15th Annual Undergraduate Scholars Research Conference

Friday, February 16, 2018
Santa Clara, CA
Welcome to the 15th Annual Undergraduate Scholars Research Conference

The 15th annual Undergraduate Scholars Research Conference is finally here! I received over 50 submissions that were reviewed by faculty throughout the Western States Communication Association (WSCA). Kudos to all those who submitted their work!

This year’s conference includes presentations on a variety of timely topics. The papers represent a breadth and depth of ideas, methodologies, and standpoints that are reflective of our diverse discipline. I am impressed by the work that our undergraduate students have done and thank them for their commitment to scholarship. Please be sure to attend the 12:30pm Awards Reception where we will recognize those students who are receiving Top Paper awards.

Following the conference, please join me for the Graduate Student Workshop. A number of Graduate Program Directors will provide suggestions for how to apply to and successfully complete graduate school. The afternoon will conclude with our Graduate Programs Open House, where you can find out more information about graduate programs within our region.

I’d like to thank last year’s Second Vice-President, Marnel Niles Goins, for her advice and detailed records and WSCA Executive Director, Heather Hundley, for her assistance. I’m especially grateful to all of the reviewers, panel chairs/respondents, workshop panelists, and sponsors for their work and support.

Donna Gotch
WSCA Second Vice-President
Undergraduate Scholars Research Conference
Friday, February 16, 2018

Overview of Events

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Undergraduate Scholars Research Conference
Welcome Reception & Continental Breakfast
8:00 - 8:15am
Sonoma

Session 1
8:30 - 9:30am

Panel 1: Communicating in Relationships
Chair and Respondent: Tara McManus, University of Nevada, Las Vegas

“T’m Kind of Really Unique”: Communication of Mixed Race Individuals
Reimi Akin, University of San Francisco

Interracial Relationships: Power Dynamics and the Social Implications Impacting Relationship Quality and Future Ventures
Brianna Morales, University of San Francisco

Relational maintenance behaviors and psychological well-being in ambivalent relationships
Randi Wichman, Danielle Farley, Hillary Loney, and Kellie Hofstetter, University of Montana

Folk versus Rock Music and Friendship Satisfaction
Eleanor Crosby, Northwest Nazarene University

Panel 2: Rhetoric and Politics
Chair and Respondent: D. Robert DeChaine, California State University, Los Angeles

Not Your Typical Farewell
Candice Wu, California State University, Long Beach

The Rhetoric of Righteousness: Inclusivity, Social Justice and the Gospel
Elder Diaz Martinez, Arizona State University

Public Criticism, Gender, and President Trump’s Twitter
Sabrina Hackett, Willamette University
Session 1 (Continued)
8:30 – 9:30am

Panel 3: Is the Customer Always Right? : An Examination of Consumer Communication
Chair and Respondent: Carlos Tarin, The University of Texas at El Paso

The Importance of Customer Feedback
Ping-Yu Cho, Northwest Nazarene University

Consumer Interaction with Brands over Social Media & Its Effects on Buyer Purchases
Deainey Willing, University of the Pacific

Effects of Para-Social Presence on the Consumer Decision Journey
Ayda Tahmasbi, California Polytechnic University, San Luis Obispo

Panel 2: It’s the Media: It’s not all fun and games
Chair and Respondent: Teresa Bergman, University of the Pacific

Seeing, Reading, Playing: Visual Rhetoric and Narratives in Interactive Media
Cameron Lantz, Willamette University

Rolling with my Gnomies: A qualitative inquiry into the renewal and re-creation of identity in tabletop role-playing games
Nathaniel Rogers, Samantha Sespense, and Gitalia Di ferretti, San Diego State University

The Role of Race and Class in the Media Coverage of Utah’s Opioid Epidemic
Connor Richards, University of Utah

Panel 3: Gender and Communication
Chair and Respondent: Julie Taylor, California State University, San Bernardino

Mourning the Living: Grieving a Transgender Relative’s Previous Gender Identity
Adrian Carli, California State University, Fresno

Gucci: Flattening Women Through Patriarchal Heteronormativity
Sara Freitag, California State University, San Marcos

The Presence of Gender Stereotypes in the Workforce
Antoinette Acosta, University of the Pacific

Lives that (Don’t) Matter: The Construction of Abjection in the Public Consciousness
Kelsey Rij, Fresno Pacific University

Session 2
9:45 – 10:45am

Panel 1: Immigrant and Intercultural Communication
Chair and Respondent: Lynda McCroskey, California State University, Long Beach

"Best of Both Worlds": Understanding Identity Negotiation and Development Among 1.5 Generation Immigrant Young Adults in the United States
Cynthia Cai, University of San Francisco

"You Defy the Odds": First Generation Students with Immigrant Parents Communicate About College Experiences
Madison Amido, University of San Francisco

