



**Western States  
Communication  
Association**

---

**15<sup>th</sup> Annual  
Undergraduate Scholars  
Research Conference**

**Friday, February 16, 2018  
Santa Clara, CA**



# Welcome to the 15<sup>th</sup> Annual Undergraduate Scholars Research Conference

The 15<sup>th</sup> 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

<b>Time</b>	<b>Event</b>	<b>Location</b>
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

*Delaine 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  
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