



Program Guidebook

2025 ANPOR-APCA Annual Conference

Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia

Southeast Bangkok University, Bangkok
and Amari Hotel, Pattaya, Thailand
4 - 7 November 2025



Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia

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Welcome Messages for the 2025 ANPOR-APCA Annual Conference

A Foreword from the Editorial Team

Welcome to the 2025 ANPOR-APCA Annual Conference. Within these introductory pages, you will find four distinct messages of welcome from the leaders whose vision and dedication have brought this significant gathering to fruition. Each message, unique in its voice and perspective, contributes to a cohesive overture for our conference, setting the stage for a transformative dialogue at a critical juncture for the study of public opinion and communication.

From our host, we hear a reflection on an enduring mission in an era of unprecedented change. From our co-hosts, we receive an intellectual call to action and a warm, gracious welcome to our host nation, grounding our global discussions in local innovation. Finally, from the chair of our organizing committee, we are extended a personal invitation to connect, collaborate, and find the human heart of our scholarly community. Together, these messages embody the collaborative spirit of our endeavor and invite you into the rich intellectual and interpersonal experience that awaits.



A Message from ANPOR



Jantima Kheokao, Ph.D.

President, Asian Network for Public Opinion Research (ANPOR)
Professor, St. Paul University Manila, Philippines

On behalf of the Asian Network for Public Opinion Research (ANPOR), it is my great honor and pleasure to extend a warm and heartfelt welcome to all distinguished delegates, scholars, practitioners, and students to our 2025 Annual Conference. Since our establishment in 2012, ANPOR has been steadfast in its mission: to champion the right to conduct and publish scientific research on public opinion across our diverse continent, to promote rigorous scientific methods, and to foster a vibrant international community of exchange and cooperation. This annual gathering is the most powerful manifestation of that mission, a testament to the enduring strength and dynamism of a community we have built together over more than a decade.

This year, we convene under the theme, “Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia”. This theme was not chosen lightly. It represents the most critical and urgent frontier for our field. The rapid ascent of Artificial Intelligence is not merely providing us with new tools for analysis; it is fundamentally reshaping the very fabric of public discourse, opinion formation, and civic engagement. The sheer volume of presentations and parallel sessions dedicated to “AI, Public Opinion & Algorithmic Influence” within our program underscores the profound impact of this transition on our collective research agenda. As we navigate this new landscape, ANPOR is committed to serving as the essential platform for our community—a space to explore the immense opportunities of AI while rigorously confronting the complex methodological and ethical challenges it presents. Our role is to provide a stable, guiding framework, ensuring that as our methods evolve, our commitment to scientific integrity remains unshakable.

The success of such an ambitious undertaking is only possible through collaboration. I wish to express my deepest gratitude to our esteemed co-hosts, the Asia-Pacific



Communication Alliance (APCA) and Southeast Bangkok University (SBU), whose partnership has been invaluable. This collaborative spirit is also the engine behind ANPOR's flagship publication, the Asian Journal for Public Opinion Research (AJPOR). We are immensely proud of AJPOR's continued growth and impact, evidenced by its Scopus indexing and a rising CiteScore of 2.0. To bridge the gap between presentation and publication, we are delighted to offer dedicated sessions at this conference, including a writing clinic and a "Meet the Editors" event, providing a tangible pathway for the brilliant research shared here to achieve lasting scholarly impact.

As we look to the future, our vision is one of sustainability, equity, and inclusion. This conference is a platform to amplify diverse voices from every corner of Asia and beyond. Through critical dialogues on themes such as "Decolonizing Public Opinion and Communication Research" and "Fostering Intercultural Competence," we strive to ensure that the futures we build are shaped by all. I invite each of you, from our most senior scholars to the next generation of researchers, to engage boldly, to challenge preconceived notions, and to contribute your unique voice to this vital conversation. Let us work together to shape a digital world that is not only intelligent but also just, equitable, and sustainable for all.



A Message from APCA



Chen Changfeng, Ph.D.

President, Asia-Pacific Communication Alliance (APCA)

Professor, Tsinghua University, China

It is with great enthusiasm that I welcome you to this pivotal conference on behalf of the Asia-Pacific Communication Alliance (APCA). Our partnership with the Asian Network for Public Opinion Research (ANPOR) for this event is more than a collaboration; it is an intellectual imperative. In an age where technology is rapidly reconfiguring society, the challenges we face are too complex for any single discipline to address alone. Where ANPOR brings profound expertise in the dynamics of public opinion, APCA contributes a broader perspective on the communication ecosystems, media ethics, and governance structures in which those opinions are formed and contested. This synergy is essential to meaningfully engage with the profound questions at the heart of our conference theme. As the founding president of APCA, an alliance that unites researchers and educators from over twenty associations across sixteen countries, I am proud to see this integrated approach in action.

The technological transition we are experiencing compels us to ask the most fundamental questions of our time. As I will explore in my keynote address, we must now grapple with how trust, legitimacy, and authority are constructed in a world of GenAI-mediated communication. When algorithms shape visibility and large language models can simulate social consensus, what becomes of public confidence? As Director of the AI Media Research Center at Tsinghua University, I believe these are not abstract academic inquiries; they are urgent matters that will define the health of our democracies and the fabric of our societies for generations to come. This conference provides a premier forum to begin formulating the robust answers these questions demand.

In seeking these answers, it is crucial that we cultivate an Asia-Pacific perspective. The dominant paradigms for digital governance and AI ethics have largely emerged from



Western contexts. While we have much to learn from global dialogue, we must resist the uncritical adoption of models that may not align with the unique cultural, political, and social realities of our region. This conference, with its rich diversity of scholars from across Asia, is a vital space for developing indigenous frameworks and Southern perspectives that are both locally relevant and globally influential. It is a call to action for the scholars of our region to assert a form of intellectual sovereignty—to actively define our own digital future rather than passively accept one designed elsewhere.

I invite you, therefore, to a dialogue that is both rigorous and consequential. Let us move beyond simply describing the challenges posed by our new communication nexus and begin prescribing the solutions. Let us use this time together to forge the ethical frameworks, policy recommendations, and pedagogical strategies necessary to guide our societies toward a sustainable and equitable digital future. I am confident that the conversations initiated in Pattaya will create ripples of influence, advancing scholarship, informing policy, and inspiring action across the Asia-Pacific and the world.



A Message from the SBU



Somsak Rungruang, Ph.D.

President, Southeast Bangkok University, Thailand

Sawasdee krap, and a very warm welcome to the Kingdom of Thailand. On behalf of the entire community at Southeast Bangkok University (SBU), it is a distinct honor and a profound privilege to co-host the 2025 ANPOR-APCA Annual Conference. We are delighted to welcome you to the dynamic city of Bangkok, where our pre-conference workshops will be held on our Bangna campus, and to the beautiful coastal city of Pattaya for the main event. We are proud to share with you the hospitality and rich cultural heritage that define our nation, a commitment to Thai identity that is a core part of our university's mission.

At Southeast Bangkok University, our institutional vision is directly aligned with the critical themes of this conference. Our central goal is to be “an organization that produces professional graduates (in logistics and technology)”. For us, the topics of Artificial Intelligence and digital citizenship are not merely subjects of academic inquiry; they are the essential competencies that will empower the next generation of leaders and innovators. Our core values—to be Smart, Business-oriented, and Unique—drive us to embed technological fluency and ethical digital practice into our curriculum. It is, therefore, a point of great pride that SBU is not only a co-host but also the venue for the pre-conference workshops on AI in quantitative and qualitative research, a tangible symbol of our commitment to advancing the very skills being discussed at this event. The strong presence of SBU faculty and students presenting their research on AI in business, digital innovation, and organizational sustainability further demonstrates that we are not just hosting this conversation, but are active and enthusiastic participants in it.

We believe a modern university must be a vibrant hub where academia, industry, and society converge to spark innovation. Our mission to “conduct research to create



new knowledge and innovations" compels us to build bridges beyond our campus walls. This conference represents a pinnacle of such efforts. The cross-pollination of ideas that will occur over the next few days—the blending of global perspectives from our esteemed delegates with our own focus on professional application and sustainable development—will undoubtedly enrich our entire academic community and inspire new pathways for collaborative research.

As you engage in what promises to be an intellectually stimulating conference, I extend a heartfelt invitation to also immerse yourselves in the experiences our country has to offer. From the engaging Welcome Reception on the beach lawn to the myriad opportunities for cultural discovery, we hope you will enjoy the warmth, cuisine, and spirit of Thai hospitality. May your time here be both productive and memorable. We are truly honored to have you with us.