Cattle, Progress, and a Victimized Nation: Exploring Metaphors in Current and Past Immigration Discourse
Graham A. Smith, Portland State University

The Influence of Ethnocentrism and Intercultural Communication Apprehension on Intergroup Relational Closeness
George Lamie, California State University, Fullerton

Break and Refreshments
10:45 – 11:30am
Sonoma
Session 3
11:30 am - 12:30pm

Panel 1: Family, Health and Hardship
Chair and Respondent: S. David Zuckerman, California State University, Sacramento

“Can I speak broken English?": Understanding the Role of Heritage Language in Family Communication
Jasmine Liwanag, University of San Francisco

Disclosing an Invisible Illness and How it Affects Relationships
Courtney Donlon and Haley Vopnfjord, Azusa Pacific University

Egoistic Philanthropy: Social Exchange Theory in the Context of Disaster
Clint Harris, Fresno Pacific University

Panel 2: An Examination of Identities
Chair and Respondent: Keith Nainby, California State University, Stanislaus

Undermining the "Usurpers": A Communicative Conception of Christian Identity
Brian Ruben, Arizona State University

The Effect of Social Anxiety on Online and Offline Identity Separation
Madeleine Elliot, Caitlin Foreman, and Natalie Ullum, University of Puget Sound

Digital Literacy Divides: Impact of Social Determinants on College Students' Digital Behaviors
Graciela Trocha, California State University, San Bernardino

Panel 3: Stories Shared: Music, Comedy and Veterans
Chair and Respondent: Deanna Fassett, San Jose State University

Chase Cunha, Annie Connelly, Vanessa Trujillo, Cameron Matthews, and Kathleen Ochoa
California State University, Stanislaus

Rhetorical Analysis of Samantha Dow’s “The Cornerwitch”
Tuesday Watkins, California State University, Sacramento

The Vet House: SDSU Communicating Stories to Create a Sense of Comfort in Academia
Jack Lee Bailey and Isidro Osuna, San Diego State University

Session 3 (Continued)
11:30 am - 12:30pm

Panel 4: Media and Engagement
Chair and Respondent: Joan McAlister, Drake University

“Let Me Tell You Something, Michelle”: Hegemony and Resistance in Full House
Annie Connelly, California State University, Stanislaus

Women in The Cannabis Culture: A Critical Analysis of Nancy Botwin as Represented in Weeds
Melissa Munoz, University of the Pacific

The Paradox of The Promise: Bearing Witness to Genocide While Erasing Cultural Identity
Mackenzie Cooper, Pacific Lutheran University

Eat Your Vegetables: A Critique of Cookie-Seeking & Problematic White Allyship in Atlanta
Jacob Valov, Arizona State University
Awards Reception
12:30 - 1:00pm
Sonoma

Graduate Student Workshop
2:00 - 3:30pm
Sonoma

A panel of Graduate Program Directors from a diverse set of graduate programs and academic institutions offers suggestions and advice for applying to, attending, and succeeding in graduate school.

Karin Vasby Anderson, Colorado State University
Teresa Bergman, University of the Pacific
D. Robert DeChaine, California State University, Los Angeles
Margaret Pitts, University of Arizona

Graduate Programs Open House
3:45 - 5:00pm
Winchester/Stevens Creek

The Graduate Programs Open House provides undergraduate and graduate students with the opportunity to meet representatives from universities that have masters and doctoral programs in Communication.

Acknowledgements

Faculty Reviewers
Kimberly Aguilar, California State University, Fresno
Kevin Baaske, California State University, Los Angeles
Teresa Bergman, University of the Pacific
Jennifer Bevan, Chapman University
Anne Bialowas, Weber State University
Veronica Dawson, California State University, Stanislaus
D. Robert DeChaine, California State University, Los Angeles
Deanna Fassett, San Jose State University
Stephanie Gomez, Weber State University
Zac Johnson, California State University, Fullerton
Kurt Lindemann, San Diego State University
Lynda McCroskey, California State University, Long Beach
Tara McManus, University of Nevada Las Vegas
Juliane Mora, Gonzaga University
Keith Nainby, California State University, Stanislaus
Marnel Niles Goins, California State University, Fresno
Kendra Rivera, California State University, San Marcos
Stacey Sowards, The University of Texas at El Paso
Carlos Tarin, The University of Texas at El Paso
Julie Taylor, California State University, San Bernardino
Christine Yoshimura, University of Montana
S. David Zuckerman, California State University, Sacramento

Panel Chairs / Respondents and Graduate Workshop Panelists
(as noted in program)

Sponsors
Western States Communication Association
Department of Communication Studies at California State University, San Bernardino
Bedford/St. Martin’s Publishers

Thank you to the departments, faculty, and families who supported their undergraduates in attending this year’s Undergraduate Scholars Research Conference.