



PRESIDENT'S COLUMN

by Noshir Contractor, ICA President, Northwestern U

As I write this column, I find myself thinking about networks. The networks we form in graduate school, in our job searches, and the networks that sustain us through myriad milestones of our personal and professional lives. What has me especially reflective is the [Growing Up Comm](#) podcast series. Growing Up Comm is, a production of the [ICA Podcast Network](#), hosted by the leadership team of ICA's Student and Early Career Advisory Committee (SECAC), and they just dropped an episode titled "Exploring the Job Market for Communication Ph.D.s." In this episode, **Cecilia Zhou**, a Ph.D. student in Communication at the University of Massachusetts, Amherst speaks about applying for jobs with **Regina Ahn**, an Assistant Professor in the Department of

Strategic Communication at the University of Miami, and **Yvette Wohn**, an Associate Professor in the Department of Informatics at New Jersey Institute of Technology. The timing of the episode coincides with the recruiting season for academic jobs in North America. In actuality, recruiting Communication PhDs happens year round - for jobs in industry as well as for academic jobs outside North America. While the timing of their episode, and my column this month, coincides with the job application season in North America, I am hoping the insights will generalize for Communication PhDs applying for jobs around the year and around the globe.

Like many students, when I started my graduate program my focus



was on building my "knowledge capital." If I was able to demonstrate my ability to engage with theories and methods relevant to my area of research, publications would follow, and getting a job will take care of itself. I was wrong. What I've since come to appreciate is that building knowledge capital is

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A SNEAK PREVIEW OF #ICA23 PRE/POSTCONFERENCES

by Eun-Ju Lee, ICA President-Elect, Seoul National U

For most of us, the official ICA countdown starts with the announcement that the ICA submission site is open. #ICA23 conference program is, however, already getting filled with exciting and thought-provoking pre/postconferences.

Based on a careful review, a total of 47 pre/postconferences have been approved for #ICA23

in Toronto, Canada. Big congratulations to the organizers who put together amazing proposals! There will be 13 ICA on-site preconferences, eight ICA off-site preconferences, 14 affiliated offsite preconferences, three fully remote preconferences, and eight off-site postconferences. All proposal submitters were asked to indicate two

affiliated Divisions and/or Interest Groups whose planners took part in evaluating the proposals. Thank you planners for the quick turnaround!

With a myriad of enticing pre/postconferences, you will find it truly challenging to choose. To start off, several pre/postconferences will delve deeply into the conference theme with interesting

spins on it. They include: "Mis/Disinformation and the Artifices of Authenticity and Authentication," "Human-Machine Communication: Authenticity in Communicating with Machines," "Authenticity and Transcultural Communication," and "Authentic Voices in Science Communication."

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CALL FOR BLUE SKY WORKSHOP PROPOSALS

By ICA Conference Team

Blue Sky Workshops have been broken up into several categories this year to aid attendees in finding content that meets their needs. If you have a new idea, please submit it under the heading that best fits its scope.

- **Blue Sky: Big Ideas Session** - These sessions aim to engage participants in critical discussions of current concerns within the discipline; exploration of theories, concepts, or methods; or the collective development of new research strategies or best-practice recommendations for a particular subfield of communication. These are not didactic presentations, but rather are meant to be opportunities for dialogue.
- **Blue Sky: Administrator Workshops** - These sessions are meant for support or presentations for those in administration positions such as department chair/head, dean, or associate dean, on topics such as helping students through difficult times; leading with compassion; process best practices for recruitment of faculty; or how to attract diverse candidates.
- **Blue Sky: SECAC Skills Workshop** - Organized by SECAC Chairs or by senior scholars for a SECAC audience, these workshops are meant to provide a "track" for career skills for students/early-career attendees in topics such as job hunting; Vitae building/formatting; interview/job talk skills; grant writing 101; and paper presentation best practices.
- **Blue Sky: Pedagogical Workshop** - Workshops related to teaching topics such as designing effective assignments or developing best practices for leading group discussions in a hybrid environment.
- **Blue Sky: Professional Development Workshop** - These workshops are created for any career stage around particular skill sets such as writing and submitting grant proposals; developing a social media presence; or even a "support group" type meeting for academic parents.

How do I submit a proposal for a Blue Sky Workshop?

Proposals for Blue Sky Workshops are not bound to ICA divisions. We will accept Blue Sky Workshops through the submission management system on the same proposal timeline as the conference papers, from 2 September - 1 November 2022.

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TORONTO PRIMER: CULTURAL MUST-DO LIST

By the ICA23 [Local Host Committee](#): Arun Jacob, Bree McEwan, Sarah Stang, and Stephen Surlin

Toronto is a majority minority city and the cultures of all Torontonians are reflected in our rich, vibrant, diverse city. In the months leading up to the #ICA23 conference, the local host committee is thrilled to introduce you to the major attractions and hidden gems in our city through the upcoming newsletters. In this installment we take you through the city's cultural gems.

