

Research Special Interest Group Report Fall, 2005

Mission Statement: The Research SIG is dedicated to encouraging, improving, recognizing, and reporting research relevant to members of the organization and the institutions they represent.

Officers:

Chair: Gary Wingenbach, Texas A&M University
Vice-Chair: Steve Hill, Kansas State University
Vice-Chair elect: Jefferson Miller, University of Arkansas
Web Coordinator: Dale Layfield, Clemson University
Immediate Past Chair: David Doerfert, Texas Tech University

Summary of SIG business meeting at annual conference:

Business meeting occurred on June 2, 2005 (see addendum for complete details).
Presiding – David Doerfert, Texas Tech University, 2004-2005.
Number of members attending: 18

Introductions of 2004-2005 Officers:

Vice-Chair: Gary Wingenbach, Texas A&M University
Vice-Chair elect: Steve Hill, Kansas State University
Web Coordinator: Dale Layfield, Clemson University
Immediate Past Chair: Tracy Irani, University of Florida

1. Members and graduate students present introduce themselves.
2. Approval of Minutes (presented by David Doerfert, Texas Tech University).
3. End of Year Report – presented by David Doerfert.
4. Action Team Reports –
 - (a) Presented by Agricultural Communication Summit team leaders during breakout session on June 1.
 - (b) Next steps discussed – continue progress by action team leaders.
 - (c) Encourage new graduate students to join/participate in action teams.
5. 2005 Awards for Research:

There were 30 research papers submitted and 12 papers accepted (40%) for presentation at the 2005 ACE meeting.

 - (a) Research Paper Awards (presented at ACE Banquet).
 - (i) Outstanding Faculty Research Paper - *The ability to relate: Assessing the influence of a relationship marketing strategy and message stimuli on consumer perceptions of extension.* Tracy Irani, Amanda Ruth, Ricky Telg, University of Florida, and Lisa Lundy, Louisiana State University.
 - (ii) Outstanding Graduate Student Research Paper - *Seeds planted for recovery: Framing of agriculture during the 2004 Florida hurricanes.* Amanda Ruth, Melissa Muegge, and Tracy Irani, University of Florida.

- (b) Graduate Student Research Proposals:
 - (i) First Place – *Selected Arkansas consumers' perceptions of genetically modified food labels developed through the elaboration likelihood model.* Ms. Courtney Wimmer, University of Arkansas.
 - (ii) Second Place – *Factors influencing the college-choice decisions of students enrolled in the college of agricultural sciences and natural resources at Oklahoma State University.* Ms. Cathy Herren, Oklahoma State University.
 - (iii) Third Place – *Newspaper coverage of the bovine spongiform encephalopathy outbreak in the United States: A content analysis.* Ms. Jamie King, Oklahoma State University.
- (c) Masters Thesis and Doctoral Dissertation Awards:
 - (i) Outstanding Doctoral Dissertation - *An Analysis of technology use and quality of life in a rural west Texas community.* Dr. Susie Bullock, Texas Tech University.
 - (ii) Outstanding Masters Thesis - *An examination of the adoption of the internet in agriculture magazines.* Ms. Emily Bisdorf-Rhoades, University of Florida.
- 6. Officer Elections (Vice-Chair elect for 2005-2006):
 - (a) Conducted via e-mail due to ACE changes.
 - (b) Dr. Jeff Miller, University of Arkansas elected (to serve as Vice-Chair for 2006-2007, Chair for 2007-2008).
- 7. 2006 ACE Research Conference:
 - (a) Establish open CALL for papers – **December 1, 2005 deadline.**
 - (b) Continue current year's format (conference pre-session).
- 8. Presentation of plaque - "Appreciation Award" to David Doerfert for outstanding Research SIG leadership, 2004-2005.

How are leadership responsibilities being divided among the officers?

Responsibilities are divided among officer team members. The leadership team structure from the past two years will be continued this year. The Chair (Gary Wingenbach) will be responsible for items listed in the ACE SIG Leader Handbook and for coordinating the annual research papers/presentations session at the ACE Annual Meeting. The Vice-chair (Steve Hill) will be responsible for the graduate student awards competition (outstanding thesis and dissertation), follow up on activities from the 2004 Ag. Communications Summit, and will assist the chair as needed. The vice chair-elect (Jeff Miller) will be responsible for the graduate student research proposal competition, initiating an electronic discussion/voting of the possible Research SIG name change, ensuring that the SIG Web site remains current, and will assist the chair and vice-chair as needed.

How are SIG leaders communicating with the membership and on what schedule?

The research SIG officer team plans an active schedule of communication with membership this fall and in the months leading up to the annual meeting. The listserv is being utilized as the primary tool to communicate with members. Annual business

meeting minutes were sent to all SIG members on the listserv. The fall report and strategic plan will be sent through the listserv by end of September. Newsletter and SIG Web site contributions will augment the listserv communications. The officer team plans monthly updates to members via the listserv. In addition, the calls for research papers, graduate student papers, and graduate student competitions will be released in early September.

