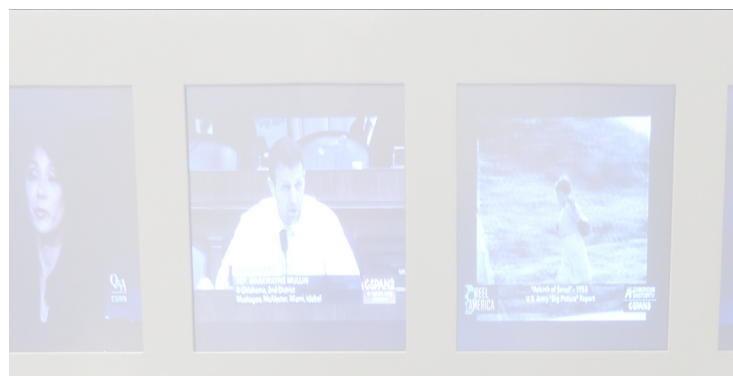


# 2020 RESEARCH CONFERENCE



# Democracy and the Media

October 19-20, 2020

All-Virtual

#CCSEPurdueConference



**Marifran Mattson**

Professor and Head,  
Brian Lamb School of Communication



**Robert X. Browning**

Faculty Director, CCSE  
Executive Director, C-SPAN Archives



**Connie Doebele**

Managing Director, CCSE



**Andrea Langrish**

Associate Program Administrator, CCSE

## GREETINGS

Welcome to the seventh annual C-SPAN research conference sponsored by the Center for C-SPAN Scholarship & Engagement (CCSE) in the Brian Lamb School of Communication. We wish you were here at Purdue in person for this conference. But we decided early that a virtual conference was the best way to combat the coronavirus while still engaging in our annual research exchange.

This year's theme is Democracy and the Media. There may be no other time in recent history during which research and discussion on this topic could be more relevant. Using some of the over 260,000 hours of video in the C-SPAN Archives, the authors of these twelve papers illustrate both their creativity and the depth of the collection that allows them to explore this issue. In addition, we are excited to share new information on the C-SPAN archives API and share ways in which it can enhance your research and writing.

The CCSE is coming up on its third anniversary. We are grateful for your support and look forward to working with you in the future.

Enjoy the conference!

### MONDAY, OCTOBER 19

- 8:15-8:45 am Attendees log in to Virtual Waiting Room.
- 8:45-9:00 am **Opening Remarks**  
Robert Browning, Faculty Director, Center for C-SPAN Scholarship & Engagement and Executive Director, C-SPAN Archives
- 9:00-10:30 am **Panel A: Measuring Debate Effects**  
Brief Exposures to Candidate Images Predict Election Outcomes, But Can Initial Impressions Be Socially Influenced?  
Julie Grandjean, Texas Tech University, College of Media and Communication  
Jeffrey Hunter, Texas Tech University, College of Media and Communication  
Erik Bucy, Texas Tech University, College of Media and Communication  
Read the Room: The Effect of Audience Format on the Use of Emotional Language  
Zachary A. Scott, Bryn Mawr College, Department of Political Science  
  
***Discussant:** Jennifer Hoewe, Purdue University, Brian Lamb School of Communication*
- 10:30-10:45 am **BREAK**
- 10:45-12:15 pm **Panel B: Members of Congress Speaking Out**  
Constructing 21st Century Citizens: Congressional Discourses in U.S. Citizenship House Policy Speeches  
Alison Novak, Rowan University, Public Relations and Advertising  
Talkin' and Testifying: Black Congresswomen's Response to COVID-19  
Nadia Brown, Purdue University, Department of Political Science, African American Studies  
Jasmine C. Jackson, Purdue University, Department of Political Science  
Michael Strawbridge, Rutgers University, Department of Political Science  
  
