

BEA2012

FACULTY RESEARCH-IN-PROGRESS

Faculty Deadline: December 15, 2011 – Midnight EDT

BEA's Research Division invites faculty to submit research-in-progress to be considered for presentation and discussion at BEA2012, April 15-18, 2012 at the Las Vegas Hilton. Research projects may focus on a wide range of topics as generally represented within BEA, but should be at a stage in which feedback and suggestions are appropriate. A variety of perspectives as well as methodological approaches are welcome.

The BEA2012 convention spotlight is: **Tipping Points**. The term "tipping point" was first popularized in the 1970s to describe white flight from urban America to the suburbs. More recently, Malcolm Gladwell has used it to describe how innovative ideas spread to "the moment of critical mass," to a "threshold" or "boiling point." According to Gladwell, ideas gain "stickiness" when they are adopted by mavens, then spread through people who act as connectors and salesmen. Like viruses, even small ideas can quickly become big deals. This spotlight will highlight those developments that have now reached or crossed the threshold of "something to consider for the future" to "it's happening, we have no choice but to deal with it." Tipping Points can also encourage conferees to consider their roles as—to use Gladwell's lexicon—mavens, connectors, or salesmen.

Tipping Points serves as the convention spotlight, but program/panel proposals are not limited to this area of research and discussion. All sessions must adhere to the goals and objectives of the interest division(s) to which they are submitted. Descriptions of each Interest Division are listed on the online paper submission site.

Submission Requirements:

- To submit your proposal online, visit the [BEA2012 submission site](#) by midnight on 12/15/11.
- Upload an extended abstract of no more than 3,000 words. Abstracts should include an introduction, review of literature, research questions and/or hypotheses, proposed method, brief summary of expected results, and references. **Only the title of the paper should appear on the uploaded information and running heads of the abstract to allow for BLIND REVIEW.** Your name and contact information will be provided via your online paper submission registration in the system. No cover page with this information is needed.
- Faculty authors of top selected projects will be invited to present at the convention during a poster session and the lead author will be expected to attend BEA2012.

Contact Andy Curran - Andy.curran@uc.edu - or Heather Birks - hbirks@nab.org - with submission questions. For more information on the convention and spotlight, visit <http://www.beaweb.org/beat2012.html>.