How are SIG leaders encouraging members to communicate with each other?

The SIG officer team encourages members' continued active communication and input to the Action Teams formed as a follow-up to the priorities identified by the Ag. Communications Summit participants and post-Summit voting process. Action Teams were created in October, 2004, between the officers of the Research and Academic Programs SIGs. It is anticipated that members involved in those Action Teams will communicate on a regular basis. Research SIG leaders will disseminate progress reports to the SIG membership to inform and stimulate additional conversations.

What is the status of the SIG web site?

The Research SIG Web site is updated to reflect the SIG's purpose and to provide information on research SIG activities and ideas for the upcoming meeting.

What are the SIG's concerns relative to the C & A Awards program?

Not applicable.

What steps will you take to solicit nominations for the Award of Excellence? How will the SIG select its Award of Excellence winner?

Monthly e-mail announcements and reminders will be sent to SIG members to remind them about the Awards of Excellence program. A call for nominations will be issued in January. The leadership team will review the nominations and take the appropriate steps to select a winner.

What steps are you taking to encourage members to submit articles and reviews to JAC?

The Research SIG is always very active in submitting manuscripts to JAC, but we also try to strongly encourage others to do the same. All presenters of research at the ACE Annual Meeting are encouraged, at the research sessions, to submit their research to JAC. This year we will send out e-mail reminders to submit JAC materials along with our Call for Papers. Graduate students are encouraged also to send their contributions to JAC.

What other issues or concerns would you like to bring to the board? What action would you like to request?

None at this time.

**Summary of Research SIG Business Meeting
2005 Annual Conference**

June 2, 2005

San Antonio Marriott RiverCenter

David Doerfert (Texas Tech University), research SIG chair, called the meeting to order. Eighteen members were present. Vice-chair elect Steve Hill (Kansas State University) recorded the minutes.

Doerfert presented the minutes of the 2004 business meeting, held in Lake Tahoe, Nevada. Gary Wingenbach (Texas A&M University) moved that the group accept the minutes and Amanda Ruth (University of Florida) seconded the motion, which passed unanimously by voice vote.

Doerfert gave a brief oral summary of the SIG's spring report to ACE, highlighting the increased number of papers submitted to the research presentation and graduate competition, the accomplishments of Agricultural Communications Summit action teams, and the implementation of a research pre-session at the 2005 Annual Meeting. Jeff Miller (University of Arkansas) moved that the members accept the report and Wingenbach seconded the motion, which passed unanimously by voice vote.

Doerfert opened the floor for follow up discussion of summit action teams reports presented during the SIG's June 1 afternoon summit follow-up. No comments or questions were received.

Doerfert presented the Best Graduate Paper plaque to Amanda Ruth (University of Florida) et al., for "*Seeds Planted for Recovery: Framing of Agriculture during the 2004 Florida Hurricanes.*" He also noted that the Best Faculty Paper plaque would go to Tracy Irani (University of Florida) et al., for "*The Ability to Relate: Assessing the Influence of a Relationship Marketing Strategy and Message Stimuli on Consumer Perceptions of Extension.*"

Hill announced the winners of the graduate student Research Proposal Awards. Dwayne Cartmell (Oklahoma State University) accepted the third-place award on behalf of Jamie King of OSU (*Newspaper Coverage of the Bovine Spongiform Encephalopathy Outbreak in the United States: A Content Analysis*) and the second-place award on behalf of Cathy Herren of OSU (*Factors Influencing the College-Choice Decisions of Students Enrolled in the College of Agricultural Sciences and Natural Resources at Oklahoma State University*). Miller accepted the first-place plaque on behalf of Courtney Wimmer of Arkansas (*Selected Arkansas Consumers' Perceptions of Genetically Modified Food Labels Developed through the Elaboration Likelihood Model*).

Wingenbach announced the winners in the best thesis and best dissertation competitions. Doerfert accepted the third-place award on behalf of Ashley Vinyard of Texas Tech (*An Examination of the Texas Print Media's Ability to Report Objectively on Cotton Following the Dissemination of an Agricultural Media Resource*). Chad Davis (Texas Tech) accepted third-place award on behalf of Texas Tech graduate Meredith Shacht (*Cognitive and Affective Responses by Lubbock Chamber of Commerce Affiliates to Agricultural News: A Comparison of Four Presentation Media*). Deb Dunsford (Texas A&M) accepted the second-place award on behalf of Chyrel Mayfield (*The Texas Master Gardener Program: An Assessment of Curriculum Delivery and Contribution to Community Development*). Emily Rhodes (Florida) accepted the

first-place plaque for her thesis “*An Examination of the Adoption of the Internet in Agriculture Magazines.*”

Lisa Lundy (LSU) accepted the second-place award for her dissertation at Florida (*Globally Speaking: The Effect of Internal Message Frames on Attitudes and Cognitive Processing Focused on Internationalizing Agricultural Extension within the Elaboration Likelihood Model*). Doerfert accepted the first-place award on behalf of Susie Bullock for her dissertation at Texas Tech (*An Analysis of Technology Use and Quality of Life in a Rural West Texas Community*).