***Discussant:** Matthew Bergbower, Indiana State University, Department of Political Science*
- 12:15-12:30 pm **BREAK**
- 12:30-1:30 pm **Interactive Luncheon**  
Welcome by Marifran Mattson, Professor and Head, Brian Lamb School of Communication  
Robert Browning, Faculty Director, Center for C-SPAN Scholarship & Engagement and Executive Director, C-SPAN Archives addresses API and answers questions about the C-SPAN Archives

## CONFERENCE AGENDA

### MONDAY, OCTOBER 19

1:30-2:00 pm **BREAK**

2:00-3:30 pm **Panel C: Congressional Rhetoric**

Toeing the Line in Polarized Times: Congressional Attacks on the Media

Carly A. Schmitt, Indiana State University, Political Science

Congress as Comedy Audience: A Discursive Analysis of Televised Political Satire Cited in Congressional Debates

Stephanie Brown, West Chester University of Pennsylvania, Media and Culture

***Discussant:** Diana Zulli, Purdue University, Brian Lamb School of Communication*

3:30-3:45 pm **BREAK**

3:45-4:30 pm **Student Panel Presentations with Q&A**

Winners of the 2020 Undergraduate Research Competition

Introductions by Andie Slomka, 2019 Winner, Undergraduate Research Competition

4:30-5:30 pm **Conference Social**

Bring your favorite beverage and join us for an informal Q&A session with Brian Lamb, Founder and Former CEO, C-SPAN

### TUESDAY, OCTOBER 20

9:00-10:30 am **Panel D: Understanding Gender and Opinions on Elite Behavior**

Gender Schema and Politics: A Cognitive Study on Gender Issues in Politics

Zachary Isaacs, Purdue University, Brian Lamb School of Communication

Cassidy Hansen, Purdue University, Brian Lamb School of Communication

Private Foundations and The Health Security Taskforce: Using the C-SPAN Archives to Understand Perceptions of Expertise

Bo Blew, Purdue University, Department of History

***Discussant:** Amber Lusvardi, Purdue University, Department of Political Science*

### TUESDAY, OCTOBER 20

10:30-10:45 am **BREAK**

10:45-12:15 pm **Panel E: Trump Rallies and the Media**

Donald Trump's Crucible: Analyzing the C-SPAN Video Archive of Wisconsin MAGA and KAG Rallies

David A. Frank, University of Oregon, Robert D. Clark Honors College

Examining Economic Reality and Media Spectacle at Trump Campaign Rallies

Timothy Betts, University of South Florida, Communication

***Discussant:** Stephen Llano, St. John's University, Rhetoric, Communication and Theatre*

12:15-12:30 pm **BREAK**

12:30-1:30 pm **Interactive Luncheon**

Kathryn Brownell, Associate Professor, Department of History, Purdue University

Topic: Her upcoming book on the history of the cable television industry and C-SPAN's role

1:30-2:00 pm **BREAK**

2:00-3:30 pm **Panel F: A Senate Odyssey to Television and a Data Analytic View of COVID-19**

Breaking the Fourth Wall: C-SPAN2 and Senate Leaders' Views of Television Coverage

Douglas B. Harris, Loyola University, Maryland, Political Science

A Computational Exploration of the Evolution of Governmental Policy Responses to Epidemics Before and During the Era of COVID-19

Philip Waggoner, University of Chicago, Social Sciences Division

***Discussant:** Eric C. Wiemer, Purdue University, Brian Lamb School of Communication*

3:30-3:45 pm **Conference Wrap Up Remarks**

3:45-4:30 pm **Breakout Session - Researchers Roundtable for Sharing Research Ideas**

We invite conference attendees to join us for a moderated Zoom session to share your research ideas with each other in an informal conversation



## CONFERENCE AUTHORS



**Erik Bucy, Texas Tech University**

*Panel A: Measuring Debate Effects*

Erik Bucy is the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the College of Media and Communication at Texas Tech University. He teaches and conducts research on disinformation, visual communication, and public opinion about the press. Bucy is the author of *Image Bite Politics: News and the Visual Framing of Elections* (with Maria Grabe, 2009) and editor of the *Sourcebook for Political Communication Research* (with R. Lance Holbert, 2013). Bucy is editing a special issue on visual politics for the *International Journal of Press/Politics*. He has held fellowships at the London School of Economics and Oxford University.



