, Ohio State University; Tsai-Wei Ling, Michigan State University

#### [Great Ideas for Teaching Students \(GIFTS\) Session 3](#)

Sat, November 23

11:00 AM - 12:15 PM

Grand Ballroom DE - 5th Floor Sheraton

Panel Discussion

Awards: Top Papers Sponsor/Co-Sponsor: Great Ideas for Teaching Students (G.I.F.T.S)

Co-Chairs

Stephanie Kelly, North Carolina A&T State University

Suzy Prentiss, University of Central Florida

Presentation

CHAT GPT INFORMATIVE SPEECH PORTFOLIO

Blake Daniel Cravey, University of Georgia

### [Regarding AI in Community College: Leveraging Opportunities & Challenges](#)

Sat, November 23

11:00 AM - 12:15 PM

Preservation Hall Studio 7 - 2nd Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Community College Section

Let's have a ChatGPT Poetry Throwdown! Are you up for the challenge? Artificial intelligence (AI) has moved into the mainstream, driven by advances in cloud computing, big data, open-source software, and improved algorithms. Generative AI, in particular, has emerged as a transformative force, reshaping industries and business paradigms. This technology empowers organizations with creative capabilities, fostering innovation, personalization, and efficiency through predictive insights and task automation. Rather than ignore AI in our classes, we need to leverage it and learn with ChatGPT and other AI generative tools. Think of this panel as an Educator's Guide to AI and Effective Student Learning in the Communication Class. As generative AI continues to transcend traditional education sectors, we are experiencing a seismic shift. Learning how to apply AI in education can assist you and your students harness the power of AI to increase students' value and gain a competitive advantage, leveraging its limitless potential in your teaching journey. This panel provides frameworks to build an effective AI implementation plan to help you understand AI as the most significant educational opportunity of our lifetime and the potential it offers your classroom. It delves into the transformative capabilities of generative AI in Community College education.

By the end of this program, you will be able to do the following:

Determine generative AI initiatives with the highest potential for impactful communication education outcomes

Understand the educational applications and outcomes that can be achieved with AI.

Learning Objectives

Explore communication applications of generative AI with practical examples. Evaluate the options, strengths, and weaknesses of generative AI and insights on optimal utilization.

Discover tools for defining generative AI use cases within your class. Implement generative AI in end-to-end assessment with real-world examples.

Session Chairs

Chair

Kirt Shineman, Glendale Community College

Co-Chair

Rolland Petrello, Moorpark College

Respondent

William Sheffield, Western Nebraska Community College

Presentations

Rolland Petrello, Moorpark College

Jessica McKinley, Sinclair Community College

Kerry Byrnes-Loinette, Collin College

David L. Bodary, Sinclair Community College

Stephen A. Spates, Michigan State University

Wade Hescht, Lone Star College-North Harris

Kirt Shineman, Glendale Community College

William Sheffield, Western Nebraska Community College

### [Scholar to Scholar: Regard for Relationships & Politics](#)

Sat, November 23

11:00 AM - 12:15 PM

Preservation Hall Studios Foyer - 2nd Floor

Paper Session

Sponsor/Co-Sponsor: Scholar to Scholar

Description

Join us for an engaging poster presentation session with 28 posters examining the nuances of communication within educational, familial, platonic, and romantic relationships. This session also delves into political-related experiences, exploring interactions with politicians, the impact of policies, strategies of persuasion, and the dynamics of protests.