New business:

Doerfert noted that in the past, voting for the vice-chair elect has occurred at the annual meeting, but ACE requested the name of the 2005-2006 vice-chair elect before the 2005 conference. He noted that Miller had volunteered for election by e-mail and was approved by e-mail vote before the conference. Asking whether SIG members thought this would be a good idea for the next election, he opened the floor for discussion. Several members (Dunsford, Wingenbach, Kris Boone of Kansas State) said they preferred conducting a spring e-mail solicitation and election process, giving people better idea of their workloads. Doerfert asked for a motion to conduct such an election and Dunsford made the motion; Jason Ellis (Iowa State University) seconded. The motion passed unanimously.

Doerfert reviewed changes for the SIG from previous research-paper sessions, including: eliminating the thematic approach of previous years; switching to a pre-conference, three-hour session; and submitting names of award winners earlier at the request of ACE headquarters. He also noted that the officer team ran out of reviewers with 2005's large number of submissions, causing the SIG to use more graduate students and agricultural education faculty as judges. He added that the SIG might want to consider split submission deadlines for the 2006 conference, with graduate student competition deadlines set for the spring and research paper submissions set in the late fall. Before opening the floor for discussion, he asked Wingenbach to present results of the research session evaluation.

Wingenbach noted that although evaluations for the overall quality of papers and presentations were good, attendees judged the time allotted for panel discussion of papers and for audience input was only fair. Suggestions for improvement also included getting more faculty papers, more theoretical diversity and contributions, and increasing the time allotted for each presentation from 15 minutes.

Doerfert opened the floor for discussion. Several members commented that they liked the pre-session format because it allowed attendees time to attend other sessions during the conference. Davis and Wingenbach both opined that the split deadlines were a good idea and Wingenbach suggested a Dec. 1 deadline for research papers. Several members agreed that the December-January period was a better time for reviewing submissions rather than writing them. Boone noted that other conference attendees had requested CDs of papers presented and Doerfert noted that extras were available near the conference registration desk and others would be available on request. Boone also suggested the names of others who might be willing to serve as reviewers, such as Erik Anderson of Idaho and Tom Knecht of Mississippi State University, adding that she could also suggest other names if needed. Lundy suggested that the SIG consider roundtable presentation of papers with discussion of each paper by each table in succeeding rounds, so that presenters give multiple summaries and receive more feedback. Doug Starr (Texas A&M)

suggested less emphasis on validity, reliability and other methodological issues, as well as less literature review. Doerfert and Boone noted that emphases on various aspects of research sometimes come in waves or cycles.

Dunsford expressed concern about limiting graduate student submissions by applying thematic approaches to choosing papers. Davis noted research is often limited thematically by funding issues. Several members said they saw little value in themes except as a post-acceptance grouping, or as a limited subset of papers related to each conference's theme.

Wingenbach moved that the SIG set the deadline for research paper submission to Dec. 1, 2005 for the 2006 conference and Dunsford seconded. During discussion, some members noted that the call might conflict with other conference paper calls (particularly SAAS), but that perhaps the SAAS call might need to be changed. Doerfert called for a voice vote and the motion passed unanimously.

Miller then moved to continue with pre-session papers, but to reorganize the session to add discussion after every third paper. Lundy seconded. During discussion, Telg suggested giving SIG officers more flexibility in planning and Cartmell offered a friendly amendment to strike the term "after every third paper" and replace it with the term "after every group of papers." The motion passed unanimously by voice vote.

Wingenbach moved that the group adopt a Feb. 1, 2006 deadline for 2006 graduate student submissions. Cartmell seconded and no discussion was offered. The motion passed unanimously by voice vote.

In other new business, Jim Evans (Illinois) invited suggestions or comments at any time on ways the Agricultural Communications Documentation Center can aid faculty and students in research. Boone announced that the North Central Development Committee was establishing a formal funding procedure for research support and that conference speaker Roger Berroga, new director for the region, was interested in research collaborations. She also reminded members that graduate students could apply for ACE professional development grants.

Boone proposed changing the SIG name to the Research and Evaluation SIG to communicate its relevance to the entire organization and encourage other ACE members to attend SIG functions. Boone made a motion to do so and Cartmell seconded. Doerfert open the floor for discussion. Wingenbach moved to table the motion and open the question to e-mail discussion to all SIGs and a later vote. Dunsford seconded the motion and it passed unanimously by voice vote. Wingenbach asked for a brief written rationale from Boone so he could open the electronic discussion later.

Doerfert thanked the SIG for the opportunity to serve and turned the meeting over to Wingenbach. Wingenbach thanked Doerfert for his service and presented him with an ACE appreciation plaque and a card of thanks.

Wingenbach asked for a motion to adjourn, which he received from Dunsford. Starr seconded and the motion passed unanimously by voice vote.