**Timothy Betts, University of South Florida**

*Panel E: Trump Rallies and the Media*

Timothy Betts is a doctoral student at the University of South Florida where he studies Organizational Communication. His work examines the communicative construction and organization of economic systems, institutions, and political economy. His Master's Degree is from Texas Christian University.



**Bo Blew, Purdue University**

*Panel D: Understanding Gender and Opinions on Elite Behavior*

Bo Blew is a PhD candidate in history at Purdue University. His work explores the influence of private foundations in public policy debates since 1968. This work is part of a larger dissertation project that uses debates on energy policy, education policy, and healthcare as lens to understand the growth of foundations as institutions of state administration. By uncovering the role of foundations in recent American history, this dissertation promises to break new scholarly ground by demonstrating the intersection between tax policy, political activism, and the policy-making process across the political spectrum.



**Nadia Brown, Purdue University**

*Panel B: Members of Congress Speaking Out*

Nadia E. Brown is a University Scholar and Associate Professor of Political Science and African American Studies at Purdue University. She specializes in Black women's politics and holds a graduate certificate in Women's and Gender Studies. Her research interests lie broadly in identity politics, legislative studies, and Black women's studies. Brown's *Sisters in the Statehouse: Black Women and Legislative Decision Making* (Oxford University Press, 2014) has been awarded the National Conference of Black Political Scientists' 2015 W.E.B DuBois Distinguished Book Award, 2015 Anna Julia Cooper Award from the Association for the Study of Black Women and Politics, and the 2015 Center for Research on Diversity and Inclusion at Purdue University Faculty Research Award.



**Stephanie Brown, West Chester University of Pennsylvania**

*Panel C: Congressional Rhetoric*

Stephanie Brown is a Visiting Assistant Professor of Media and Culture in the Department of Communication and Media Studies at West Chester University of Pennsylvania. Her main areas of research include the intersection of identity and power in comedy, particularly stand-up and satire, and popular media industries and fandom. Her work has appeared in *Studies in American Humor*, *Transformative Works and Cultures*, and *Feminist Media Histories*.



**David A. Frank, University of Oregon**

*Panel E: Trump Rallies and the Media*

David Frank is a Professor of Rhetoric in the Robert D. Clark Honors College at the University of Oregon. The author and coauthor of six books and 50 journal articles, he studies the use of rhetoric and argumentative reason in value conflicts. He writes and teaches courses on rhetorical history and theory, civil rights rhetoric, the Israeli-Palestinian relationship, and the prevention of genocide and mass atrocities. David Frank has received research awards alone and in collaboration with colleagues from the Mellon Foundation, the Stanley Foundation, the National Endowment for the Humanities, the National Science Foundation, and the Korea Research Foundation.



**Julie Grandjean, Texas Tech University**

*Panel A: Measuring Debate Effects*

Julie Grandjean is an international PhD student studying visual communication in the College of Media and Communication at Texas Tech University. She holds a BA in Translation and an MA in Multilingual Communication and International Relations. She was a research intern at the Georgian Foundation for Strategic and International Studies (GFSIS), Tbilisi, Georgia, in the Fall of 2017.



**Cassidy Hansen, Purdue University**

*Panel D: Understanding Gender and Opinions on Elite Behavior*

Cassidy Hansen is currently a second year Master's student in the Brian Lamb School of Communication at Purdue University. Her areas of interest include media, technology, and society, media and politics, and gender. Before attending Purdue, Cassidy worked as an administrative assistant in the Office of Legislative Research and General Counsel, a nonpartisan office serving the Utah State Legislature. Cassidy's favorite professional title she's ever held is "Editor of The Universe," which she merited while leading Brigham Young University's student newspaper and digital media platform. She is currently on the lookout for a more awesome title but has appropriate expectations.