A Message from the Conference Organizing Committee Chair



Akinori Seki

President, Asia Association for Education and Exchange
Professor, Tokyo Keizai University

It is with immense personal pleasure and a deep sense of honor that I welcome each and every one of you to the 2025 ANPOR-APCA Annual Conference. As Chair of the Organizing Committee, I have had the privilege of witnessing this event take shape, and I am filled with excitement and anticipation as we finally gather this brilliant and diverse community of minds here in Thailand. This conference is the culmination of countless hours of work by a dedicated team, and its true purpose is to serve you, our delegates.

An event of this scale is a testament to collective effort, and my first duty is one of gratitude. I extend my deepest thanks to every member of the Conference Organizing and Scientific Committees, whose wisdom and diligence were indispensable. My sincere appreciation goes to the student volunteers and administrative staff, whose energy and support have been the backbone of our preparations. I am profoundly grateful to our host and co-host organizations—ANPOR, APCA, and SBU—for their unwavering vision and partnership. Most importantly, I thank all of you. By choosing to be here, by preparing your presentations and committing your time and intellectual energy, you have given this conference its life and its meaning.

In my own academic work, I have long been passionate about cross-cultural communication and the power of exchange as a catalyst for learning. I would like to invite you to view this conference through that very lens. This gathering is more than a series of presentations; it is a profound act of intercultural dialogue. The formal sessions are the framework, but the true learning often happens in the spaces between—in the spontaneous conversations during a coffee break, the challenging questions after a



paper, and the new perspectives gained during a roundtable discussion on co-learning practices. It is in these moments of genuine human connection that we not only learn about others' research but also come to understand our own work, and ourselves, in a new light.

My sincere hope for this conference is simple: that you connect. I encourage you to introduce yourselves to someone new, to listen with an open and curious mind, and to build the foundations for new friendships and collaborations that will flourish long after we depart from Pattaya. May you leave this event not only with a wealth of new knowledge and ideas but with a renewed sense of inspiration, a broader network of trusted colleagues, and cherished memories of our time together. Thank you for being here and helping to make this event a great success.





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About the Conference and Organizations

Conference Mission: Voices and Visions in Transition

For over a decade, the ANPOR-APCA Annual Conference has been the premier gathering where Asia-Pacific's brightest minds tackle the most pressing questions of our time. Since 2012, we have built a vibrant community of researchers, practitioners, and thought leaders pushing boundaries in public opinion research and communication scholarship that shapes how societies understand themselves. Our journey mirrors the region's transformation, evolving to meet each critical moment from pioneering interdisciplinary approaches to confronting crises of public trust and leading conversations on pandemic communication.

Now, we stand at another inflection point. The rise of AI and algorithmic systems is not just changing how we communicate—it is fundamentally reshaping what it means to be a citizen in the digital age. We are living through the most significant shift in human communication since the printing press. AI algorithms now decide what billions of people see, think about, and believe, while platform governance shapes civic discourse more than traditional media ever did. Digital citizenship is no longer a peripheral skill; it is essential for survival in democratic societies.

The theme, "Voices and Visions in Transition," captures this pivotal moment where the future of public opinion hangs in the balance. The 2025 ANPOR-APCA Conference is a strategic convening where researchers, educators, policymakers, and technology developers come together to wrestle with the questions that will define our digital future. This is where theory meets practice, where local insights inform global solutions, and where the next generation of digital citizens begins to take shape.



Organizational Profiles

Asian Network for Public Opinion Research

Charting the Voice of a Continent in Transformation

In the early 21st century, as the Asia-Pacific region emerged as a global epicenter of economic, technological, and cultural dynamism, a profound need became clear: the necessity for a rigorous, ethical, and unified platform to scientifically measure, understand, and amplify the voice of its diverse populations. The currents of public opinion—shaping everything from democratic processes to consumer behavior and social cohesion—were becoming more powerful and complex than ever before. Yet, the scholarship dedicated to studying these currents remained fragmented across national and disciplinary lines.

It was into this landscape that the Asian Network for Public Opinion Research (ANPOR) was born. Officially established on November 28, 2012, by a visionary group of scholars and experts from nine different Asian countries and regions, ANPOR was founded on a bedrock of core principles: to champion the right to conduct and publish scientific research on public opinion; to promote the highest standards of methodological rigor; and to foster a vibrant international community of exchange and cooperation.

From its inception, ANPOR's mission was both ambitious and essential. It sought to create a collaborative infrastructure for researchers, journalists, policymakers, and practitioners across the continent, enabling them to share knowledge, refine techniques, and collectively tackle the region's most pressing challenges. More than just an academic association, ANPOR was conceived as a guardian of scientific integrity and a powerful advocate for the vital role of public opinion in shaping healthy, responsive, and democratic societies. This foundational commitment has been the driving force behind the organization's remarkable growth and its ascent as the preeminent authority on public opinion research in Asia.



A Decade of Dialogue - The Annual Conference as a Barometer of Regional Transformation

The most powerful manifestation of ANPOR's mission and growth is its annual conference. Far from a static academic gathering, the conference has evolved into a dynamic, agenda-setting forum that mirrors the region's own transformation. By consistently placing the most critical contemporary issues at the heart of its thematic focus, ANPOR has not only responded to change but has actively guided the scholarly conversation, cementing its role as an intellectual leader.

The journey of the annual conference is a testament to the organization's foresight and adaptability:

- **Pioneering Foundations (2012–2015)**

In its formative years, the conference focused on breaking down the academic silos that had long separated disciplines. The early gatherings were instrumental in pioneering interdisciplinary approaches, building crucial bridges between communication, sociology, political science, and digital studies to create a more holistic understanding of public opinion.

- **Confronting Crisis (2016–2019)**

As the world grappled with a rising tide of polarization and a crisis of public trust in institutions, ANPOR's conferences met the moment head-on. The themes during this period shifted to address the erosion of democratic foundations, the spread of misinformation, and the urgent need for new models of civic engagement, demonstrating the network's commitment to tackling real-world societal challenges. The 2019 conference in Chiang Mai, for instance, focused on the "Power of Public Opinion and Multicultural Communication toward Global Transformation," highlighting the network's expanding scope.

- **Leading Through Unprecedented Times (2020–2021)**

When the COVID-19 pandemic brought the world to a standstill, ANPOR demonstrated remarkable resilience and leadership. Swiftly transitioning to virtual and hybrid formats, the 2020 conference, themed "Measuring, Understanding, and Communicating Public Opinion in Unprecedented Times," became a vital hub for scholars dissecting the global crisis. The following year, the 2021 conference in Bangkok continued this leadership, exploring "Understanding Wellbeing in Asian



Societies: The Impact of Digital Media on Environmental and Social Resilience," leading the conversation on health narratives, institutional resilience, and the societal impact of the pandemic when clarity was needed most.

- **Navigating the AI Revolution (2023–Present)**

Recognizing the seismic shift brought by artificial intelligence, ANPOR dedicated its 2023 conferences in Beijing and Manila to “AI and the Future of Academic Research: Challenges and Opportunities”. These events charted new paths for digital transformation, bringing together international experts to explore the profound implications of AI for journalism, public opinion, and research itself.

This intellectual trajectory culminates in the upcoming 2025 conference in Thailand, themed “**Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia-Pacific**”. This theme represents a powerful synthesis of ANPOR’s decade-long journey, weaving together its core concerns with the most urgent frontiers of the digital age. The sheer volume of presentations dedicated to tracks like “AI, Public Opinion & Algorithmic Influence” and “Decolonizing Public Opinion and Communication Research” underscores ANPOR’s position at the vanguard of contemporary scholarship.

Building a Legacy of Scholarship: The Rise of the *Asian Journal for Public Opinion Research (AJPOR)*

A testament to any scholarly organization’s maturity and influence is the strength of its flagship publication. For ANPOR, this is the *Asian Journal for Public Opinion Research (AJPOR)*, a publication that has, in a remarkably short time, become a globally recognized and respected voice in the field.

Launched in 2013, just one year after ANPOR’s own founding, AJPOR was established to provide a dedicated, high-quality outlet for original research on public opinion in Asia. Published quarterly by the Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI), the journal has been instrumental in promoting scientific methods and fostering a truly international exchange of ideas.