Need to stay close to the conference? Each of these first options are within walking distance of the Sheraton Centre.



1. Art Gallery of Ontario

317 Dundas St W,
Toronto, ON M5T 1G4
<https://ago.ca/>

The Art Gallery of Ontario, known as the AGO, features art from a wide variety of Canadian and international artists. The museum has a wide and varied collection of indigenous art and regularly plans exhibits from indigenous artists across Canada. For example, the museum is currently featuring the multimedia installation, *Naak silavit qeqqa?*, from Laakkuluk Williamson Bathory. AGO offers a very reasonable single-entry ticket at CA\$25 and always free for those under 25. If you're getting to the conference early (or staying late) the AGO is also free on Wednesday nights from 6-9pm.

2. Graffiti Alley

753 Queen St W,
Toronto, Ontario (Alley between Queen & Richmond Street)
<https://www.atlasobscura.com/places/graffiti-alley-rush-lane>

Graffiti Alley in the Fashion District runs south of Queen

GOVERNANCE CORNER

By Julie Arnold, Director of Governance & Member Services

Spotlight on ICA Leadership

Leadership at ICA comprises a robust group of ICA members bringing together varied professional methodologies, expertise, unique talents, and diverse cultural influences, from around the globe. With a Board of Directors of forty-seven individuals, five elected leadership roles per thirty-three divisions and interest groups, and a number of standing committees and task forces, our association is truly member driven. We are guided by, and grateful to, those who contribute to the association's success through service. Periodically, we'll introduce you to some of ICA's leaders to give you an insider's look at who helps propel the ICA mission.

Q. Tell us how long you've been an ICA member and which was your first conference?

A. I've been a member for 18 years. My first conference was in New York.

Q. What is your academic/research focus and your methodological approach?

A. My research focus is on the use and impact of emerging technology such as video games, virtual reality, and AI. Depending on the research purpose, I use interviews, surveys, experiments and online ethnographic methods.

Q. What is your favorite thing about ICA?

A. There are many good things about ICA. I think the community-building spirit is my favorite.

Q. What leadership qualities do you most value and which are your personal strengths?

A. Leaders should enable members of the group.

Q. What advice would you offer members interested in leadership roles with ICA?

A. I've always viewed leadership roles as services to the community, so having a mindset to serve the community would go a long way.

Q. Describe your ICA leadership journey (where did you start, what roles have you held prior to your current role/s).

A. I took part in the ethics committee and was elected as the vice chair for Game Studies Division.

Q. Tell us a little about the charge of your group, what goals are you



Q&A with Vivian Hsueh Hua Chen

Nanyang Technological U/
Erasmus U Rotterdam
Resides in Singapore
Chair, Game Studies Division

working towards?

A. Building connectivity has always been important for the Game Studies Division. On top of that, promoting inclusion and providing mentorship are the two main goals I am working towards.

Q. Which goal of your group do you find most invigorating or rewarding, and why?

A. I found mentoring and providing support for new and junior members through virtual events and travel grants rewarding. I think it is important to cultivate the next generation of scholars.

Q. Which accomplishment of your group are you most proud of, and why?

A. I think that the leadership team has very good synergy and we were able

to attract people to be involved in various activities in the division.

Getting to know Vivian on a more personal level:

Q. If you could learn any new skill, what would you choose and why?

A. Honestly, I want to become an alchemist because transforming things is fun. Realistically, I want to learn how to play the violin because my Mother never let me as a child (She thinks I am tone deaf).

Q. If you weren't going to be in the communication field, what career would you choose and why?

A. Law. I watched too many shows about lawyers and lawsuits.

Q. What do you consider to be your personal superpower?

A. I guess it would be my tastebuds. I once tasted ghee in a dish. The chef insisted that there was none. It turned out that he used a pan that was used to cook ghee previously. He claimed his assistant washed the pan before cooking my dish.

Q. If you could meet anyone (living or deceased), from the past, present or future, who would you want to meet & why?

A. The person who came up with the idea to make mummies and pyramids. I want to understand the person(s)' fascination with the dead.

Q. When you have 30 minutes of free time, how do you pass the time?

A. I would stare into space.

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STUDENT COLUMN

By Christine Cook, Board Student & Early Career Representative, National Chengchi U

Dealing with the Dreaded Insignificant or Reverse-effect Results Section

You've been working on a piece of research for weeks, months, maybe years now, and it's finally time to sit down and process your results. Since you're a rigorous and methodologically-sound kind of a scholar, you've got your introduction and theoretical background all written up, maybe even pre-registered your research questions and hypotheses, and you have good reason to expect a certain outcome from today's work. So, taking a deep breath, you type out your code in R, or maybe your SPSS syntax, and hit the "run" button ...