## CONFERENCE AUTHORS



**Douglas B. Harris, Loyola University**

*Panel F: A Senate Odyssey to Television and a Data Analytic View of COVID-19*

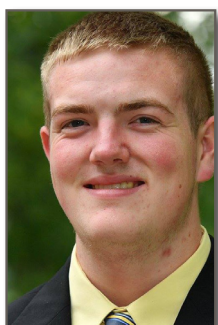
Douglas B. Harris is Professor of Political Science at Loyola University Maryland. His research on Congress, political parties, and mass media has been published in numerous scholarly journals and edited collections. He is co-author of *Choosing the Leader: Leadership Elections in the U.S. House of Representatives* and *The Austin-Boston Connection: Fifty Years of House Democratic Leadership* and co-editor of *Doing Archival Research in Political Science*. He is currently completing a book on political elites' strategic promotion of distrust in government.



**Jeffrey Hunter, Texas Tech University**

*Panel A: Measuring Debate Effects*

Jeff Hunter is a PhD student studying political communication at the College of Media and Communications at Texas Tech University. Previously, he spent 15 years in the marketing and communication industry, including working on numerous federal, state and local political campaigns.



**Zachary Isaacs, Purdue University**

*Panel D: Understanding Gender and Opinions on Elite Behavior*

Zachary Isaacs is currently a Master's student studying political and interpersonal communication in the Brian Lamb School of Communication at Purdue University. Zachary's research interests include: relationships and informal discussion of politics therein, relational turbulence, and political socialization.



**Jasmine Jackson, Purdue University**

*Panel B: Members of Congress Speaking Out*

Jasmine C. Jackson is a fourth-year PhD candidate in the Department of Political Science at Purdue University. She graduated summa cum laude with a Bachelor's degree in Political Science from Jackson State University. Jasmine's areas of focus are American politics and public policy. Her research interests include Black political behavior and identity politics. In her dissertation, she evaluates how the current conceptualization and measurement of political knowledge may exacerbate the racial gap between Blacks and Whites. Jasmine is the 2017 recipient of the George Washington Carver Fellowship and a 2017-2018 American Political Science Association Minority Fellow.





**Alison Novak, Rowan University**

*Panel B: Members of Congress Speaking Out*

Alison N. Novak is an Assistant Professor at Rowan University in Glassboro, NJ. She received her PhD in Communication, Culture and Media from Drexel University. Her work examines political engagement, discursive construction of policy, and digital media. She is the author of three books: *Network Neutrality and Digital Dialogic Communication*; *Media, Millennials and Politics*; and *The New Review Economy* (available Fall 2020). Her work is featured in Wired Magazine, NBC News, and BBC Radio.



**Carly A. Schmitt, Indiana State University**

*Panel C: Congressional Rhetoric*

Carly Schmitt is an Associate Professor in the Department of Political Science at Indiana State University. She received her PhD from the University of Illinois at Urbana-Champaign in 2013. Her research interests focus on congressional legislative behavior, congressional campaigns, representation, and political polarization. Her current projects explore the impacts of polarization in attacks by public officials on the press, and also how such an environment has led to differing local responses to Gubernatorial "State At Home Orders" during the COVID-19 pandemic.



**Zachary A. Scott, Bryn Mawr College**

*Panel A: Measuring Debate Effects*

Zachary Scott is a Visiting Assistant Professor of Political Science at Bryn Mawr College. He received his PhD in Government and Politics from the University of Maryland. He is a scholar of political communication who specializes in elite rhetoric, mass media coverage, and political behavior in presidential primary campaigns.



**Michael Strawbridge, Rutgers University**

*Panel B: Members of Congress Speaking Out*

Michael Strawbridge is a Political Science PhD student at Rutgers University studying Political Behavior, REP and Media & Politics. He is a former McNair Scholar and Ralph Bunche Summer Institute Scholar. Currently, he is an American Political Science Association MFP Fellow. His current projects include racial biases in crime news and responses to Black and white victims of police shootings. Elsewhere, he studies the experiences, attitudes and political behavior of Black Republicans in response to increasingly salient conversations of race.