The journal’s growing strength is evidenced by clear and compelling metrics. AJPOR’s inclusion in premier academic databases like **Scopus** and the **Directory of Open Access Journals (DOAJ)** signifies its adherence to the highest standards of



peer review and scholarly integrity, ensuring that its articles reach a global audience. This global reach is reflected in its rising impact; as noted by ANPOR President Jantima Kheokao, the journal's CiteScore has climbed to **2.0**, a powerful indicator of its increasing influence and citation rate within the academic community.

More than just a repository of scholarship, AJPOR is an active and integral part of the ANPOR ecosystem. It serves as a premier pathway for the brilliant research presented at the annual conference to achieve lasting impact. ANPOR actively bridges the gap between presentation and publication by offering a **fast-track review process** for selected conference papers, giving promising research priority consideration. Furthermore, the conference itself has become a crucial incubator for scholarly talent, hosting dedicated sessions such as a "Meet the Editors" event and a "Writing Clinic for High-Impact Journal Success". These initiatives demonstrate ANPOR's deep commitment not only to publishing excellent research but to actively mentoring and developing the next generation of scholars who will shape the future of the field.

A Network of Networks - Forging a Collaborative Future

From its inception, ANPOR has understood that the complex challenges facing the Asia-Pacific region cannot be solved in isolation. Its growth and strength are rooted in a deep-seated philosophy of collaboration, which has led to the formation of powerful strategic partnerships that amplify its impact across the continent and the world.

The most significant of these is the alliance with the **Asia-Pacific Communication Alliance (APCA)**. This partnership, which has co-organized the annual conference since 2019, creates a powerful synergy. As APCA President Chen Changfeng describes it, this collaboration is an "intellectual imperative," combining ANPOR's profound expertise in the dynamics of public opinion with APCA's broader perspective on the communication ecosystems, media ethics, and governance structures in which those opinions are formed and contested. Together, ANPOR and APCA provide a comprehensive, multi-lens framework for tackling the most complex issues at the intersection of technology, society, and public discourse.

ANPOR's collaborative ecosystem extends further to include foundational partners like the **Center for Asian Public Opinion Research & Collaboration**



Initiative (CAPORCI) at Chungnam National University and the **Korean Association for Survey Research (KASR)**, both of which are instrumental in the publication of AJPOR. These institutional relationships provide a stable and rigorous backbone for ANPOR's scholarly activities.

Today, after more than a decade of steadfast work, ANPOR stands as a mature, influential, and indispensable institution. It has successfully built a vibrant community, a world-class academic journal, and a network of powerful alliances. As it looks to the future, ANPOR remains unwavering in its core mission: to provide a stable, guiding framework for the scientific study of public opinion, ensuring that as our methods evolve in the age of AI, our commitment to integrity, ethics, and amplifying the diverse voices of Asia remains unshakable. It is this vision that will continue to drive the organization's growth and solidify its legacy as a vital force for scholarly excellence and societal understanding.

Asia-Pacific Communication Alliance (APCA)

Forging a New Nexus for Regional Scholarship

In an era defined by unprecedented technological transformation and complex geopolitical shifts, the Asia-Pacific region stands as a global powerhouse of innovation, culture, and economic dynamism. Within this vibrant landscape, a critical need emerged: a unified platform for the region's communication scholars and educators to connect, collaborate, and cultivate a distinct intellectual voice. The challenges of the 21st century—from the rise of artificial intelligence to crises of public trust—were too vast and interconnected for any single discipline or nation to address alone.

It was in response to this imperative that the Asia-Pacific Communication Alliance (APCA) was born. Established in the fall of 2018 at the prestigious Tsinghua University in Beijing, APCA was conceived not merely as another academic society, but as a strategic and visionary "organization of organizations". Its founding was a landmark moment, a convergence of leaders who recognized that true progress required breaking down the silos that separated national academic bodies. The inaugural meeting itself was a testament to this vision, attended by the presidents of twenty communication associations and more than twenty leading scholar representatives from across the Asia-Pacific



This unique structure as an “alliance of alliances” is the cornerstone of APCA’s influence. It unites more than twenty of the most significant communication, journalism, and media associations from seventeen nations, creating a formidable network that spans the entire region. Member organizations include the Chinese Association for the History of Journalism and Communication (CAHJC), the Japan Society for Studies in Journalism and Mass Communication, the Korean Society for Journalism and Communication Studies (KSJCS), the Australia and New Zealand Communication Alliance (ANZCA), the Indonesian Communication Scholars Association (ISKI), the Philippine Association of Communication Educators (PACE), and the Asian Network for Public Opinion Research (ANPOR), among many others. This collective framework allows APCA to facilitate collaboration on a scale previously unimaginable, fostering a rich cross-pollination of ideas and best practices.

The gravitas of this new endeavor was reflected in its founding leadership—a veritable powerhouse of global and regional academic stewardship. The alliance was placed under the inaugural presidency of Professor Changfeng Chen of Tsinghua University, a leading voice in the field. He was joined by a distinguished slate of officers, including initiators Professor Shuhua Zhou (University of Missouri) and Professor Eyun-Jung Ki (University of Alabama), and Professor Jantima Kheokao (President of ANPOR). The leadership was further strengthened by the involvement of Professor Terry Flew, then-President of the International Communication Association (ICA), as the Director of the Academic Committee, signaling APCA’s immediate integration into the highest echelons of global communication scholarship.

From its inception, APCA’s mission was clear: to create a dynamic, cross-border platform for research cooperation and educational exchange, to promote best practices in journalism and communication, and to provide the training and collaborative opportunities necessary to advance the field across the Asia-Pacific. It was a call to build an intellectual community capable of navigating the complexities of the modern world with a shared sense of purpose and a unified voice.



A Legacy of Convening - Charting the Region's Intellectual Trajectory

Since its founding, APCA has embarked on a remarkable journey across the Asia-Pacific, weaving a network of collaboration through a series of high-impact annual conferences and academic events. More than just meetings, these gatherings have become the premier forums where the region's sharpest minds convene to dissect the most urgent issues of our time. By moving its flagship events to different host nations each year—from China to Thailand, the Philippines to Brunei, and beyond—APCA has demonstrated a profound commitment to fostering a truly pan-Asian dialogue, ensuring that a diversity of local contexts informs a shared regional vision.

The thematic evolution of the APCA annual conference, held in close partnership with the Asian Network for Public Opinion Research (ANPOR), reads like a chronicle of the region's most critical contemporary challenges:

- **2019, Chiang Mai:** The conference on **"Power of Public Opinion and Multicultural Communication toward Global Transformation"** set the stage, exploring the foundational dynamics of communication in an increasingly interconnected world.
- **2020, Virtual:** In the face of a global crisis, the alliance quickly adapted, hosting a virtual conference on **"Measuring, Understanding, and Communicating Public Opinion in Unprecedented Times."** This pivotal event led the scholarly conversation on the role of communication and public opinion research during the COVID-19 pandemic.
- **2021, Bangkok (Hybrid):** As the world began to navigate a new reality, the conference theme, **"Understanding Wellbeing in Asian Societies: The Impact of Digital Media on Environmental and Social Resilience,"** shifted the focus toward sustainability and the profound effects of digitization on society.
- **2023, Beijing & Manila:** Recognizing the seismic impact of generative AI, APCA hosted two major conferences on the theme **"Communication Studies in the Age of AI: Research Trends, Issues, and Opportunities."** These events brought together scholars, practitioners, and even European



Union policy advisors to map the challenges and possibilities of this new technological frontier.

- **2025, Brunei & Pattaya:** Looking ahead, APCA continues to lead the intellectual agenda. A May 2025 conference at Universiti Brunei Darussalam will address **“Communication and Languages in Asian-Pacific Regions: Connection, Collaboration, and Sustainability”**. This will be followed by the major annual conference in Pattaya, Thailand, centered on the theme **“Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia-Pacific,”** tackling the convergence of technology, ethics, and civic engagement.

Beyond its main annual conference, APCA has fostered vibrant exchanges through collaborative projects and forums in cities across the region, including Hangzhou, Bali, and Sydney, alongside a robust series of online gatherings that ensure the conversation continues year-round. This consistent and dynamic presence has solidified APCA's role as the central nervous system for communication scholarship in the Asia-Pacific, a reliable and forward-looking platform for intellectual exchange.

The Intellectual Imperative - Forging a Distinctly Asia-Pacific Perspective

The mission of the Asia-Pacific Communication Alliance transcends mere academic networking; it is, in the words of its president, Professor Chen Changfeng, an “intellectual imperative”. In a world where the dominant paradigms for digital governance, media ethics, and AI regulation have largely emerged from Western contexts, APCA champions the cultivation of a distinctly Asia-Pacific perspective. It serves as a vital space for the development of indigenous frameworks and Southern perspectives that are both locally relevant and globally influential. This is a bold call to action for the scholars of the region to assert a form of “intellectual sovereignty” to actively define their own digital future rather than passively accept one designed elsewhere.