Session Chairs

Chair

Jessica Cherry, Fairfield University

Presentations

CHATGPT IN CLASSROOM: STUDENTS' PERCEIVED UNDERSTANDING OF ITS USEFULNESS

H M Murtuza, University of Oklahoma

### [The Author's Shadow: Exploring the Veiled Influence of GAI and Human Labels on News Credibility and Effort Perception](#)

Sat, November 23, 11:00-12:15 AM

Preservation Hall Studio 8 - 2nd Floor Marriott

Marriott - Floor 2

Paper Session

Part of:

From Reuters to Reddit: News and Social Media Reception & Effects

Sponsor/Co-Sponsor: Communication and Social Cognition Division

This study, based on cognitive authority and effort heuristic theories, examines how real and declared sources affect credibility in GAI-generated news among 229 Chinese participants. While the real source (GAI vs. human) shows minimal impact, the declared source significantly shapes credibility perceptions, with human or unknown authorship preferred over GAI. Findings suggest that GAI content's lower credibility stems from perceived lesser effort, highlighting declared source's dominance in credibility assessment and the preference for heuristic evaluation cues.

Participants

Jinghong Xu

Co-Author

Beijing Normal University

Rukun Zhang  
Co-Author  
Shenzhen University  
Jie Ren  
Presenter/Panelist  
Beijing Normal University

[If You can't Beat 'em, Join 'em: How AI Can Cultivate a Counter-Cultural Approach to Enhance Critical Thinking Skills](#)

Sat, November 23 11:00 AM - 12:15 PM  
Grand Ballroom DE - 5th Floor Sheraton

Sheraton - Floor 5  
Panel Discussion

Part of:

Great Ideas for Teaching Students (GIFTS) Session 3

Sponsor/Co-Sponsor: Great Ideas for Teaching Students (G.I.F.T.S)

When students can discuss the pros and cons of the use of AI for assignments and the fulfillment of learning outcomes, it moves the discussion from whether AI is good/bad, to the value of education. Is education a quest to discover "truth" and/or an objective reality that is not open to interpretation or is education a quest to create a more just reality. These discussions can also be applied to other social, economic, and political structures. Thus, by teaming up with AI, students can develop critical thinking skills that enhance their abilities to critique and assess larger social structures.

Participants

Laura Brown

Presenter/Panelist

West Chester University

Timothy Brown

Co-Author

Eastern University

[I am My Own Muse: Generative AI, Copyright Law, and the Meaning of Creativity](#)

Sat, November 23, 11:00 AM - 12:15 PM

Bayside C - 4th Floor Sheraton

Sheraton - Floor 4

Paper

Part of:

Top Papers in Freedom of Expression

Sponsor/Co-Sponsor: Freedom of Expression Division

This paper examines how Generative AI challenges the belief that creativity is solely a human trait. First, it outlines how Generative AI has disrupted the arts industry. Next, the paper examines how law, philosophy, and science have defined the meaning of inspiration, originality, and creativity. Finally, it analyzes how, ultimately, the advancement in AI technology will challenge notions of creativity and how it defines our humanity.

Participant

Jason Zenor

Presenter/Panelist

SUNY Oswego

[Tesla's Unethical Attunements: An Ambient Route to Accountability in an AI-Driven World](#)

Sat, November 23, 11:00 AM - 12:15 PM

Galerie 6 - 2nd Floor Marriott

Marriott - Floor 2

Paper

Part of:

Top Student Papers in Rhetorical and Communication Theory Division

Sponsor/Co-Sponsor: Rhetorical and Communication Theory Division

The emergence of self-driving vehicles presents an embodied example of living in-relation to AI and invokes questions about dispersed agency in the material world. This essay analyzes public discourse surrounding the recall of Tesla Autopilot after a series of fatal crashes involving the technology. Through the lens of ambient rhetoric, I argue that Tesla attunes drivers to the future possibilities of a posthuman mode of being, then, in the moment of crisis, abandons them in their new dwelling. This contradiction offers a space for theorizing corporate accountability with greater regard for the lives sacrificed in the name of technological progress.

Participant

Jamie Jelinek

Presenter/Panelist

University of Texas at Austin

[Machine others: New materialism as a resource for understanding our interactions with artificial communicators](#)

Sat, November 23, 1:00 PM - 2:15 PM

Preservation Hall Studio 8 - 2nd Floor Marriott

Marriott - Floor 2

Panel Discussion

Part of:

A Greater Regard for New Materialism: Intra/actions Between Work, Machines, and Ideas

Participant

Marco Dehnert

Presenter/Panelist

University of Arkansas

[New Audiences: Influencers, Avatars, and Podcasts](#)

Sat, November 23

1:00 PM - 2:15 PM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Human Communication and Technology Division Sponsor/Co-Sponsor: Mass Communication Division

Description

This paper session considers how novel communicators and audiences, including influencers, avatars, and podcasts, shape communication.