... and find results that either go in the opposite direction you anticipated, or worse yet, not a p value below .05 in sight. Yikes!

This has happened to almost every quantitative or mixed methods researcher at least once, especially those who have advanced more in their careers. The reality is, we study humans and animals and technology, and all of those things are incredibly complex; we still don't understand them fully, and our theories in their present stages can't fully capture all of their nuances, so every now and then it's bound to be the case that we predict something and our results don't support it.

Today, I'm going to share with you the steps I try to go through when I come across wonky results in my research (which, I'll be the first to admit, has happened plenty in my relatively short academic career):

1. **Don't panic.** Just as you took a deep breath when you ran the results the first time in my little story, take another one now. These results do NOT mean that you can't publish, nor do they mean you are doomed to never make tenure or never graduate from your PhD program. All they mean is that you might have to get a little creative.
2. **Double-check your code/syntax.** As someone who works in R, I feel like half the time this happens, it's because I've made a syntax goof and forgotten a comma somewhere. If you're working in something like SPSS, check to make sure your covariates are in the right place and you've got all the right settings in place.
3. **Go back to basics.** If things are still going wrong, try to think back to the absolute basics of your study design: your variables. Which variables did you expect to interact together in what way, and how are they actually interacting in your results? Make sure you have a clear structural picture of expectations vs. reality, here.
4. **Look up other theories that use those variables.** Oftentimes, at this stage, I also step outside of my

comfort zone theory-wise. Since I tend to focus on psychology in my work, maybe I'll have a look at sociology to see what they've got going on, for instance. The beauty of communication is that it's fundamentally interdisciplinary, so you can take advantage of that and find new and creative theories that you might have missed in your initial literature review that could better explain what happened.

5. **Get creative!** Once you've got your original theories and your new theories all written out together, it's time to get your synthesis cap on and start figuring out which pieces of which theories apply to the "reality" portion of your expectations vs. reality picture you made earlier.

Who knows? You may have just revolutionized your field by bringing in new ideas that can break down old ones that don't explain reality as well!

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COMMUNICATION THEORY VIRTUAL ISSUE: RECONSIDERING DISCONNECTION

Prepared by Brenden Kendall, Associate Professor of Communication Studies, Metropolitan State U of Denver
<https://academic.oup.com/ct/pages/virtual-issue-reconsidering-disconnection>

Articles in this virtual issue address concepts related to disconnection and their place in the scholarship and practice of communication. Communicating is almost inevitably caught up with ideas like conveyance, coordination, and communion. And yet, as Peters' (1999) authoritative history of communication demonstrates, disunion, mystery, difference, and the like are essential to communication as well. The articles curated here address various disconnection-related terms: misunderstanding, solitude and noncommunication, silence, marginalization and liquidity, and privacy. They also suggest at least four perspectives on disconnection, engaging it as a devil term, a meaningful choice, cultural-contextual in nature, and as a moral panic.

- [The preoccupation with problems of understanding in communication research](#). Lawrence, S. G. (1999), *Communication Theory*, 9(3), 265-291

Lawrence (1999) criticizes the treatment of misunderstanding as a byword for poor communication or communication failure. Accordingly, disconnections need not be treated as a devil term. Lawrence demonstrates that connection is accomplished and negotiated within conversation; it is not merely a goal that eludes poorly trained communicators. Misunderstanding, he says, can be addressed readily in everyday interaction without heavy-handed techniques for avoiding it at all costs. Theoretical preoccupation with what he calls "understanding problems" can generate unproductive advice for learners. For example, mirroring language, understanding checking, and restatement of the other's personal declarations (e.g., about feelings) risk distorting everyday interactions by interrupting natural turn-taking and needlessly centering the matter of understanding, itself. As Lawrence puts it, obsession with and pessimism about people's ability to come to mutual understanding "may be set aside as unwarranted" (p. 285).

- [Re-conceptualizing solitude in the digital era: From "being alone" to "noncommunication."](#) Campbell, S. W., & Ross, M. Q. (2021), *Communication Theory*, 32 (3), 387-406

Campbell and Ross (2021) explain that solitude has dimensions beyond being good or bad, voluntary or involuntary. Instead, a communication perspective highlights the dynamics of meaning and choice when people disconnect. To that end, they introduce the term "noncommunication." They critique communication scholarship on digital technologies for emphasizing "how, why, and with what consequences people are now socially connected, while paying less attention to the implications for moments of disconnection" (p. 1-2). Solitude is not simply a state or condition. In fact, it is an experience that can be chosen and shaped in new ways in the digital world. Campbell and Ross outline four choice-based and meaning-grounded "shades" or dimensions of solitude as noncommunication: social/physical nature, (un)intentionality, (in)accessibility, and (in)directness.

