KU

COMMUNICATION
STUDIES

Senior Showcase Spring 2021

Wednesday, April 28th, 2021
5:00 – 7:00 p.m.

Sydney Buch

    Privacy in Social Media: How Much do we Know
    This study focuses on Facebook, Instagram, and Snapchat and users use and awareness among those social media sites.

Erik Robert Crowthers

    To Stay, or Not to Stay at Home: A Thematic Analysis of Young Adult Perceptions of House-Husbands and Stay-at-Home Fathers

Samantha Lauren Evangelista

    Fitspiration Admiration: An explanation on how Instagram Fitness influencers effect how women view their own body
    This study focuses on how fitness influencers who post their images on the social media platform "Instagram" can create different emotions for the viewers on how they view their own body. After using qualitative research with surveys and analyzing social comparison theory, the study concluded that women who are in their young 20s are not as influenced by social media fitness influencers like society normally states they are.

Miles Preston Froehlich

    Effectiveness of Image Repair Strategies: The Houston Astros 2017 Cheating Scandal
    Using qualitative content analysis, alongside William Benoit's image repair strategies, this study looked at how effective the Houston Astros organization handled interviews and statements made throughout the 2020 year. While there were very few instances of other strategies, the findings reveal that mortification and corrective action were the most effective strategies used, as suggested by William Benoit and Shirley Drew.

Isaiah Marquise Goldwire

News Coverage and Social Injustice: A Framing Analysis of BLM and George Floyd Protests from CNN News, ABC News, and Fox News

Through qualitative framing analysis, this study examined the framing of the BLM & George Floyd protest from May 25, 2020 to June 25, 2020. The analyzations were conducted through the news outlets, *CNN News*, *ABC News*, and *Fox News's* articles. This study sought to find how these news outlets framed the social injustice during the month time span. Ten articles were selected and coded from each news source. The findings reveal that all three news sources contained at least one solution in one or more of the ten articles.

Christopher Gary Gray Jr.

Perception of Paint and Plastic: A Social Identity Theory Look at Warhammer 40,000

A study looking at the possible connection between the identity of a player of Warhammer 40,000 and their faction of choice within the game.

Madison Elizabeth Hathaway

Loneliness and Social Media: Tik Tok's influence on College-Aged Students through Covid-19

Through Weiss' Loneliness Theory and a mixed methods approach, this study explored how college-aged students used the social media platform Tik Tok to combat feelings of loneliness during Covid-19. Findings suggest students use methods to satisfy the social needs Weiss outlines in his theory, with the main techniques discussed being friendship, humor, and escapism.

Jake Hukow

A look at Corporate Crisis Responses: An analysis of Facebook's crisis response strategies in regard to Twitter banning political ads

Using Qualitative Content Analysis and Timothy Coomb's theory SCCT, this study aimed to look at the difference of Facebook's crisis response strategies within a span of three speeches. Findings suggested that Facebook did not adhere to SCCT's recommendation for the specific crisis cluster, the company using more Bolstering strategies than the recommended Apology Strategies

John William Ismen

Interpersonal Relationship Forming: How Schitt's Creek shapes our moral expectations for Interpersonal Relationships

Through Cultivation Theory, this study examined how Schitt's Creek impacts their idea of ethical standards and how that translates to their ability to form friendships with others that take in different content. This study found that the content taken in impacted the viewer's idea of what is morally acceptable and their ethical standards. It also found overlaps between different groups in terms of what is morally acceptable.

Tara James

Relationship Infidelity: Forgiveness

Using the Social Penetration Theory and qualitative research, this study examined how infidelity occurs in relationships and how couples repaired and forgave their partners. Findings suggest media influences individuals to commit infidelity and most couples who chose to forgive and repair their relationship through multiple forgiveness strategies ended up leaving the relationship.

Samantha Labianca

Image Repair and Crisis Communication: Antonio Brown Rhetoric of Restoring his Public Image

Using Qualitative Content Analysis and Benoit's Image Repair Theory, this study explored how Antonio Brown used Twitter to restore his image after sexual assault accusations between 9/11/2019-11/10/2020. Findings suggest that Brown used evading responsibility and reduce offensiveness strategies, which are not the most effective & appropriate according to previous research by Benoit. Inconsistency was shown with his language choice throughout his tweets.

Li Ling Lee

Social Comparison and Engagement: How Men's Fitspiration Content Affects Their Body Image

Using Social Comparison Theory and quantitative survey research, this study examined how impactful fitspiration content seen on TikTok and Instagram is towards men's perceived body image and their level of engagement in social comparison. Findings suggest that seeing fitspiration content found on the two platforms plays a role in men perceiving their body image differently and being more engaged in social comparison as a result.

Megan Christine McAndrews

Social Media and Body Image: A Comparison Between Gen Z and Baby Boomers

This study will go over how social media affects Gen Z as well as the Baby Boomer generation. Using cultivation theory, I will discuss the similarities and differences with how both generations use social media. Using a survey and thematic analysis allowed me to find that the Baby Boomer generation doesn't view and use social media the same as Gen Z.

Madison McKenzie

Cultivating Gender Stereotypes: A comparison between the animated and live-action Disney Princess films

This study utilized cultivation theory to drive an analysis of the gender stereotypes that are present in the animated and live-action versions of Cinderella, Beauty and the Beast, Aladdin, and Mulan. The study found through quantitative content analysis that there were some significant changes in the gender stereotypes related to actions, such as aggression, assertiveness, and skill. Gender stereotypes largely did not change though between the animated and live-action films in the categories of representation and appearance.