Session Chairs

Chair

Jess Dominguez, University of Kentucky

Presentation

THE NEW INTERNET SENSATION: VIRTUAL INFLUENCERS

Lisabeth Matyash, University of Illinois at Chicago

[Distributed Agency in Human-AI Communication: How Users Interact with Text-based Generative AI by “Prompt” on Chinese Social Media](#)

Sat, November 23, 2:30 PM - 3:45 PM

Preservation Hall Studio 7 - 2nd Floor Marriott

Marriott - Floor 2

Paper Session

Part of:

Association for Chinese Communication Studies Competitive Paper Session

Sponsor/Co-Sponsor: Association for Chinese Communication Studies

Human-AI interaction forms a distributed, decentralized, and iterative process, raising questions about how to redefine the agency of humans and AI. This study explores how individuals collaborate with AI via “distributed agency”. Drawing from distributed cognition, distributed agency refers to a cognitive agency that is achieved by applying external representations. From this, this study found that AI achieves agency by introducing emergence beyond individuals’ expectations and plans, while individuals tend to control, curate, and leverage the emergence to interact with AI. The online community also contributes to human agency through the cultural system, encompassing technology culture and popular culture orientation.

Participant

Liming Liu

Presenter/Panelist

Tsinghua University

[Top Student Papers in the Instructional Development Division](#)

Sat, November 23

2:30 PM - 3:45 PM

Grand Chenier - 5th Floor Sheraton

Paper Session

Awards: Top Student Papers Sponsor/Co-Sponsor: Instructional Development Division

Chair

Alejandro X. Colon, Nicholson School of Communication

Respondent

Candice Thomas-Maddox, Ohio University Lancaster

Presentations

ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION: A THEMATIC ANALYSIS OF CHATGPT IN DISCOURSE

ITEM MATCHES SEARCH TERM

Xiaotong Liu, The University of Texas at Austin; Mir Rabby, University of Texas, Austin; Jeremy Martin, The University of Texas at Austin

[Advances in Research on Race, Gender, and Technology](#)

Sat, November 23

2:30 PM - 3:45 PM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Human Communication and Technology Division

Description

This paper session considers the implications of technology for a variety of issues surrounding dynamics of race, gender, and sex.

Chair

Marco Denhert, Arizona State University

Presentations

MODES OF ASKING AS SWITCHES FOR DIFFERENT RESPONSES: CONTEXTUALIZATION OF CHATGPT'S GENDER EQUALITY PERSPECTIVE OUTPUT

ITEM MATCHES SEARCH TERM

Wenna Zhao, Beijing Normal University; Suhong Song, Beijing Normal University; Zelong Liang, Beijing Normal University

[Great Ideas for Teaching Students \(GIFTS\) Session 4](#)

Sat, November 23

2:30 PM - 3:45 PM

Grand Ballroom DE - 5th Floor Sheraton

Panel Discussion

Awards: Top Papers Sponsor/Co-Sponsor: Great Ideas for Teaching Students (G.I.F.T.S)

Description

Celebrate Greater Regard for Great Ideas for Teaching Students (GIFTS) by engaging with colleagues sharing their innovative and empowering class activities, projects, and assignments. 4 of 4 sessions

Session Chairs



Stephanie Kelly, North Carolina A&T State University

Suzy Prentiss, University of Central Florida

Presentations

ARTIFICIAL IMAGES: HOW TO HELP STUDENTS USE & UNDERSTAND BIAS IN AI IMAGE GENERATOR PROGRAMS

James Proszek, Wabash College

CHATBOT CHAMPIONS: CONQUER YOUR GOALS TOGETHER

Austin Beattie, Hope College; Kate Magsamen-Conrad, University of Iowa

[Exploring the Impact of Automatic Corrective Feedback on Writing Assessment in Undergraduate Communication Studies](#)