- [Silence as gesture: Rethinking the nature of communicative silences](#). Acheson, K. (2008), *Communication Theory*, 18(4), 535-555

Acheson (2008) addresses disconnection by framing silence as a "gesture" – a meaningful, embodied performance. The author acknowledges the inseparability of speech and silence, but challenges scholars on the assumption that speech is primary

and that silence, as a supposedly secondary phenomena, is a kind of "[negative] lack" (p. 536). Instead, silence can be akin to speech: active, symbolic, corporeal engagements with and interventions in the world. Careful attention to actual silences shows that they are enactments, "bodily gestures [that...] play roles in both our awareness [...] and our intersubjectivity with others" (p. 552).

- [Debunking Eurocentrism in organizational communication theory: Marginality and liquidities in postcolonial contexts](#). Cruz, J. M., & Sodeke, C. U. (2021), *Communication Theory*, 31(3), 528-548

Disconnection is not a universalizable concept. Instead, it is inherently cultural and caught up with both context and power. Cruz and Sodeke (2021) track "liquidity" in the marketplace lives of Nigerians and Liberians. They observed "liquidities [that are...] communicative power sites, where struggles between marginal organizational actors and external constituencies [...] are manifested through motion, solvency, and permeability" (p. 530). Such liquidity is cultural in that it takes on unique expressions and meanings in different social groups. It is contextual in that how one accomplishes disconnection depends upon practical resources and power in situ. Cruz and Sodeke write: "Marginal organizing [...] moves seamlessly [...] and] dissolves quickly and enters the social fabric inconspicuously; it is highly fluid" (p. 543). This ever-adaptive practice of disconnection and reconnection, or emergence and dissolution, disrupts Eurocentric ideals of stability and universalizability in organizational communication.

- [The demise of privacy in a private world: From front porches to chat rooms](#). Gumpert, G., & Drucker, S. J. (1998), *Communication Theory*, 8(4), 408-425

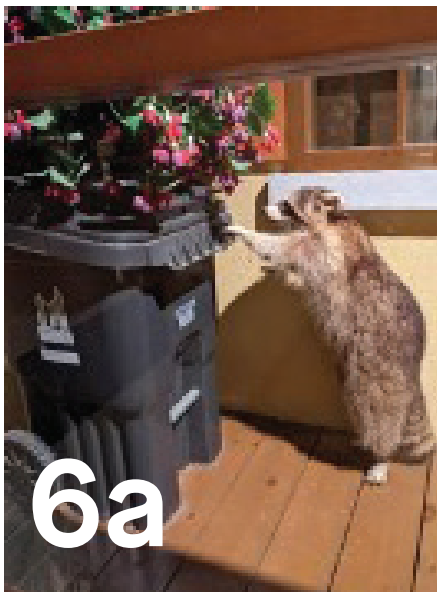
Gumpert and Drucker (1998) explore concerns about privacy at the dawn of the digital age. "Privacy is," they say, "a problematic term embracing everything from the quest for safety to feeling anonymous in a public space" (p. 412). Communication technology enhances connectivity, but options for controlling and manipulating connections multiply, as well. They argue that "the more we detach from our immediate surroundings, the more we rely upon surveillance [...] and control of our] environment" (p. 421). Contemporary obsession over privacy gives outsized importance to a sense of safety and self-management, which in turn devalues open public communication and obligations toward others. According to Gumpert and Drucker, moral panic over privacy is thus a threat to public debate and deliberation.

The theorists gathered here contend with the social, practical, and power dynamics of disconnection. They also reveal four perspectives on disconnection in the pages of *Communication Theory*: devil term, meaningful choice, cultural-contextual, and moral panic. This virtual issue can serve as a jumping-off point for further exploration of communication's many separations, silences, and such.

External References:

Peters, J. D. (1999). [Speaking into the Air: A History of the Idea of Communication](#). Chicago: University of Chicago Press.

cultural sites from page 3



cultural sites from page 3

Street West from Spadina Avenue to Portland Street beginning at 1 Rush Lane. This street art scene between Rush Lane and Graffiti Alley, which run into each other, showcase the largest amount of continuous graffiti in the city. Graffiti Alley was designated as an area of municipal significance in 2011. StreetARToronto, (StART), provides funding and approval for public murals and graffiti art seen in the space.

Trivia: Rick Mercer would film the rant segment of his show while walking through Graffiti Alley using the Murals as his backdrop. So many Canadians may not know the name of this alley nor the exact location, but they sure will be able to recognize it once they see it while walking through here in person.

