



# Visualizing What's Social:

Research & Methodological Solutions

## *Pre-Conference Program*



May 26, 2022



12:30 (Paris, France)

6:30 (New York, USA)

20:30 (Sydney, Australia)



Paris, France & Online


Visual Communication Studies Division + Popular Media and Culture Division  
+ Computational Methods Division



**International Communication Association**



# *Welcome, all*

The pre-conference program is available at  and name badges will be printed and provided for each on-site participant courtesy of the University of Texas at Austin.

## *Background & aims*

**S**ocial media are visual media. Every day, users upload billions of photos and hundreds of thousands of hours of video to the internet, and media producers are encouraged to use still and moving images to attract viewers. Images document the lives of ordinary people, celebrities and pets. They are also used to inform, persuade and deceive. Exploring the role of the visual online and in pop culture is essential to understanding the nature of social media.

Today we gather to address the problems posed by social media visuals. Images are often harder to research than text. They pose methodological challenges in terms of data collection and analysis, and are therefore left out of many analyses of social media. Considering that images are cognitively and emotionally more powerful than words alone, this is problematic.

Our session today brings together scholars who are conducting research about visual communication online and in social media. We represent students, early-career scholars, mid-career and senior scholars, all with a common interest in learning new, better, and ethical ways to study visual communication on social media.

# *Meet your hosts*

Our sincere thanks to the following individuals from each Division who are hosting the event.



Dr **Mary Bock**

*University of Texas-Austin*

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🐦 [/ProfessorBock](https://twitter.com/ProfessorBock)

ICA Affiliation: **Visual Communication  
Studies Division**



Dr **Allison Kwezell**

*Embry-Riddle Aeronautical University*

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Dr **Yupei Zhao**

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ICA Affiliation: **Popular Media and  
Culture Division**



Dr **Annie Waldherr**

*University of Vienna*


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ICA Affiliation: **Computational  
Methods Division**

# Agenda


 **Check in, set-up and A/V check**

 **12:30-13:00 (GMT+2)**

 **Palais des Congrès: Rooms 311 & 312 + ZOOM**

Technological Assistance: **Yimu Zhang** (@Yimuwood)

 **Poster & Mentoring Session**

 **13:00-14:15 (GMT+2)**

 **Palais des Congrès: Rooms 311 & 312 + ZOOM**

Online Posters:



**Xie Fengshu**, Nanyang Technological University  
*Project title:* Mentalization in Visual Communication:  
Message effectiveness of BoPo Images



**Rachel Berryman** (@channelera), Curtin University  
*Project title:* Analysing Virtual Influencers: Celebrity,  
Authenticity, and Identity on Social Media




**Kayli Plotner** (@kayplot), University of Colorado  
Boulder *Project title:* From caption to clicks: A content  
analysis of Instagram captions' relationship to website  
traffic in combination with social media analytics' impact  
on newsroom decision making



**Zhiwei Wang**, University of Edinburgh  
*Project title:* Being Chinese Online: Discursive (Re)  
production of Internet-Mediated Chinese National  
Identity

# Agenda

 **Poster & Mentoring Session (*continued*)**

 **13:00-14:15 (GMT+2)**

 **Palais des Congrès: Rooms 311 & 312 + ZOOM**

Physical Posters:



**Christopher T. Assaf** (@ctassaf), U of Texas-Austin  
*Project title:* Presidential Political Visuals: Comparing Trump and Biden Persuasiveness on Instagram



**Luise Salte** (@LuiseSalte), University of Stavanger  
*Project title:* Sampling multimodal representation and discourse in algorithmic circumstances: Tik Tok and marginalized communities



**Liron Simatzkin-Ohana**, The Hebrew U of Jerusalem  
*Project title:* When Vernacular Style becomes a Corporate Strategy: Who is the 'Self' in Stock-photography Selfies?