Sat, November 23, 2:30 PM - 3:45 PM

Balcony K - 4th Floor Marriott

Marriott - Floor 4

Paper Session

Part of:

Pedagogy, Assessment, and Outcomes

Sponsor/Co-Sponsor: Undergraduate College and University Section

Communication majors in writing intensive courses face numerous challenges, from navigating complex curricula to addressing gaps in prior education. Many require extra support to refine their academic writing skills. While writing centers and instructors offer valuable assistance, students often seek universally accessible feedback. "Automatic corrective feedback" technology, notably Grammarly, aids with real-time suggestions and edits for essays and papers. With over 30 million users, Grammarly employs AI to provide linguistic assistance. However, its impact on communication students remains unexplored. This proposed study will employ mixed methods, including quantitative assessment scores and qualitative interviews, to evaluate Grammarly's influence on college writing

Participant

Natalie Andreas

Presenter/Panelist

The University of Texas at Austin

[PR/Strategic Communication Researchers, Educators, and Applied Professionals Facing Malicious AI: Countering Disinformation and Deepfakes Amid Mega-Crises](#)

Sat, November 23, 4:00-5:15 PM

Oak Alley - 4th Floor Sheraton

Sheraton - Floor 4

Paper Session

Part of:

Looking Ahead to Regard the Future: Technology Solutions and Applied Communication

Sponsor/Co-Sponsor: Applied Communication Division

Even though there are many concerns about the impacts that deepfakes and disinformation will have amid mega-crises, PR/strategic communication professionals can play a vital role in mitigating the possible threats. In the coming decades, many societies around the world may be highly information-literate and AI-literate. While disinformation campaigns may still occur, and, by that point, very sophisticated deepfakes will very likely be used, coalitions across disciplinary, sectoral, cultural, and global boundaries will work together to expose deception. Hence, applied communication should continue bridging sectors and cultures through dialogue, embracing change through continuous learning, and finding creative solutions to transcend crises.

Participants

Marta Lukacovic

Presenter/Panelist

Angelo State University

Deborah D. Sellnow-Richmond

Co-Author

Southern Illinois University, Edwardsville

[Communication and the Future Round Table Research Session](#)

Sat, November 23

4:00 PM - 5:15 PM

Grand Ballroom B - 5th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Communication and the Future Division

Description

Presenters will have the opportunity to share their research with other scholars in a round table research presentation. The goal of this session is not only to share ongoing research with those in the field of communication but also to engage more closely with other scholars and receive feedback.

Chair

Dallin Adams, Sam Houston State University

Presentations

REVIVING THE LOCAL COMMUNITY FOR FUTURE DIGITAL INCLUSIONS: NEIGHBORHOOD EFFECTS IN DIGITAL INEQUALITY

Yuchen Wang, Shanghai Jiao Tong University

Sponsor/Co-Sponsor: Communication and the Future Division

STUDENTS' ENGAGEMENT WITH CHATGPT 3.5 FOR EDUCATIONAL TASKS: INOCULATION TRAINING, VERIFICATION, AND MODIFICATION INTENTIONS

Chi Bich Vu, Boston University; James Cummings, Boston University; Daniel Park, Division of Emerging Media Studies, Boston University

Resisting out of Fatigue: The Impact of Social Media Fatigue on Algorithmic Resistance Behavior

Kun Zhang, School of Journalism and Communication, Tsinghua University

QUANTIFYING BIAS IN GENERATIVE AI: A COMPARATIVE ANALYSIS OF POLARIZED BIAS IN STABLE DIFFUSION MODELS

Bixuan Ren, Syracuse University; Regina Luttrell, Syracuse University; Jason Davis, Syracuse University