3. Hockey Hall of Fame

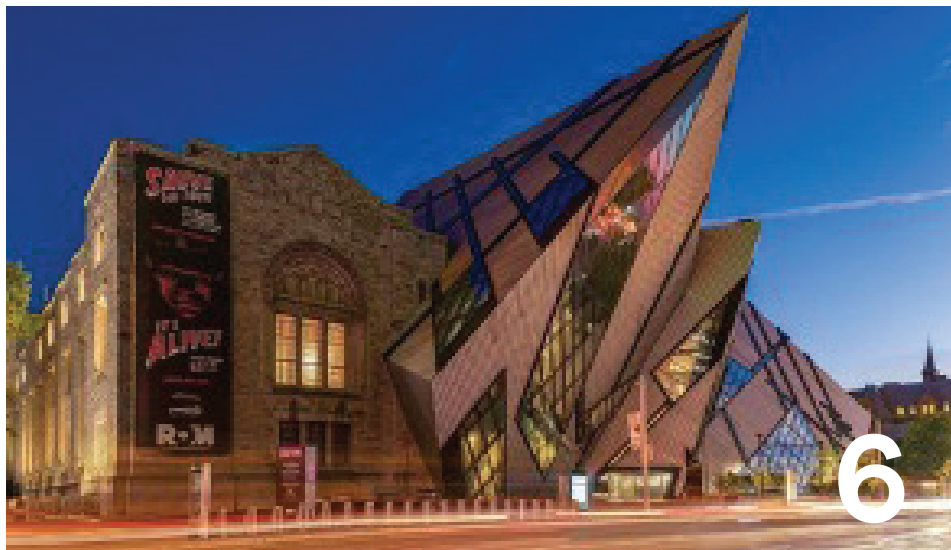
30 Yonge St,
Toronto, ON M5E 1X8
<https://www.hhof.com/>

The Hockey Hall of Fame is located right opposite to Union Station at the corner of Yonge & Front Sts. It is at the lower concourse level of Brookfield Place. There are several in-house exhibits, on famous players and teams, and displays permanent galleries of National Hockey League (NHL) records, trophies and miscellaneous memorabilia that you can check out. Also, you are just a short walk from many other Toronto attractions, including Scotiabank Arena, CN Tower, Rogers Centre, Ripley's Aquarium of Canada and Eaton Centre.

4. Ripley's Aquarium of Canada

288 Bremner Blvd,
Toronto, ON M5V 3L9
<https://www.ripleyaquariums.com/canada/>

Located right next to Toronto's famous CN tower (at 1,815.3 ft, it was the world's tallest tower until 2007), Ripley's Aquarium is a beautiful spot to pass a few hours admiring the



natural beauty of the aquatic world. The highlights of the aquarium (and Sarah's personal favourite parts) are the underwater tunnel ("Dangerous Lagoon"), which has a moving conveyor belt that goes through a tunnel full of sharks; the jellyfish room, called "Planet Jellies," which has colourful tanks full of glowing jellyfish (totally mesmerizing); and the "Discovery Centre" touch pool where you can pet stingrays!

5. Myseum Local History Museum

401 Richmond Street West,
Studio LL01,
Toronto, ON, M5V 3A8
Note: Please enter through the north-east entrance closest to Peter St.
<https://www.myseumoftoronto.com/>

Located in 401 Richmond, a creative and cultural hub in Toronto's downtown. Myseum focuses on Toronto's local history. Their engaging programs and experiences showcase the history, spaces, culture(s), architecture, and the people, that represent Toronto's unique place in the world. 401 Richmond is also located at the centre of the Queen St. West shopping district.

Our next set of attractions are easily reachable by public transit. Be sure to get a PRESTO card! The TTC, Toronto's public transit system of buses, subways, and streetcars

uses a single card system available for purchase at kiosks at any TTC station. These attractions range from a few stops away to heading much further north.

6. Royal Ontario Museum

100 Queens Park,
Toronto, ON M5S 2C6
<https://www.rom.on.ca/en>

Affectionately called the ROM in Toronto, the Royal Ontario Museum sits adjacent to Victoria University at the University of Toronto and is just two subway stops from the conference hotel. Upon arriving at the ROM you can join in on a classic Torontonion argument if the "crystal" is the best or worst piece of public architecture you've ever seen (there is no in-between). The ROM provides a mix of history, art, and natural sciences with every visit. Once inside, the ROM features over 40 gallery and exhibition spaces. Classic exhibits include Ontario wildlife (including a live bee hive and the homage to Toronto's raccoons *reference image 6a*), thousands of minerals and gems, and 100,000+ vertebrae fossils including dinosaurs! This spring the ROM's regular dinosaur exhibit will be joined in the spring by "T-Rex: The Ultimate Predator." If you're looking for an additional collection or something a little less intense than the ROM, we also recommend the Gardiner Museum across the street.