This philosophy is woven into the very fabric of the alliance. APCA's partnership with ANPOR, for example, is built on a powerful synergy. Where ANPOR brings deep expertise in the dynamics of public opinion, APCA contributes a broader perspective on the communication ecosystems, media ethics, and



governance structures in which those opinions are formed, contested, and reshaped by technology. Together, they provide a holistic framework for understanding the most complex issues of our time.

The alliance is fundamentally committed to moving the academic discourse from description to prescription. It challenges its members not just to analyze the problems posed by our new communication nexus, but to begin formulating the solutions. Through its conferences, publications, and collaborative projects, APCA is a crucible for forging the ethical frameworks, policy recommendations, and pedagogical strategies necessary to guide societies toward a more sustainable, equitable, and just digital future.

Ultimately, the Asia-Pacific Communication Alliance was founded on the recognition that in the 21st century, communication is not merely a professional endeavor but a moral and civic responsibility. It is a platform where human wisdom and digital intelligence can converge, where interdisciplinary dialogue can flourish, and where a new generation of scholars, educators, and practitioners can collaborate to build a better future for the Asia-Pacific region and the world. As it continues to grow in reach and influence, APCA stands as a powerful testament to the transformative power of connection, collaboration, and a shared vision for progress.

Southeast Bangkok University

A Legacy of Gratitude, A Vision for the Future - Welcome to Southeast Bangkok University

On behalf of our entire academic community, it is with immense pride and heartfelt warmth that we welcome you to the 2025 ANPOR-APCA Annual Conference. As a co-host for this distinguished gathering, Southeast Bangkok University (SBU) is honored to provide the setting for the critical dialogues that will unfold, particularly at our Bangna campus, the venue for the pre-conference workshops. Our university's story is deeply intertwined with the story of this land, and it is a privilege to share our home with you as we collectively explore the pivotal theme of "Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia".



SBU was founded out of a profound sense of gratitude to the Bangna district, a region that nurtured generations of our founders' family. What was once a landscape of thriving rice farms—the very meaning of "Bang Na"—has transformed into a dynamic commercial, industrial, and educational hub for Bangkok and for Thailand. This journey of transition from agricultural roots to a modern nexus of innovation mirrors the evolution of our university. We have grown with this community, driven by a steadfast commitment to providing high-quality education as a cornerstone for the nation's sustainable development. Today, Bangna is a bustling center of global commerce, home to the Bangkok International Trade and Exhibition Centre (BITEC) and a destination for international families and professionals. In this vibrant context, SBU stands as a testament to forward-thinking education, dedicated to shaping the leaders who will navigate and define our shared future.

Our Mission - Mentoring the New Professionals for a Digital and Sustainable World

At the core of Southeast Bangkok University's identity is a clear and powerful vision: to be "an organization that produces professional graduates (in logistics and technology)". This is more than a statement; it is the guiding principle that shapes our curriculum, our research, and our culture. We are dedicated to mentoring a new generation of professionals who are not only proficient in their chosen fields but are also equipped with the competencies to thrive in an era of rapid technological advancement and global interconnectedness.

Our mission is five-fold, with each pillar directly supporting the core themes of this conference:

- 1) Producing professional graduates in logistics and technology.
- 2) Conducting research to create new knowledge and innovations.
- 3) Providing academic services based on professional standards and expertise.
- 4) Preserving art, culture, and Thai identity.
- 5) Managing the organization for sustainability.

These principles are embodied in our core values, which form the acronym of our university: Smart, Business-oriented, and Unique. We cultivate graduates who possess deep knowledge and resilience (Smart), who lead with ethical conduct



and an entrepreneurial mindset (Business-oriented), and who have the courage to think differently and creatively (Unique). It is this unique blend of professionalism, innovation, and ethical grounding that we believe is essential for building the sustainable futures we all envision.

At the Forefront of AI, Technology, and Innovation

Southeast Bangkok University is not merely a host for this year's conference; we are an active and enthusiastic participant in the very subjects being discussed. Our commitment to technology and innovation is woven into the fabric of our academic identity. We are proud that our Bangna campus is the venue for the pre-conference workshops on "AI for Quantitative Research" and "AI for Qualitative Research," a direct reflection of our institutional focus.

Our academic offerings, from undergraduate to doctoral levels, are designed to meet the demands of the digital age. The Faculty of Digital Technology and Innovation and the Faculty of Logistics and Aviation Technology are central to this mission, offering specialized programs that equip students with future-ready skills. Our Master of Science in Information and Technology (MSIT), for example, provides a comprehensive curriculum in high-demand areas such as data science, cybersecurity, modern application development, data mining, and cloud computing.

Beyond our formal curriculum, SBU is a hub of applied AI research and development. Our faculty and students are regular contributors to the academic discourse on technology's role in business and society, as evidenced by the numerous SBU-led presentations at this very conference on topics ranging from the acceptance of AI in business models to the development of intelligent business systems. We actively foster an ecosystem of innovation through initiatives like the D.O.T Project, which enhances students' AI skills for marketing and business through real-world challenges in partnership with industry leaders like HP Inc.. This commitment to practical application is further demonstrated by our award-winning "AI for Student Retention" project, an innovative system that uses AI to analyze student data to predict and prevent dropout risks, enhancing educational management and student support.

Our dedication to technological advancement extends to strategic collaborations that bring global expertise to our students. A landmark



Memorandum of Understanding with Alibaba Cloud, a global leader in cloud computing and artificial intelligence, provides our students with invaluable learning opportunities and access to cutting-edge innovations in generative AI, autonomous driving, and large-scale model technologies. These partnerships ensure that an SBU education remains at the vanguard of the digital transition.

A Deep Commitment to Sustainable Futures and Digital Citizenship

The pursuit of innovation at SBU is always guided by our foundational commitment to sustainability and community empowerment. We believe that technology must serve humanity and that progress must be equitable and inclusive. This philosophy is a core part of our mission to manage the university for sustainability and is aligned with the United Nations' 17 Sustainable Development Goals (SDGs).

We are exceptionally proud of our recent partnership with the Chinese Youth Growth Foundation to establish the SDGs Impact Accelerator. This pioneering platform, led by our Vice President Dr. Pattarada Rungruang, is designed to support and incubate innovation from young leaders across ASEAN and neighboring countries. By leveraging our comprehensive educational system and regional networks, the accelerator aims to empower a new generation of social entrepreneurs, turning visionary ideas into tangible momentum for regional and global collaboration on sustainability.

This global vision is complemented by our deep engagement with local communities. Our School of Humanities and Tourism Management has developed a successful model for sustainable, community-based tourism that empowers local residents to become central decision-makers in their own economic development. This initiative, which helps communities leverage their cultural capital and local wisdom, is a powerful example of how academic expertise can be applied to create equitable growth, preserve cultural heritage, and improve quality of life at the grassroots level.

As we prepare our students for the future, we recognize that technological fluency must be paired with a strong sense of ethical responsibility. We are therefore dedicated to fostering a culture of Digital Citizenship. Through innovative



collaborations like the BU x ETDA Trainer program, developed with Thailand's Electronic Transactions Development Agency (ETDA), we equip our students with essential skills in digital identity, appropriate technology use, security management, digital communication, and digital literacy. By certifying students as digital skills trainers, we empower them to become leaders and advocates for a safe, responsible, and ethical digital society.

As you participate in the workshops, presentations, and discussions over the coming days, we invite you to connect with the faculty, staff, and students of Southeast Bangkok University. We are a community of innovators, educators, and professionals united by a shared vision for a smarter, more sustainable, and more connected world. We are thrilled to learn alongside you and are confident that the collaborations forged here will help shape the voices and visions of our collective future. Welcome.

The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI)

While networks and alliances provide the vital connective tissue for a scholarly community, it is the dedicated research institutions that serve as its engine—providing the infrastructure, data, and institutional stability necessary for long-term growth and impact. In the field of Asian public opinion research, the Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University stands as that essential engine.

Established in 2009 as the Social Research Center and renamed in 2015 to reflect its expanding international mission, CAPORCI is a premier academic hub dedicated to fostering scholarly exchange and education across Asia. Based in South Korea, the center operates with a clear, three-pronged strategy that has made it an indispensable pillar of the regional research ecosystem: publishing, pioneering large-scale data collection, and promoting policy-relevant research.