COMMUNICATION ALIGNMENT IN FUTURE AI SYSTEMS

Zoltan P. Majdik, North Dakota State University

AN EXPERIMENTAL INVESTIGATION INTO THE INFLUENCE OF USER SELECTIVE EXPOSURE TO INTANGIBLE CULTURAL HERITAGE VIDEOS GENERATED BY ARTIFICIAL INTELLIGENCE

Xinyuan Zhang, School of Media and Communication, Shanghai Jiao Tong University; Ke Xue, USC-SJTU Institute of Cultural and Creative Industry, Shanghai Jiaotong University

ETHICAL CONCERNS ASSESSMENT FOR USING AI IN PR

Delaney Harness, University of Cincinnati; Kelly Merrill, Jr., University of Cincinnati

HOW SHOULD AI TALK? EXAMINING DISCLAIMERS AND ANTHROPOMORPHIC DESIGN IN SHAPING TRUST TOWARD AI CHATBOTS

Manxi Luo, Boston University; Wenzhe Xu, Boston University; Haoyu Su, Boston University; Mohan Zhang, BOSTON UNIVERSITY; Han Yan, Boston University; Xuanpu Zhou, Boston University Emerging Media Studies; James Cummings, Boston University

HOW DOES INFLUENCER TYPE AND RACIAL IDENTITY SHAPE CONSUMER RESPONSES? THE MEDIATING ROLE OF AUTHENTICITY, PARASOCIAL INTERACTION, AND IDENTIFICATION

Hannah Cheater, University of Alabama; Bahareh Amini, The University of Alabama; Sai Datta Mikkilineni, University of Alabama; Jade Larson, University of Alabama

THE DIFFUSION, REINVENTION, AND GOVERNANCE OF AI IN THE 'GLOBAL BANGLA' COMMUNITY: THE CASE OF BANGLADESH AND WEST BENGAL

Sadia Afrin Ratna, Texas Tech University

FUTURE PERSPECTIVES ON COMMUNICATION: ANALYZING THE TECHNICAL STRUCTURE, VISUAL SUBJECT, AND ETHICAL ECOLOGY THROUGH THE LENS OF THE TAYLOR SWIFT AI CONTROVERSY

Yilin Yang, Communication University of China

#### [AI Generated Music and the Listening Subject](#)

Sat, November 23, 4:00 PM - 5:15 PM

Napoleon C2 - 3rd Floor Sheraton

Sheraton - Floor 3

Paper Session

Part of:

Theorizing Affect, Subjectivity and Humanism in Critical Cultural Studies

Sponsor/Co-Sponsor: Critical and Cultural Studies Division

As listening to music has become more ubiquitous, its social function has also expanded. Simultaneously, artificial intelligence has advanced to a point where its music production could very well pass for human-produced music in certain contexts. This paper's goals are: consider the social and cultural potential of AI-generated music as it unfolds in late stage capitalism; and determine how AI's intervention into music production impacts listening subjectivity.

Participant

Ian Dunham

Presenter/Panelist

Kennesaw State University

#### [Top Papers in Communication Ethics](#)

Sat, November 23

4:00 PM - 5:15 PM

Preservation Hall Studio 10 - 2nd Floor Marriott

Paper Session

Awards: Top Papers Sponsor/Co-Sponsor: Communication Ethics Division

Chair

Andrew Tinker, Pellissippi State Community College

Presentations

BRIDGING THE THEORY-PRACTICE GAP IN AI ETHICS

Zixuan Weng, Jinan University

Sponsor/Co-Sponsor: Communication Ethics Division

SHOULD WE EXPRESS GRATITUDE TO AI ASSISTANTS: THE ONLINE PUBLIC'S UNDERSTANDING OF MORALITY TO AI ASSISTANTS IN HUMAN-AI COMMUNICATION

Yuqi Zhu, University of Science and Technology of China; Jianxun Chu, University of Science and Technology of China