7. Gardiner Museum

111 Queen's Park,
Toronto, ON, M5S 2C7
<https://www.gardinermuseum.on.ca/>

Located around the corner from the Royal Ontario Museum, the Gardiner Museum provides exhibitions, programs, and hands-on classes that centre around clay and ceramic traditions. The museum interprets historical ceramics to emphasize their relevance today. Enjoy the historical and contemporary exhibiting artists while moving through the building's unique architecture.

8. Bata Shoe Museum

327 Bloor St W,
Toronto, ON M5S 1W7
<https://batashoemuseum.ca/>

The Bata Shoe Museum (BSM) has the world's largest and most comprehensive collection of shoes and footwear-related objects. With a collection of over 15,000 shoes and related artefacts, the BSM showcases 4,500 years of footwear history in its distinctive galleries. Located in the Annex neighbourhood of Toronto, this museum is walking distance from several other Toronto highlights, like Casa Loma.

9. Casa Loma

1 Austin Terrace,
Toronto, ON M5R 1X8
<https://casaloma.ca/>

Did you know that Toronto has a

castle? Well, it's actually a Gothic revival castle-style mansion designed by well-known Toronto architect EJ Lennox, but it's still definitely worth checking out! Located up on a hill, Casa Loma is beloved for its architecture and gardens, and has been a filming location for several films. You can go check it out as a museum during the day and in the evening they often put on concerts and other events, including a room escape series with live actors that I've done and highly recommend! <https://www.escapecasaloma.com/>

10. The Power Plant

231 Queens Quay West,
Toronto, ON, M5J 2G8
<https://www.thepowerplant.org/>

Hop on the 510 streetcar to visit this contemporary art gallery located in the Harbourfront Centre district. The Power Plant focuses on Canadian and international contemporary art with diverse artists, mediums and exhibitions. The Harbourfront Centre regularly hosts cultural programming and events along with a great view of the harbour and Toronto islands.

11. Black Creek Pioneer Village

1000 Murray Ross Pkwy,
North York, ON M3J 2P3
<https://blackcreek.ca/>

BCPV is a beautiful open-air heritage village near York University that faithfully recreates what life would have been like in 19th century rural Ontario. The village is full of authentic 19th century buildings decorated with period furnishings, decor, and historical artifacts, and the whole place is operated by historical interpreters and craftspeople wearing period costumes. They demonstrate work like tin smithing, black smithing, and weaving using authentic materials and techniques. They also have many rare and heritage breed farm animals and several gardens where they grow heirloom produce. They often put on special events so check out their calendar for the dates you'll be in Toronto!

Toronto is awaiting the Eglinton line addition to our subway system "sometime" in 2023. If it opens before May, the Ontario Science Centre and Aga Khan will have their own stops on the Eglinton line. If not, (and probably not, eh?) it is technically reachable by public transit, but includes a few transfers and will take about an hour. If you have a car available to you it's approximately a 20 minute drive up the scenic Don Valley Parkway.





12. Ontario Science Centre

770 Don Mills Rd.,
North York, ON M3C 1T3

<https://www.ontariosciencecentre.ca/>

The Ontario Science Centre includes exhibits on the human body, space, and an indoor rainforest. Currently the science centre also includes the exhibit, "A Question of Truth " examining how beliefs and biases related to race, gender, and culture can influence scientific research. The Science Centre features plenty of hands-on activities for the kids (although the kidspark zone is currently ticketed due to Covid precautions) and an IMAX theatre.

13. Aga Kahn Museum

<https://agakhanmuseum.org/index.html>

The Aga Kahn Museum sits slightly southwest on the Don Valley Parkway from the Ontario Science Centre. The Aga Kahn Museum weaves together insights and perspectives from diverse Muslim cultures into one museum experience. Their stated mission is "to foster a greater understanding and appreciation of the contribution that Muslim civilizations have made to world heritage. Exhibits range from historical Muslim artifacts to the experiences of modern Muslims living in Toronto.

This is just a taste of what Toronto has to offer! Look for upcoming newsletters from your local host team regarding ways to enjoy Ontario nature, restaurant recommendations, and not-to-be-missed Toronto experiences.



