



**Western States
Communication
Association**

**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

Time	Event	Location
7:00 – 7:45am	Registration	Mezzanine
8:00 – 8:15am	Welcome	Sonoma
8:30 – 9:30am	Panel Session 1	Mendocino, Napa I, Napa III
9:45 – 10:45am	Panel Session 2	Mendocino, Napa I, Napa III
10:45 – 11:30am	Break	Sonoma
11:30 am – 12:30pm	Panel Session 3	Mendocino, Napa I, Napa II, Napa III
12:30 – 1:00pm	Awards Reception	Sonoma
2:00 – 3:30pm	Graduate Student Workshop	Sonoma
3:45 – 5:00pm	Graduate Programs Open House	Winchester/Stevens Creek

Undergraduate Scholars Research Conference

Welcome Reception & Continental Breakfast

8:00 - 8:15am

Sonoma

Session 1

8:30 – 9:30am

Panel 1: Communicating in Relationships

Mendocino

Chair and Respondent: Tara McManus, University of Nevada, Las Vegas

"I'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

Napa I

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

Edder Diaz Martinez, Arizona State University

Public Criticism, Gender, and President Trump's Twitter

Sabrina Hockett, Willamette University

Session 1 (Continued)

8:30 – 9:30am

Panel 3: Is the Customer Always Right?: An Examination of Consumer Communication

Napa III

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

Delainey Willing, University of the Pacific

Effects of Para-Social Presence on the Consumer Decision Journey

Ayda Tahmasbi, California Polytechnic University, San Luis Obispo

Session 2

9:45 – 10:45am

Panel 1: Immigrant and Intercultural Communication

Mendocino

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

Panel 2: It's the Media: It's not all fun and games

Napa I

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
Nathanial 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

Napa III

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

Break and Refreshments

10:45 – 11:30am

Sonoma

Session 3
11:30 am – 12:30pm

Panel 1: Family, Health and Hardship

Mendocino

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 Vopnford, Azusa Pacific University

Egoistic Philanthropy: Social Exchange Theory in the Context of Disaster

Clint Harris, Fresno Pacific University

Panel 2: An Examination of Identities

Napa I

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 Ulum, University of Puget Sound

Digital Literacy Divides: Impact of Social Determinants on College Students' Digital Behaviors

Graciela Troche, California State University, San Bernardino

Panel 3: Stories Shared: Music, Comedy and Veterans

Napa II

Chair and Respondent: Deanna Fassett, San Jose State University

The Bad Bitch, The Thug, The Girl Next Door, The Everyman: An Intersectionality Approach to Constructing Archetypes Through the Rhetoric of Rap and Country Music Song Lyrics

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

Napa III

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 De Chaine, 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
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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)

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