#### [Implications of Automated Fact-Checking for Democratic Processes](#)

Sat, November 23, 4:00 PM - 5:15 PM

Bayside A - 4th Floor Sheraton

Sheraton - Floor 4

Paper Session

Part of:

Top Papers in Political Communication 

Sponsor/Co-Sponsor: Political Communication Division

As the involvement of Artificial Intelligence (AI) in generating political information intensifies, it becomes imperative to assess whether public perception of AI's intervention alters the media effects previously understood by scholars. This study investigates whether the perception that fact-checking is generated or curated by AI influences its persuasive effect, alters hostile media perception, and affects evaluations of the targeted politician. Through experimental design, we examine the ramifications of AI-mediated fact-checking on these dimensions.

Participants

Je Hoon Chae

Presenter/Panelist

UCLA

David Tewksbury

Co-Author

University of Illinois Urbana-Champaign

#### ["It's Not Allowed:" Instructor Course Policy and Message Framing about Generative AI](#)

Sat, November 23, 4:00 PM - 5:15 PM

Grand Chenier - 5th Floor Sheraton

Sheraton - Floor 5

Paper

Part of:

Top Papers in the Instructional Development Division

Sponsor/Co-Sponsor: Instructional Development Division

Discussion around the implications and usage of ChatGPT and other generative AI in the classroom is generally met with the solution of implementing a clear course policy in the syllabus. Interestingly, there are a variety of approaches to crafting syllabus policies and an instructor's framing of the use of generative AI tools. The current study sought to understand the syllabus policies and instructor message framing on the use of newly widespread ChatGPT and generative AI, and how, if at all, that message changed over the course of a semester.

Participants

Renee Kaufmann

Co-author

University of Kentucky

Jessalyn I. Vallade

Co-author

University of Kentucky

Brandi Frisby

Co-author

University of Kentucky

Joe Martin

Co-author

University of Kentucky

## Sunday, November 24

### [Embracing AI in the Classroom: Cultivating Regard for Innovative Pedagogy](#)

Sun, November 24

9:30 AM - 10:45 AM

Preservation Hall Studio 7 - 2nd Floor Marriott

Panel Discussion

Sponsor/Co-Sponsor: Community College Section

Description

This panel embraces this year's theme of the greater regard by cultivating care and consideration by highlighting the importance of implementing AI in the classroom, examining how educators can foster a culture of appreciation, understanding and ethical engagement with AI technologies. Cultivating regard for AI involves not only acknowledging its potential benefits but also critically examining its limitations, biases, and ethical considerations.

Learning Objectives

Audience members will: 1) see AI as a tool to improve assessment and feedback

Audience members will: 2) explore AI tools as educational technology to personalize learning.

Chair

Raquel Moscozo, Citrus College

Participants

Raquel Moscozo

Presenter/Panelist

Citrus College

Abraham Nesheiwat

Co-Author

Cypress College

Alex Dejean

Co-Author

Los Angeles Harbor College

Wesley Hernandez

Co-Author

Bakersfield College

### [Large-language Models and Artificial Intelligence in Educational and Relational Contexts](#)

Sun, November 24

9:30 AM - 10:45 AM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Human Communication and Technology Division

Description

The research in this paper session considers the implications and outcomes of large language models and AI in educational and relational contexts.

Chair

Austin Beattie, Hope College

Presentations

ACADEMIC ASSISTANCE OR ETHICAL DILEMMA? EXPLORING THE MOTIVATIONS OF CHATGPT USAGE IN HIGHER EDUCATION

Mir Hasib, Texas Tech University; Md. Shariful Islam, Khulna University

Exploration of Using ChatGPT in a Higher Educational Context

Sun Kyong Lee, Korea University; Jongsang Ryu, Korea University; Dong Hoon Ma, Korea University; Yeowon Jie, Korea University

LOVE, MARRIAGE, PREGNANCY: COMMITMENT PROCESSES IN ROMANTIC RELATIONSHIPS WITH AI CHATBOTS

Ray Djufiril, Technische Universität Berlin; Jessica R. Frampton, University of Tennessee; Westerwick Silvia, TU Berlin