NEW FROM JOURNAL OF COMPUTER-MEDIATED COMMUNICATION

A typology of social media rituals

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Abstract

Given its massive volume and rapid development of new trends, the universe of user-generated content may seem utterly chaotic. Yet the flow of content is underlined by deep-rooted patterns of communication. In this article, we present the first systematic attempt to identify these patterns using the concept of social media rituals. Understood as typified communicative practices that formalize and express shared values, rituals offer a productive path to categorize popular genres of content and trace the values they convey. Integrating theoretical literature on rituals with empirical studies of social media genres, we develop a typology of 16 rituals that express diverse values, ranging from respect and responsibility to materialism and pleasure. Furthermore, we show that rituals embed different notions of good communication, as reflected in the values of authenticity, persuasion, affiliation, and demonstration. Finally, we discuss how our framework can facilitate comparative investigations of user-generated content and platform values.

Lay Summary

The world of user-generated content on social media is vast and seemingly unorganized. In this article, we attempt to identify some of its overarching patterns by sorting social media content into different "rituals," patterned ways of communicating where people express and negotiate shared values. We integrate theoretical literature on rituals with empirical studies of social media genres to develop a typology of 16 rituals. Each ritual conveys different values, ranging from respect and responsibility to materialism and pleasure. Rituals also convey different notions of what counts as good communication, emphasizing one of four communicative values: authenticity, persuasion, affiliation, or demonstration. In our conclusion, we discuss how our framework can support future comparative research on what people post to social media.

Keywords: genres, rituals, social media rituals, user-generated content, values

President's column from page 1

a necessary - but not sufficient - condition for getting the right job. It was my social capital that played a pivotal role in helping open doors for me to get job interviews. Allow me to introduce you to **Sandi Smith**, a University Distinguished Professor in the Department of Communication at Michigan State University. Sandi was a Ph.D. student, one year my senior, at the University of Southern California. We became friends while taking graduate classes in Organizational Communication and Research Design. She graduated a year before me and accepted a faculty position at Purdue. Fast forward a few months, and I received in the mail (yes - the old-fashioned U.S. Mail), a letter from Sandi suggesting that I might want to consider applying to jobs in the Big Ten - including Purdue University and that she had already recommended my name to the search committee. I am pretty sure I would not have received an interview invitation from Purdue if it was not for Sandi. And the interview at Purdue then led through the word-of-mouth network to other interviews including at the University of Illinois at Urbana-Champaign where I spent the first 20 years of my academic career before moving to Northwestern. My takeaway? While building knowledge capital in graduate school is critical, don't discount the critical role of social capital - your network including your student peers, who may at some point, like Sandi, become superstars. In short, social capital helps you raise the power of **what** you know, to **who** you know.

As discussed in the [Growing Up Comm](#) podcast episode, "networking" is not something you start doing when you are ready to apply for jobs. We sometimes misperceive networking as an event where you are pitching yourself, and handing out business cards (or QR codes). Those who do, often complain about how "icky" networking feels. Fortunately, research in the area of social networks in communication and other social science disciplines has shown unequivocally that we are better served

when we think of networking as building relationships where you seek to offer help now to others you meet. And, inevitably, some of those in your network will offer you help down the road. Successful networks are built on "give and take." Networking is about building a mindset that replaces a "What can my network do for me?" attitude with "What can I do for my network?" and "How can I make my network benefit other folks in my network?" Asking someone for help AFTER you have built a relationship does not feel icky. It is like digging a well before you even knew you were thirsty.

I recently heard a podcast interview with Adam Connors, a social architect, and super connector, in which he likened networking to a rocket ship. A rocket ship, Adam observes, uses 85% of the fuel at launch and only 15% for the rest of the mission. Likewise, a network or relationship utilizes 85% of energy at the launch stage - getting to know the person, asking them questions, learning about their interests and what you can do for them, etc. The rest of the network's "mission" requires only 15% of the energy - staying in touch, reaching out to celebrate and commiserate major life events, etc. Switching from rockets to a more botanical metaphor, planting and nurturing these tiny acorns sets the stage to turn into the big oak tree. As Adam notes, the last thing to happen on a tree is bearing fruit. You don't start by looking for the fruit - or a job.

While this column, and the Growing up Comm podcast episode, are clearly relevant to students and early career scholars and practitioners, the research on social networks shows that these insights generalize in all facets of our personal and professional lives. The Growing Up Comm podcast hosts and I would love to learn about your tips, tricks, and techniques, your follow-on questions, as well as agreements and disagreements with what you hear on the podcast or read here. Let us continue this conversation on [the LINK](#).

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#ica23 pre/postconferences from page 1

To continue with our tradition of mentoring and supporting students and early-career scholars, there will be workshops and colloquia specifically designed for emerging scholars, sponsored by the following Divisions and Interest Groups: Communication and Technology, Mobile Communication, Environmental Communication, Journalism Studies, Organizational Communication, and Political Communication. These events will provide ample opportunities for emerging scholars to meet their peers with shared interests and discuss their research with more advanced scholars.