## CONFERENCE AUTHORS



**Philip Waggoner, University of Chicago**

*Panel F: A Senate Odyssey to Television and a Data Analytic View of COVID-19*

Philip Waggoner is a member of the Graduate Computational Social Science (MACSS) faculty at the University of Chicago and a Visiting Research Scholar at Columbia University. He is an Associate Editor at the *Journal of Mathematical Sociology* and the *Journal of Open Research Software*. He is the author of the recent book *Unsupervised Machine Learning for Clustering in Political and Social Research* (Cambridge University Press, 2020). His work has appeared or is forthcoming in several peer-reviewed journals including the *Journal of Mathematical Sociology*, *Journal of Politics*, *Journal of Statistical Theory and Practice*, *British Journal of Political Science*, among others.

## PANEL DISCUSSANTS



**Jennifer Hoewe**

Purdue University  
Brian Lamb School of Communication

**Discussant, Panel A:**  
Measuring Debate Effects



**Matthew Bergbower**

Indiana State University  
Department of Political Science

**Discussant, Panel B:**  
Members of Congress Speaking Out



**Diana Zulli**

Purdue University  
Brian Lamb School of Communication

**Discussant, Panel C:**  
Congressional Rhetoric



**Amber Lusvardi**

Purdue University  
Department of Political Science

**Discussant, Panel D:**  
Understanding Gender and  
Opinions on Elite Behavior



**Stephen Llano**

St. John's University  
Rhetoric, Communication and Theatre

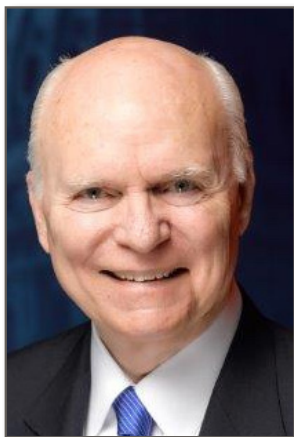
**Discussant, Panel E:**  
Trump Rallies and the Media



**Eric C. Wiemer**

Purdue University  
Brian Lamb School of Communication

**Discussant, Panel F:**  
A Senate Odyssey to Television and  
a Data Analytic View of COVID-19



### Brian Lamb

#### Founder and Former CEO, C-SPAN

Brian Lamb is the founder of the C-SPAN Networks. On March 19, 1979, with just four employees, C-SPAN transmitted a live feed from the U.S. House of Representatives, the first day the House allowed television coverage. Predating CNN and ESPN, C-SPAN offers long-form programming of events in their entirety. Its format also allows viewers to question their elected officials on its over 1,100 hours of call-in programs each year. Brian Lamb served as C-SPAN's CEO from 1979 through 2012 and continued to serve as its executive chairman until 2020. In 2011, the Department of Communication at Purdue was renamed the Brian Lamb School of Communication in his honor.



### Kathryn Cramer Brownell

#### Purdue University Department of History

Kathryn Cramer Brownell is an Associate Professor of History at Purdue University and co-editor of *Made By History* at the Washington Post. Her research and teaching focus on the intersections between media, politics, and popular culture, with a particular emphasis on the American presidency. Her first book, *Showbiz Politics: Hollywood in American Political Life* (University of North Carolina Press, 2014), examines the institutionalization of entertainment styles and structures in American politics and the rise of the celebrity presidency. She is now working on a new book project about the political history of cable television from the Nixon administration through the Clinton years.

# 2020 RESEARCH CONFERENCE

## Join us next year for the 2021 CCSE RESEARCH CONFERENCE

October 18-19, 2021  
Purdue University

*Watch for Call for Papers in January 2021*

# CCSE

Center *for* C-SPAN  
Scholarship & Engagement

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### Resources:

C-SPAN Website: [c-span.org](http://c-span.org)

CCSE Website: [cla.purdue.edu/cspan](http://cla.purdue.edu/cspan)

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Scan the QR code for a video  
tutorial of how to search the  
C-SPAN Archives.