COLLEGE STUDENTS' LITERACY, USE, AND EDUCATIONAL OUTCOMES OF CHATGPT FROM A DIGITAL DIVIDE PERSPECTIVE

Xinyi Zhang, University of California, Santa Barbara; Ronald Rice, UC Santa Barbara; Laurent Wang, UC Santa Barbara

A Conceptual Framework for Understanding the Effectiveness of AI-enacted Advice: Theorizing on AI-enacted Advice Response Theory  
Jun Hyung Han, University of Illinois, Urbana-Champaign

["OpenAI moment" : Making Sense of Organizational Identity in Artificial Intelligence Regulatory Measures](#)

Sun, November 24, 11:00 AM - 12:15 PM

Galerie 3 - 2nd Floor Marriott

Marriott - Floor 2

Paper Session

Part of:

With Regard for Technology in Organizations

Sponsor/Co-Sponsor: Organizational Communication Division

With the recent boom of artificial intelligence (AI) applications, organizations are increasingly implementing regulation aimed at reducing biases and harms originating from AI. But how are regulatory measures perceived by organizational stakeholders, and what do they communicate about organizational positions toward identity, diversity, and politics? Drawing on a computational analysis of ~200,000 comments and iterative coding of 60 salient threads, we investigate how members of an open-source beta testing community collectively make sense of organizational regulation of an AI art tool. Our analysis highlights the implications of identity related tensions for organizations and AI regulation.

Participants

Jordan Duran

Presenter/Panelist

University of North Carolina at Charlotte

[Creating future winners in the rapid deconstruction and rebuilding necessary for the AI/GenAI marketplace: The challenge of refocusing programs, building the necessary foundations, upskilling the dinosaurs, and racing to create professionals who can thrive in the new AI/GenAI information age](#)

Sun, November 24, 11:00 AM - 12:15 PM

Preservation Hall Studio 4/5 - 2nd Floor Marriott

Marriott - Floor 2

Panel Discussion

Part of:

Embracing Change for the Greater Regard of our T&D Practices: Case Studies in Change Management

Participant

Gregory Patton

Presenter/Panelist

University of Southern California

[No, You're Artificial!: Artificial Intelligence and Communication](#)

Sun, November 24

11:00 AM - 12:15 PM

Nottoway - 4th Floor Sheraton

Paper Session

Sponsor/Co-Sponsor: Human Communication and Technology Division

Description

This paper session explores how artificial intelligence is used and perceived in processes of message production and reception.

Chair

zaynab yusuf, Wayne State University

Presentations

AI IN THE NEWSROOM: HOW PRESENTATION AND LITERACY LEVELS SHAPE PERCEPTIONS OF AI ANCHORS

Mina Choi, Kyunghee University; Jeong-woo Jang, Korea Advanced Institute of Science and Technology

DRAWING THE FINE LINE: PRACTICES OF MESSAGE PRODUCTION WITH ARTIFICIAL INTELLIGENCE IN INTERPERSONAL COMMUNICATION

Bingjie Liu, The Ohio State University; Andrew Gambino, University of Delaware; Lewen Wei, The University of New South Wales

PUBLIC PERCEPTIONS ON SORA AND AI ADVANCEMENT: SEMANTIC AND THEMATIC ANALYSIS ON YOUTUBE COMMENTS

Qing Xu, University of Florida

Hook, Line, and Sink: A Focus Group Study on User Perceptions of Persuasive AI

Elisavet Averkiadi, Michigan State University; Laila Kunaish, Michigan State University; David Ewoldsen, Michigan State University; Nancy Rhodes, Michigan State University

NAVIGATING THE AI WAVE: THE INFLUENCE OF CMC COMPETENCE ON STUDENT PERCEPTIONS AND USAGE OF GENERATIVE AI PLATFORMS IN ONLINE LEARNING ENVIRONMENTS

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