CAPORCI's most visible and impactful contribution is its role as the publisher of the ***Asian Journal for Public Opinion Research (AJPOR)***. As the official, peer-reviewed journal of the Asian Network for Public Opinion Research (ANPOR), AJPOR has become the authoritative voice for scholarship in the field. CAPORCI provides the critical institutional backbone for the journal, managing its quarterly



publication and ensuring it meets the rigorous international standards required for its indexing in prestigious databases like Scopus and the Directory of Open Access Journals (DOAJ). By stewarding AJPOR, CAPORCI provides the definitive platform for research from the annual conference and beyond to achieve global visibility and lasting scholarly impact.

Beyond publication, CAPORCI is a leader in methodological innovation and primary data generation. The center is home to the **Korean Academic Multimode Open Survey (KAMOS)**, a national probability-based panel survey conducted multiple times a year. First launched in 2016, KAMOS provides a robust and representative dataset on the South Korean population, featuring both longitudinal items for tracking social attitudes over time and an omnibus section for new research questions. By making this high-quality data accessible to the international research community, CAPORCI actively facilitates new cross-national comparative studies and provides a model for rigorous survey methodology. The center's ongoing work to refine its panel recruitment methods in response to new challenges demonstrates its commitment to advancing the science of survey research.

Finally, CAPORCI is dedicated to bridging the gap between academia and public policy. The center has built a systematic research program aimed at promoting effective communication between policymakers and the public, actively cooperating with the National Assembly, government agencies, and local governments in South Korea. This focus ensures that the insights generated from public opinion research are not confined to academic circles but are translated into actionable knowledge that can inform democratic governance.

Through its multifaceted work—as a publisher, a data pioneer, and a policy-oriented research hub—CAPORCI serves as a cornerstone for the entire Asian public opinion research community. It provides the essential infrastructure that empowers scholars, supports academic networks like ANPOR, and drives the field toward a more rigorous and impactful future.



At-a-Glance

Schedule at a Glance

All times are Bangkok Time (UTC+7).

Date and time	Events
TUE 4 NOV 2025 Pre-Conference Day	Southeast Bangkok University, Bangna Campus
08:00–09:00	Registration
09:00–09:15	Opening and Welcome
09:15–12:00	Overview Talks: AI for Quantitative & Qualitative Research
12:00–13:00	Lunch
13:00–14:00	Overview Talk: From Hypothesis to Publication
14:15–17:00	Parallel Workshops Quantitative, Qualitative & Writing Clinic
WED 5 NOV 2025 Welcome Reception	Amari Hotel Pattaya
17:00–18:00	Registration
18:00–20:00	Welcome Reception (Beach Lawn)
WED 5 NOV 2025 Welcome Reception	Amari Hotel Pattaya
17:30–18:00	Registration
18:00–20:00	Welcome Reception (Beach Lawn)



Date and time	Events
THU 6 NOV 2025 Conference Day 1	Amari Hotel Pattaya
08:30–09:00	Registration (Grand Ballroom 1 Foyer)
09:00–09:30	Opening & Welcome (Grand Ballroom 1)
09:30–10:30	Keynote Session 1 & 2 (Grand Ballroom 1)
10:45–11:45	Plenary Session (Grand Ballroom 1)
11:45–12:15	Masterclass Session 1 (Grand Ballroom 1)
12:15–13:30	Lunch (Amaya Food Gallery)
13:30–15:00	Parallel Sessions A, B, C (Meeting Room I, Idea Room, Meeting Room III)
15:15–16:45	Parallel Sessions D, E, F (Meeting Room I, Idea Room, Meeting Room III)
17:00–17:30	ANPOR Business Meeting (Meeting Room I)
FRI 7 NOV 2025 Conference Day 2	Amari Hotel Pattaya
08:30–09:00	Registration (Foyer)
09:00–09:15	Recap from Day 1 (Meeting Room I)
09:15–10:15	Keynote Session 3 & 4 (Meeting Room I)
10:30–11:00	Plenary Session (Meeting Room I)
11:00–11:30	Masterclass Session 2 (Meeting Room I)
11.30-12.30	AJPOR Special Session (Meeting Room I)
12:30–13:30	Lunch (Amaya Food Gallery)
13:30–15:00	Parallel Sessions G, H, I (Meeting Room I, Idea Room, Meeting Room III)



Date and time	Events
15:15–16:30	Parallel Sessions J, K, L (Meeting Room I, Idea Room, Meeting Room III)
16:30–17:30	Roundtable Discussion (Meeting Room I)
18:00–20:00	ANPOR Gala Dinner & Awards Ceremony



Detailed Program

Tuesday, 4 November 2025 – Pre Conference Day 1	
Venue: Southeast Bangkok University, Bangna Campus, Bangkok	
08.00 – 09.00	Registration
09.00 – 09.15	Opening and welcome
09.15 – 10.30	Overview Talk 1: AI for Quantitative Research: “From Prompt to Prediction: Applying ChatGPT in Applied Regression Analysis” Speaker: Distinguished Chair Prof. Sung Kyum Cho Ph.D. Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea
10.30 – 10.45	Morning break
10.45 – 12.00	Overview Talk 2: AI for Qualitative Research: “From Codes to Meaning: How AI Unlocks Qualitative Insight” Speaker: Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan
12.00 – 13.00	Lunch
13.00 – 14.00	Overview Talk 3: “From Hypothesis to Publication: How Clear Hypotheses Lead to Better Quality Papers” Speaker: Sarah LoCasio Managing Editor, Asian Journal for Public Opinion Research (AJPOR)
14.00 – 14.15	Afternoon break
14.15 – 17.00	From Theory to Practice: The AI Research Hands-On Series Room 1 – Quantitative Research Workshop: “From Data to Discovery: AI in Action” Room 2 – Qualitative Research Workshop: “From Codes to Clarity: Intensive AI Data Analysis” Room 3 – A Writing Clinic: “From Draft to Distinction: Crafting Publishable Papers”



Wednesday, November 5, 2025 – Welcome Reception

Venue: Amari Hotel Pattaya

17.00 – 18.00	Registration at Amari Hotel Pattaya
18.00 – 20.00	Welcome Reception Venue: Beach Lawn

Thursday, November 6, 2025 – Conference Day 1

Venue: Amari Hotel Pattaya

08.30 – 09.00	Grand Ballroom 1	Registration
09.00 – 09.30	Grand Ballroom 1	Opening Ceremony and Welcome Speeches
09.30 – 10.30	Grand Ballroom 1	KEYNOTE SESSION Moderator: Assist. Prof. Dr. Kanyika Shaw Panyapiwat Institute of Management, Thailand
09.30 – 10.00	Grand Ballroom 1	Keynote 1: Trust, Legitimacy, and GenAI-Mediated Communication: How Data Shapes Visibility, Authority, and Public Confidence Presenter: Prof. Dr. Chen Changfeng School of Journalism and Communication, Tsinghua University, China Responder: Prof. Dr. Ofer Feldman Doshisha University and Kyoto University, Japan
10.00 – 10.30	Grand Ballroom 1	Keynote 2: Verifiable Record of AI Output (VRAIO): A Privacy-Preserving Governance Framework for Digital Citizenship in the AI Era Presenter: Prof. Dr. Yusaku Fujii Gunma University, Japan Responder: Dr. iur. Dhanaraj Kheokao ANPOR, Thailand
10.30 – 10.45	Foyer	Morning break
10.45 – 11.30	Grand Ballroom 1	PLENARY SESSION Moderator: Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines
10.45 – 11.00	Grand Ballroom 1	Plenary 1: The Acceptance of AI Technology for Developing Modern Business Models Among Generation Y Entrepreneurs in Thailand (154 – p.B-1) Sunisa Treesuwan, Ampol Navavongsathian, Pattarada Runguang (Southeast Bangkok University, Thailand) Presenter: Assoc. Prof. Dr. Ampol Navavongsathian Southeast Bangkok University