 **Poster Session Mentors**

- Dr **Annie Waldherr** (@annie\_waldherr), U of Vienna,  
*Computational Methods Division*
- Dr **Stephanie Geise**, @geise\_stephanie, Universität Bremen  
*VCSD & CM Divisions*
- Dr **Melissa Aronczyk** (@M\_Aronczyk), Rutgers University,  
*Popular Media & Culture Division*
- Dr **Tim Highfield** (@timhighfield), University of Sheffield  
*Visual Communication Studies Division*
- Dr **Mary Bock** (@ProfessorBock), The U of Texas at Austin  
*Visual Communication Studies Division*

# Agenda



## Formal Research Presentations



14:15-15:30 (GMT+2)



Palais des Congrès: Rooms 311 & 312 + ZOOM

*Chair:* Dr **Allison Kwesell**, Embry-Riddle Aeronautical U

*Presenters:*



Dr **Lawrence Mullen** (@ProfessorMoonie), U of Nevada, Las Vegas (*joining virtually*)

*Presentation title:* Live Video Chat with Kik: Multimodal Anthropology, Participant Observation, and Ethical Issues



Dr **Jill Fredenburg** (@jillfredenburg), U of Memphis (*joining virtually*)

*Presentation title:* More Than Pretty Flowers: An Articulation of “Cottagecore”



Dr **Ashley George**, Samford University

*Presentation title:* Prince and Princess of Mental Health: An evaluation of visual representation of the “Heads Together” Campaign created by the Duke and Duchess of Cambridge



## Coffee Break



15:30-15:45 (GMT+2)



Palais des Congrès: Rooms 311 & 312 + ZOOM

# Agenda



## Methods and Technology Workshop



15:45-17:00 (GMT+2)



Palais des Congrès: Rooms 311 & 312 + ZOOM

*Moderator:* Dr **Annie Waldherr**, University of Vienna

*Participants:*



**Dr Luca Rossi** (@Luca\_Rossi\_LR), IT U Copenhagen

*Project title:* Doing social media research through computer vision: Technology, epistemology, and humans



**Liu Zewei**, Communication University of China

*(joining virtually)*

*Project title:* News Visualization and User Emotions: The Impact of Vlog News in CCTV on User Emotions from the Perspective of Emotional Turn



**Tom Divon** (@TomDivon), The Hebrew U of Jerusalem

*Project title:* Playful Activism: Memetic Performances of Palestinian Resistance in TikTok Challenges



**Ashley Carter** (@ashleywcarter) & **Melissa Pickett** (@MPickettMktg), The University of Colorado-Boulder

*Project title:* Online Brand Personalities: Vanity Trumps Expertise in Social Media Influencer Marketing






# *Join us ...*

Division business meetings and receptions are the lifeblood of the ICA Community. We warmly invite you to join us at the following events:


## **Visual Communication Studies Division**

### *Business Meeting*

 17:00 (GMT+2) (May 29, 2022)

 Palais des Congrès: Room 253


### *Reception*

 17:00 (GMT+2) (May 29, 2022)

 Palais des Congrès: Room 253


## **Computational Methods Division**

### *Business Meeting*

 15:00 (GMT+2) (May 29, 2022)

 Palais des Congrès: Room 242A


### *Reception*

 18:30 (GMT+2) (May 29, 2022)

 Hyatt: Regency 8

## **Popular Media & Culture Division**

### *Business Meeting*

 17:00 (GMT+2) (May 29, 2022)

 Hyatt: Regency 2



# *You're invited ...*

A number of Divisions, including **Visual Communication Studies** and **Popular Media & Culture**, are also hosting a joint reception that you're warmly invited to attend.



**May 27, 2022**



**18:30-21:30**

(Paris, France, GMT +2)



**Palais des Congrès: Room 351**





## **Visualizing What's Social:**

Research & Methodological Solutions

*Pre-Conference Program*

Designed by Dr **T. J. Thomson**  
*VCS Division International Liaison (2019-22) &  
Secretary (2022-25)*



**International Communication Association**