# International Public Relations Research Conference 2025

March 6-8, 2025
View the IPRRC 2025 Preliminary Schedule here.

## Thursday, March 6

**2:45-3:45 PM**

October 7 Changed the World: Exploring the Agenda-Building of the U.S. and Israeli Government Messages During the Israel-Gaza 2023 War
**Mohammed Alqabbaa** (University of Florida)

**4:00-5:00 PM**

Serving Multicultural Publics: Assessing the Role of Dialogic Communication and Cultural Tailoring Strategies of GenAI Chatbots in Government OPRs for Disasters
**Wenlin Liu** (University of Florida), Xinyan Zhao, Yuan Sun, Chau-Wai Wong (4/6)
This paper receives the **Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media.**

## Friday, March 7

**9:45-10:45 AM**

The Role of Leadership Communication in Organizations' AI Adoption: The Impact of CEO Transformational Leadership and Supervisors' Motivating Language Use
**Hanzi He (**University of Florida), **Rita Men** (University of Florida), **Wenlin Liu** (University of Florida), **Jason Nam** (University of Florida) (5/6)
This paper receives the Plank **Center Award for Leadership in Public Relations.**

## Saturday, March 8

**8:30-9:30 AM**

Crisis Spillover as a 'Sticky Crisis' amongst Voting Machine Manufacturers
**Christen Buckley** (University of Florida), **Rebeca Frazer** (University of Florida) (1/6)

Tracing the Blame Game: Proposing a Network Approach of Analyzing Blame Attributions on Social Media
**Ziqi Zhu** (University of Florida), **Wenlin Liu** (University of Florida) (3/6)

**1:30-2:30 PM**

Chatbot Persona and Supportive Communication: Assessing the Potential of Using AI Chatbots in Organizational Crisis Response Following Hurricane Beryl
**Wenlin Liu (**University of Florida), Cheng Chen, Hao Xu, **Ziqi Zhu (**University of Florida) (4/6)

**4:00-5:00 PM**

Is Privacy Statement Friend or Foe? Exploring Social Media Platform' s Framing around User Privacy Management
**Alver (Zhe) Zhou** (University of Florida) (4/6)