Thursday, November 6, 2025 – Conference Day 1

Venue: Amari Hotel Pattaya

11.00-11.15	Grand Ballroom 1	Plenary 2: Authenticity in the Age of Curated Selves: Indonesian Gen Z's Perspectives on Social Media Identity and Expression (141 – p.B-2) Presenter: Prof. Dr. Dorien Kartikawangi Atma Jaya Catholic University of Indonesia, Indonesia
11.15-11.30	Grand Ballroom 1	Plenary 3: Online Public Sentiment Anxiety of Local Government in China and its Mitigation (108 – p.B-3) Presenter: Assoc. Prof. Hongna Miao Nanjing University, China
11.30-11.45	Grand Ballroom 1	Plenary 4: From Hegemony to Hybridity: Mapping Asymmetries in Global Fact-Checking Practices (167 – p.B-4) Yunjuan Luo, Yuanbo Qiu (South China University of Technology, China) Presenter: Prof. Dr. Yunjuan Luo
11.45 – 12.15	Grand Ballroom 1	MASTERCLASS SESSION 1: Making Research Visible: Strategic Writing for Global Journals With AI Support Facilitator: Distinguished Chair Prof. Sung Kyum Cho Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea
12.15 – 13.30	Amaya Food Gallery	Lunch
13.30 – 14.30	Meeting Room II	AJPOR Editorial Board Meeting
13.30 – 15.00	Meeting Room I	Parallel sessions A Chair: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Prof. Dr. Eni Maryani Universitas Padjadjaran, Indonesia Paper ID: 179, 126, 177, 106, 192
	Idea Room	Parallel sessions B Chair: Prof. Xue Ke Shanghai Jiao Tong University Prof. Dr. Atwar Bajari Universitas Padjadjaran, Indonesia Paper ID: 168, 159, 178, 190, 107, 200



Thursday, November 6, 2025 – Conference Day 1

Venue: Amari Hotel Pattaya

	Meeting Room III	Parallel sessions C <u>Chair:</u> Distinguished Prof. Dr. Mei-Ling Hsu National Chengchi University, Taiwan Assoc. Prof. Dr. Muhamad Fazil Ahmed Universiti Sultan Zainal, Malaysia <u>Paper ID:</u> 110, 136, 117, 123, 124, 155
15.00 – 15.15	Foyer	Afternoon break
15.15 – 16.45	Meeting Room I	Parallel sessions D <u>Chair:</u> Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Luyang Li Beijing Normal-Hong Kong Baptist University, China <u>Paper ID:</u> 201, 165, 127, 196, 187, 195
	Idea Room	Parallel sessions E <u>Chair:</u> Assoc. Prof. Dr. Kwanpyo Bae CAPORCI, Chungnam National University, South Korea Prof. Zheng Yang Hebei University of Arts and Science, China <u>Paper ID:</u> 176, 170, 185, 149, 116, 132
	Meeting Room III	Parallel sessions F <u>Chair:</u> Dr. Andika Vinianto Universitas Padjadjaran, Indonesia Assist. Prof. Kaining Chen Wuhan University, China <u>Paper ID:</u> 140, 144, 147, 150, 157, 164
17.00 – 17.30	Meeting Room I	ANPOR Business Meeting (Open to all participants)

Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

08.30 – 09.00	Foyer in front of Meeting Room I	Registration
09.00 – 09.15	Meeting Room I	Recap from Day 1
09.15 – 10.15	Meeting Room I	KEYNOTE SESSION <u>Moderator:</u> Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines



Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

09.15 – 09.45	Meeting Room I	Keynote 3: Technology for Sustainable Transformation: Inspiring the Next Generation of Researchers Presenter: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Responder: Prof. Dr. Yunjuan Luo South China University of Technology, China
09.45 – 10.15	Meeting Room I	Keynote 4: AI-Centered Agenda-Setting: Opportunities and Challenges in Public Policy Presenter: Assoc. Prof. Dr. Kwanpyo Bae Director of CAPORCI, Chungnam National University Responder: Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan
10.15 – 10.30	Foyer	Morning break
10.30 – 11.00	Meeting Room I	PLENARAY SESSION Moderator: Prof. Dr. Yunjuan Luo South China University of Technology, China
10.30 – 10.45	Meeting Room I	Plenary 5: From Oratory to Colloquialism: Theory and Practice in Contemporary Political Rhetoric and Persuasive Speaking (129 – p.B-40) Ofer Feldman, Ken Kinoshita (Doshisha University, Japan) Presenter: Prof. Dr. Ofer Feldman Doshisha University and Kyoto University, Japan
10.45 – 11.00	Meeting Room I	Plenary 6: Public Opinion in Disaster Contexts: Indigenous Knowledge and the SALIGAN Framework in the Philippines (163 – p.B-41) Presenter: Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines
11.00 – 11.30	Meeting Room I	MASTERCLASS SESSION 2: “Writing With Insight: Turning AI-Assisted Analysis Into Compelling Qualitative Narratives” Facilitator: Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan



Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

11.30 – 12.30	Meeting Room I	<u>AJPOR Special Session:</u> <i>“Meet the Editors: Refining Your Work for Journal Submission”</i> <u>Speakers:</u> Prof. Dr. Kuang-Hui Chen National Chung Cheng University, Taiwan Editor-in-Chief, AJPOR Sarah LoCasio Managing Editor and Editors, AJPOR AJPOR Co-editors
12.30 – 13.30	Amaya Food Gallery	Lunch
13.30 – 15.00	Meeting Room I	Parallel sessions G <u>Chair:</u> Dr. Vu Xiaotian Shanghai Jiao Tong University, China Dr. Sri Seti Indriani Universitas Padjadjaran, Indonesia <u>Paper ID:</u> 183, 191, 172, 188, 112, 175
	Idea Room	Parallel sessions H <u>Chair:</u> Assoc. Prof. Dr. Hongna Miao Nanjing University, China Dr. Youngjun Kim Korea University, South Korea <u>Paper ID:</u> 100, 102, 143, 109, 202
	Meeting Room III	Parallel sessions I <u>Chair:</u> Prof. Hyo Seong Lee Cheongju University, South Korea Assoc. Prof. Sabariah Mohamed Salleh Universiti Kebangsaan Malaysia, Malaysia <u>Paper ID:</u> 142, 186, 158, 161, 160, 104
15.00 – 15.15	Foyer	Afternoon break
15.15 – 16.30	Meeting Room I	Parallel sessions J <u>Chair:</u> Sarah LoCasio Asian Journal for Public Opinion Research Dr. Sukwan Baek Chungnam National University, South Korea <u>Paper ID:</u> 139, 182, 148, 180, 174
	Idea Room	Parallel sessions K <u>Chair:</u> Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Hongbang Zhang Xian Jiao Tong University, China <u>Paper ID:</u> 169, 135, 166, 184, 153



Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

	Meeting Room III	Parallel sessions L <u>Chair:</u> Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Assist. Prof. Dr. Abdul Latiff Ahmad Universiti Kebangsaan Malaysia, Malaysia <u>Paper ID:</u> 119, 125, 137, 193, 113, 163
16.30 – 17.30	Meeting Room I	Round Table Discussion: “AI, Ethics, and the Global South: Bridging Digital Divides in Scholarly Communication” <u>Discussant:</u> Prof. Dr. Michele Notari PHBern, University of Teacher Education, Switzerland Jouko Ahvenainen Founder Prifina and Mission Grey, USA & Monaco Prof. Dr. Dorien Kartikawangi Atma Jaya Catholic University of Indonesia, Indonesia Prof. Dr. Yunjuan Luo South China University of Technology, China Prof. Dr. Yusaku Fujii Gunma University, Japan <u>Moderator:</u> Sarah LoCasio Asian Journal for Public Opinion Research
18.00 – 20.00	Grand Ballroom 2	ANPOR Gala Dinner and Awards Banquet