Nadia Bella Razi

When the media tells the crisis story: A framing analysis of Disney's 2016 alligator attack

Through a qualitative framing analysis and framing theory, this study aimed to explore Disney's 2016 alligator attack crisis. This study compared how three different news outlets, CNN News, USA Today and Fox News, used framing in order to report their views of the crisis. This investigation concluded that news outlets do in fact use their most salient frames in order to produce their content.

Sierra Sammons

YouTube Apology Videos: An Analysis of Image Repair Strategies in YouTube Apology Videos

Through a qualitative content analysis and image repair theory, this study analyzed the different image repair strategies used within YouTube apology videos. This study looked at 10 different YouTube videos where they conducted an apology. Findings suggest that reducing offensiveness is used the most within these videos.

Baylie Alyvia Schneck

Social Comparison: How Instagram Effects Users' Body Image and Mental Health
This qualitative survey analysis explored the effects of Instagram influencers on their followers' body image and overall mental health. The study sought to better understand why influencer's followers compared themselves to these influencers in unrealistic ways through the Social Comparison Theory. The study concluded that although influencers try to send positive messages to their followers, unrealistic comparisons have negative effects on users.

Ellie Kathleen Sempeles

Building Romantic Relationships: The Significance of Posting Your Partner on Instagram
Through surveys and uses and gratification theory this study explored just how important couples find it to post one another on Instagram. The study concluded that couples do not find it important to post each other on Instagram but there are other key elements when it comes to putting pictures of each other on their page such as the frequency of posting, types of content posted and emotions behind the posts.

Nina Stewart-Thomas

A Qualitative Framing Analysis of News Coverage of African American Communities: Comparing Hurricane Katrina and Hurricane Laura.
In 2005 Hurricane Katrina made landfall in United States causing massive destruction in Louisiana and Texas, and severally affecting those living in these areas. In times like these, times of crisis people turn to the media to access vital lifesaving information. This study used a qualitative framing analysis of news coverage of African Americans to compare Hurricane Katrina and Hurricane Laura. Findings suggest that news coverage for Hurricane Katrina solely focused on African Americans being victims, poor, and at a greater disadvantage after the hurricane. Hurricane Laura news coverage focused on the devastation and its entirety while only very briefly mentioning African Americans.

Shayla Scallorn
      Built to Book: Brand Strategy for Artists

Kiara Tyson
      Clothesio: An Outfit Management App

Edgar Tenorio
      Tarsier Studios: Gaming Social Media Strategy

Leigh Williams
      PhotoHive: An App for Discovering Photographers

Amanda Grebosky
      The Pandora Happy Grad Social Media Campaign

McKayla Grundahl
      Mckay.Social: A freelance agency for brand development and social media strategy

Devon Font
      Website and Social Media Campaign

Togba Porte
      Agenda Setting and Twitter Activity

Mason McElroy
> **The Consequences of Vaping: A Mixed-Method Study**

Tyler Lange
> **Crisis Response & Image Repair: Apple's "Batterygate" Controversy**

Melissa Polanco & Alicia Williams
> **Family Communication, Multiracial and Minority Young Adult Identity, and Self-Esteem**

Kalei Custer
> **Can a work of art reclaim history?: An Analysis of Black Lives Matter Street Art**

Madelin Holm
> **Family Communication Patterns and Political Communication on Twitter**

Cassidy Kutger
> **Instagram isn't real life: Body Image Comparisons Online**

Nicole Goldberg
> **Above the Algorithm: A Social Media Management Service Website & Campaign**

Melissa Whaling
      From Sunrise to Sunset Skies: A Small Business Social Media Campaign

Colleen Cadden
      Cultivate Strength Personal Training: Social Media Strategy

Waathiq Hall
      The Work of Uncle WaWa: Resume & More

Catherine Mancino
      The Winning Strat: A Social Media Strategy for Riot Games

Keichalies Sanchez
      Social Media Strategy: Social Media rebrand for NamiiTropics

Taylor Blain
      Taylor Blain: The Portfolio of a Social Media Marketing Student

Giovanni Negron-Garcia & Vivian Smith
      The Impact of Social Media on Transfer Student Identity

Summer Rose Biros
　　Communication between couples around the world: Do they show love the same way?

Joshua Gosnell
　　Who are you calling a Socialist?: A Rhetorical Analysis

Zoe Snyder
　　Social Comparison Orientation and Instagram: A Closer Look

Nikoll Heras
　　Have Rom-Coms Changed?: A Content Analysis

Michael Rubinstein
　　It just works!: Uncertainty Reduction and Near Field Communication

Alexis Craigg
　　That's Our Style!: A Content Analysis of Cultural Appropriation of Hairstyles

Paige Balshy
　　NurturePA: Social Media Campaign & Improving the User Experience

Ella Schnoor
    Social Media for Music Promo: A Comprehensive Guide to Music Marketing for Independent Artists

Shannon Jacobs
    Mindboost: Mental Health & Meditation App

Dylan Porcaro
    Diving Into Digital: Social Media Strategy for the Warwick Drive-In

Sarah Williams
    A Social Media Campaign: Launching Juvia's New Skincare

Lily Kondrat
    See U There: Interior Design App for New Homebuyers

Autumn Weber
    The Effects of Educational Communication Through Video Conferencing During COVID-19

Jalissa Towles
    Did my parent ruin my love life?: Parenting Styles, Family Form, Gender, and Attachment

Taylor Sultan & Jamie Hovanec
　　If You're a Bird, I'm a Bird: Movies' Impact on Personal Relationships

Sarah Williams
　　I would follow them: Perceptions of Social Media Influencers Authenticity

Maya Donato
　　Where There is Life, There is Hope": Self Identity Resurgence through Speech Machine Assistance for ALS Individuals

Alan Lovelidge
　　What We Need: A Video Game Analysis

Kate Baron & Courtney Servin
　　Social Media: Women's Friend or Foe?