Some pre/postconferences aim to tackle the issues that span across geographic boundaries: "Comparative Digital Political Communication: Comparisons Across Countries, Platforms, and Time," "Deep Internationalization: Towards Cosmopolitan Communication Studies: Concepts-Cases-Challenges," "New Methods for Analyzing Digital Data Across Cultures and Contexts" and "New Frontiers in Global Digital Inequalities Research." Others look specifically into the local/regional contexts, such as "The Toronto School of Communication: A Global Legacy," "Digital Communication in Global China: Creativity, Authenticity and Sustainability," "Organizational Communication and Public Relation's Dis/encounters: A Dialogue from Latin America," and "Global South Theorists."

While preconferences such as "History of Digital Metaphors," "20 Years of Podcasting: Mapping the Contours of Podcast Studies," "Media and Communication Studies in Global Contexts: A Critical History," and "The Legacies of Elihu Katz" would encourage participants to reflect upon the past to glean invaluable insights to move forward, there will also be opportunities to envision and shape future research agendas: "Games and the (Playful)

Future of Communication," "Keeping it Real After 20 Years: Reclaiming Mobile Communication scholarship in a Phone-Less Future," and "Reimagining Urban Communication: Methods, Ethics, and Praxis in a Digital Age."

There will also be several pre/postconferences focused on important and timely issues of growing social significance, such as "The Global Fact-Checking Movement: Regional, Comparative, Organizational, and Institutional Perspectives," "Reimagining the Field of Media, War and Conflict in the Age of Information Disorder," "Building the Conditions for Responsible Human-Centric AI Systems," and "Communicating for Resilience: How Humane Organizational Practices Can Support Healthcare Workforces."

As you can tell by now, there will be something for you no matter what your research interests and epistemological approach may be. While most preconferences take place for the full or half day on Thursday, 25 May, some events will take place on Wednesday, including the start of the two-day preconference "ICA Hackathon 2023." The [full list of pre/postconferences is available online](#) and many of them will issue their own Call for Papers. Stay tuned and sign up for one or more!

ICA 2023 FREQUENTLY ASKED QUESTIONS (FAQS)

Introducing an improved, *streamlined* hybrid ICA conference.

Browse through our FAQ page to learn what you can expect for ICA 2023. Some of the questions that will be answered:

- What types of sessions will be offered for #ICA23?
- How do I decide what type of paper/panel I'm submitting?
- How are these new livestream/webcast rooms special?
- What is a remote submission?
- Who needs to register for ICA23?
- When will registration open?
- What does a remote attendee have access to?
- Who do I contact about being a sponsor?
- How does ICA help its attendees/members obtain visas?
- Is there an official airline for this conference?

read FAQ

blue sky workshops from page 2

Each (session) proposal should contain:

- a session title,
- the name and contact information of the proposing session chair,
- a brief summary of the workshop (a 120-word abstract for the conference program) as well as
- a longer description of the session's topic, goals, and planned schedule (up to 500 words, to be published on the ICA website).
- This long description should also include requirements or instructions, if there are any, for interested participants (e.g., a condition that members interested in attending must submit their own thematic statements to the session chair prior to the conference, a suggestion of what core knowledge in a field or about a method is required for productive contribution, or an invitation to bring computers for joint text production).

If the number of proposals exceeds the amount of available rooms, proposals will be selected by the Conference Planner/President-Elect, **Eun-ju Lee** (Seoul National U) in consultation with ICA's Executive Director, Laura Sawyer. Please note that Blue Sky Workshops typically take place in smaller rooms set for 15-25 people.

*Please make note that ICA cannot guarantee a particular room set (u-shape, classroom, etc.), and that audiovisual equipment WILL NOT be available in the Blue Sky Big Ideas Session rooms (because those are not presentation-format sessions). **Please indicate in your proposal if you prefer a certain room set-up (such as round tables instead of theatre-style seating), or if you plan to present slides and therefore need a room with A/V equipment.**

Who can propose a Blue Sky Workshop?

Anyone may propose a Blue Sky Workshop, and anyone may attend a Blue Sky Workshop. Those who plan to attend a workshop should work with the workshop chair to discuss their potential role and/or contribution. Organizers' names will appear in the online, printed, and app versions of the program.

When are proposals due?

Proposals for Blue Sky Workshops can be submitted through the submission management system until 1 November @ 12:00 (noon) ICA headquarters time (EDT).

If you have any questions, please contact lsawyer@icahdq.org.

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Q. What's one thing people are generally surprised to learn about you?

A. I do not eat purple food.

Q. Are you team #dogsofica (or) #catsofica?

A. I am incapable of keeping pets.

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