List of Parallel Sessions – Day 1

6 Nov 2025	Room	ID	Session - A
13.30 – 14.30	Meeting Room I		AI, Public Opinion & Algorithmic Influence Chair: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Professor Eni Maryani Universitas Padjadjaran, Indonesia
		179  p.B-5	Dependency on Social Media and Its Effects on Users Fiza Zia Ul Hannan, Shabir Hussain (Bahria University Islamabad, Pakistan)
		126  p.B-6	Will Users Depend on Generative Artificial Intelligence in Moral Decision-Making Tasks?: An Experiment to Explore Psychological Dependence and Frequency of University Students' Interaction in Beijing From the Perspective of Reverse Domestication Jiachen Lyu (The University of Melbourne, China), Yuhan Li (Jilin International Studies University, China)
		177  p.B-7	Analyzing Global Media Coverage of Israel-Iran Conflict 2024 Osman Zafar Kharral, Mohsin Hassan Khan (Bahria University Islamabad, Pakistan)
		106  p.B-8	Research on the Network Public Opinion Governance Mechanism for Enterprise Emergencies Empowered by Aigc — Scenario-Based Empirical Evidence Based on the "Ailao Mountain" Incident Deng Jiaqiang, Chen Xin, Ma Jing, Yang Xiaojuan (Hebei Institute of Communications, China)
		192  p.B-9	The Digitalization of Populist Politics in the 21st Century: A Case Study of Pakistan and India Sadiah Khanum (Bahria University Islamabad, Pakistan)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - B
13:30 – 14:30	Idea Room		AI, Public Opinion & Algorithmic Influence & Ethics, Policy, and Digital Governance Chair: Professor Xue Ke Shanghai Jiao Tong University Prof. Dr. Atwar Bajari Universitas Padjadjaran, Indonesia
		168  p.B-10	India's Fifth-Generation Warfare against Pakistan and the Role of Indian Media in Shaping Public Perceptions of the China-Pakistan Economic Corridor (CPEC) Ghulam Murtaza, Adam Saud (Bahria University Islamabad, Pakistan)
		159  p.B-11	The Influence of AI Literacy, Competency, and Attitude on Complex Problem-Solving Skills among SMEs' Accountants in in Central Thailand Busaya Vongchavalitkul, Natha Thornjareankul (Southeast Bangkok University, Thailand), Amara Tirasriwat (Assumption University of Thailand, Thailand)
		178  p.B-12	Identifying Constructive Media Strategies for Preventing Violent Extremism (PVE) in Pakistan Abdul Rehman, Farrukh Shahzad (Bahria University, Pakistan)
		190  p.B-13	Influencer-Driven Health Communication on TikTok: A Rhetorical and Sentiment Analysis of GLP-1 Narratives in the Philippines Genesis L. Laqueo,(St. Paul University Manila, Philippines) Dhanaraj Kheokao, (Potsdam University), Dhanikcha Boonwattanopas, Sukhothai Thammathirat Open University)
		107  p.B-14	Empowering Health Administration: Local Government Policy Perspectives in the Digital Transformation Era Chairun Nasirin (College of Health Sciences (STIKES Mataram), Indonesia), Arizky Farinsyah Pratama (Brawijaya University, Indonesia), Akbar Dwifarin Nugraha (University of Mataram, Indonesia)
		200  p.B-15	The Strategy Innovation and the Competitive Advantages towards Organizational Performance: SEM Analysis of Tourism Industry in Thailand Sirilak Khetsoongnoen (Southeast Bangkok University, Thailand)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - C
13.30 – 14.30	Meeting Room III		AI, Public Opinion & Algorithmic Influence Chair: Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Dr. Luyang Li Beijing Normal-Hong Kong Baptist University, China
		110 p.B-16	How Do Media Attitudes Influence Nationalism: A Study on Chinese Young Netizens Chaoyi Ding (Fudan University, Shanghai, China)
		136 p.B-17	Comparative Effects of An Online Local Storytelling Program on Knowledge, Attitude, and Expected Behavior Across Twelve Thai Universities Phattar Burarak (University of Phayao, Thailand), Walakkamol Changkamol (Prince of Songkla University, Thailand), Tanaporn Charoenthansakul (Walailak University, Thailand), Chawaporn Dhamanitayakul (Thammasat University, Thailand), Tanya Jantrong (Uttaradit Rajabhat University, Thailand), Sermsiri Nindum (Chiang Rai Rajabhat University, Thailand), Sudthanom Rodsawang (Phranakhon Rajabhat University, Thailand), Nitta Roonkaseam (Phranakhon Rajabhat University, Thailand), Jarernnate Saengdounkhae (Hatyai University, Thailand), Seksun Saiseesod (Udonthani Rajabhat University, Thailand), Panurit Sarasombat (Ramkhamhaeng University, Thailand), Kanyika Shaw (Panyapiwat Institute of Management, Thailand), Sakulsri Srisaracam (Chulalongkorn University)
		117 p.B-18	AIGC Hypersimulation Mimicry Environment: Will The World Be So Unreal? —In-Depth Criticism and Warning of Generating Multiple Virtual Dreamland From ChatGPT to Sora Xi Wen (Zhejiang Wanli University, China)
		123 p.B-19	Understanding Media Framing Role in Shaping Organizational Opinion on Role of Persons With Disabilities (PwD) in the Workplace Kho Suet Nie, Abdul Latiff Ahmad, Ammar Redza Ahmad Rizal, Aina Nabila Mazlan (National University of Malaysia, Malaysia)
		124 p.B-20	The Role of Recommendation Algorithms in Shaping Opinion Polarization: Evidence from an LLM-Driven Social Media Simulation Zhichao Wang, Zeyu Lyu (Tohoku University, Japan)
		155*P p.B-21	Large Language Models and the Reshaping of Journalistic Professionalism: An Empirical Study of Human-AI Alignment Effects Wu Peiyong, Hu Xiao, (Tsinghua University, China), Chen Kaining (Wuhan University, China)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - D
14.30 – 15.30	Meeting Room I	Ethics, Policy, and Digital Governance Chair: Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Dr. Luyang Li Beijing Normal-Hong Kong Baptist University, China	
		201  p.B-22	Strategic Management Accounting and Firm Value: The Mediating Roles of Sustainable Development Goals and Organizational Performance under the Governance-Sustainability Nexus of Thai Listed Companies Sukhum Phothisawasdee (Southeast Bangkok University, Thailand)
		165  p.B-23	Perceptions of and Digital Payment and Currency Choice Among International Tourists in Cambodia Hay Chanthol (National University of Battambang, Cambodia)
		127  p.B-24	The Deficiency of Public Opinion in Transboundary Water Governance: Thai Civil Society and Dam Projects on the Mekong River Steve K.L. Chan (Keimyung University, South Korea)
		196  p.B-25	The Impact of Transformational Leadership and Inner Development Goals (IDG) on Employee Engagement and Organizational Sustainability Performance Thanida Suksai (Southeast Bangkok University, Thailand)
		187  p.B-26	Eco-Gig-AI in the CLMVT Periphery: A Literature-Led Blueprint for Capability Conversion and Sustainable Advantage Ronnaphop Nopsuwan (Southeast Bangkok University, Thailand), Cholticha Rodgunphai (Ramkhamhaeng University, Thailand), Supitcha Pornsuksawat (Independent Scholar)
		195  p.B-27	Ethics of Tour Guides and Tourism Entrepreneurs in the Thai Tourism Industry in the Digital Era Siraphak Saruang (National Institute of Development Administration, Thailand)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - E
14:30 – 15:30	Idea Room		Decolonizing Public Opinion and Communication Research Chair: Assoc. Prof. Dr. Kwanpyo Bae CAPORCI, Chungnam National University, South Korea Prof. Zheng Yang Hebei University of Arts and Science, China
		176 p.B-28	See What We're Saying: Strategic Accommodation in Deaf/Hard-of-Hearing Content Creation Rizqi Adri Muhammad (Shanghai Jiao Tong University, China), Riki Arswendi (Universitas Mercu Buana, Indonesia)
		170 p.B-29	Creative Tourism Through Art-Driven Place Branding and Community Communication: A Case Study of Talad Kao Hua Takhe Natvara Kaewoui (National Institute of Development Administration, Thailand)
		185  p.B-30	An Analysis of Cultural Dissemination Intentions on TikTok Among the Tujia People of China: Integrating Maslow's Hierarchy of Needs and the TAM2 Model Xiao Yu (Taylor's University, Malaysia), Chang Peng Kee (Taylor's University and Universiti Kebangsaan, Malaysia)
		149  p.B-31	Mediated Bridges: The Nanyang Chinese Newspapers and the Making of China's Transnational Public Sphere (1881-1942) Siqi Wang, Qian Zeng (Guangdong University of Foreign Studies, South China Business College, China)
		116 p.B-32	Engkor as Ritual: A Participant Observation of Chaoshan Engkor's Translocal Communication in Thailand Jiaqian Sun (Shenzhen University, China)
		132 p.B-33	Beyond Historical Essentialism: Contemporary Contexts of the Caribbean Reparations Movement Mai Moriguchi (Meijo University, Japan)

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6 Nov 2025	Room	ID	Session - F
14.30 – 15.30	Meeting Room III	AI, Public Opinion & Algorithmic Influence Chair: Dr. Andika Vinianto Universitas Padjadjaran, Indonesia Assist. Prof. Kaining Chen Wuhan University, China	
		140 p.B-34	A Study on Legal Large Language Models(LLM) in Korea: Focusing on Hallucination and Security Risks Bong-Joon Kang, Young Jun Kim (Korea University, South Korea)
		144 p.B-35	The Analysis on AI and the Future of Human Agency in Historical Perspective Mingsheng Tang, Wenxuan Wang, Zheng Yang (Hubei University of Arts and Science, China)
		147 p.B-36	Effects of Online News Media Uses on Political Efficacy and On- and Offline Political Discussion: Mediating Effects of Political Efficacy and Online Political Discussion Hyo-Seong Lee (Cheongju University, South Korea)
		150 p.B-37	Democracy Subverted or Reinvented? AI's Disruptive Role in Electoral Campaigns Across Southeast Asia Rayns Keneth Sabalboro Ampon (King Mongkut's University of Technology Thonburi, Thailand)
		157 p.B-38	Populist Parties and Emotional Appeals in Japan's Political Communication Yuriko Kono (Doshisha University, Japan)
		164 p.B-39	Between Innovation and Ethics: Government and Industry Views on AI in Filmmaking Sri Seti Indriani, Santi Susanti, Sandi Jaya Saputra, Pandu Watu Alam (Universitas Padjadjaran, Indonesia)

Remarks: *P = Virtual Poster  = Online



List of Parallel Sessions – Day 2

7 Nov 2025	Room	ID	Session - G
13.30 – 14.30	Meeting Room I		Ethics, Policy, and Digital Governance & Climate, Health, and Risk Communication Chair: Dr. Vu Xiaotian Shanghai Jiao Tong University, China Dr. Sri Seti Indriani Universitas Padjadjaran, Indonesia
		183  p.B-42	The Impact of LGBTQ Health Tourism on Tourism in Thailand Kunyapas Boonplook (National Institute of Development Administration, Thailand)
		191  p.B-43	A Study on Legal Large Language Models (LLM) in Korea: Focusing on Hallucination and Security Risks Valai Sanitprachakorn (Southeast Bangkok University, Thailand)
		172  p.B-44	Crisis Communication in Indonesia's Free Nutritious Meal Program: Analyzing Government Narrative Control and Response Strategies Maria Dorotea Diah Ayu Stevianita (Clark University, USA)
		188  p.B-45	Regulating Climate Truth: Evaluating Regulatory Standards of Accuracy and Credibility in Television Coverage of Climate Change Shahla Riaz, Farrukh Shahzad, Shabir Hussain (Bahria University, Pakistan)
		112  p.B-46	Climate Change Education in Transition: A Critical Review of Recent Research on Chinese Climate Change Education Gailing Yue (Northeast Forestry University, Harbin, China), Tianci Gao (Wuhan University, China), Zhengming Si (Harbin Institute of Technology, China), Liming Gong (Northeast Forestry University, China)
		175  p.B-47	Analyzing Climate Change Rhetoric in the 2024 US Presidential Election Campaign: Donald Trump vs. Kamala Harris Waseem Akram, Mohsin Hassan Khan (Bahria University Islamabad, Pakistan)

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7 Nov 2025	Room	ID	Session - H
13.30 – 14.30	Idea Room		Ethics, Policy, and Digital Governance & Fostering Intercultural Competence: Pedagogical and Critical Approaches Chair: Assoc. Prof. Dr. Hongna Miao Nanjing University, China Dr. Youngjun Kim Korea University, South Korea
		100 p.B-48	Unveiling Power Strategies in the Political Speeches of the Indonesian President: A Political Pragmatics and Speech Act Approach Paskalia (Atma Jaya Catholic University of Indonesia, Indonesia)
		102 p.B-49	Managing Cyber Crisis Fallout: BCA's Post-Crisis SCCT-Based Image Restoration on Instagram Ruth Novarefie Putri Paath (Universitas Indonesia, Indonesia), Dorien Kartikawangi (Universitas Katolik Indonesia Atma Jaya, Indonesia)
		143 p.B-50	Net-Zero Transition in Taiwan: Policy Agenda- and Sentiment-Setting Through AI-Assisted Content Analysis Mei-Ling Hsu, Hung-Yen Hsu, Yu-Tong Guo (National Chengchi University, Taiwan)
		109  p.B-51	Using Picture Books to Support English Writing Development in Thai Primary Education: Stakeholders' Insights Piyapruet Prueksachet, Thanaset Chavangklang (Nakhon Ratchasima Rajabhat University, Thailand)
		202  p.B-52	Development and Evaluation of a Training Curriculum for Supply Chain Data Analysis Using Intelligent Business Systems to Enhance Learners' Competencies for Real-World Practice in the Digital Industry Sector Sitha Panyavacharawongse, Jirasek Trimetsoontorn (Southeast Bangkok University, Thailand)

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7 Nov 2025	Room	ID	Session - I
13.30 – 14.30	Meeting Room III		Youth and Digital Citizenship Chair: Prof. Hyo Seong Lee Cheongju University, South Korea Assoc. Prof. Sabariah Mohamed Salleh Universiti Kebangsaan Malaysia, Malaysia
		142 p.B-53	Algorithmic Nostalgia: Commodifying Colonial Memory as Youth Lifestyle on Xiaohongshu in Shanghai's Wutong District Yingyi Hua, Haijun Yang (Shanghai University, China)
		186 p.B-54	The Performance of Belonging: A Study on the Digital Citizenship Identity Construction of Naturalized Athlete Lin Xiaojun Wang Xian (Shanghai International Studies University, China)
		158 p.B-55	Simulated Civic Practice: A Critical Ethnography of VR Location-Based Entertainment in China's Digital Citizenship Construction Kaining Chen, Wenhui Guo, Tianru Guan (Wuhan University, China)
		161 p.B-56	Sojourner or Belonger: Permanent Liminality and Digital Self-Construction Among Long-Term Digital Nomads in Southeast Asia Luyang Li, Jiahui Zeng (Beijing Normal-Hong Kong Baptist University, China)
		160 p.B-57	From TikTok "Refugees" to Rednote "Sojourners": Why Young Americans Are Finding a Space on the Chinese Social Media Platform Shuai Jia (Shanghai International Studies University, China)
		104*P p.B-58	Liquid Identity and Algorithmic Resonance: Negotiating Meaning and Constructing Sustainable Visions Among Youth in the Digital Citizenship Era - A Mixed-Methods Study of Bilibili Comments Ziyu Liao, Cheng Ding, (Guangxi University, China)

Remarks: *P = Virtual Poster 📺 = Online



7 Nov 2025	Room	ID	Session - J
14.30 – 15.30	Meeting Room I		Disinformation and Media Literacy Chair: Sarah LoCasio Asian Journal for Public Opinion Research (AJPOR) Dr. Sukwan Baek Chungnum National University, South Korea
		139 p.B-59	The Effectiveness of Jomcheck's WhatsApp Channel in Disseminating Fact Checks Sabariah Mohamed Salleh, Hasrul Hashim, Abdul Latiff Ahmad, Nurzihan Hassim, Muhammad Zafran Anas Ahmad Nor Khushairi (Universiti Kebangsaan Malaysia)
		182  p.B-60	Algorithmic Influence and AI-Driven Disinformation: Examining Opinion Formation Among University Students in Pakistan Tehmina Ashfaq Qazi (Bahria University, Pakistan)
		148  p.B-61	Navigating AI and Disinformation: Reconstruction of Media Literacy in China's Digital Age Zhuang Lishen, Normahfuzah Ahmad (Universiti Utara Malaysia, Malaysia)
		180  p.B-62	Disinformation in Digital Political Discourse: A Study of Political Parties in Pakistan Mansoor Ahmad (Bahria University Islamabad, Pakistan)
		174  p.B-63	Analysis of Fact-Checking Practices Among Pakistani Journalists Samina Irshad, Farrukh Shahzad (Bahria University Islamabad Pakistan)

Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - K
14.30 – 15.30	Idea Room		AI, Public Opinion & Algorithmic Influence & Ethics, Policy, and Digital Governance Chair: Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Dr. Hongbang Zhang Xian Jiao Tong University, China
		169* ^P p.B-64	Deconstructing Influencer Credibility for Sustainable Consumerism: Evidence from the CLMVT Region Ronaphop Nopsuwan, Nawaporn Boonprasom, Pasu Jayavelu (Southeast Bangkok University, Thailand)
		135 p.B-65	Resistance Through Hate Speech on Twitter (X): A Digital Discourse Analysis of the August 2025 Demonstrations in Indonesia Atwar Bajari, Asep Suryana, Dadang Rahmat Hidayat, Kunto S. Adiwibowo (Universitas Padjadjaran, Indonesia)
		166 p.B-66	Algorithmic Governance and the Theory of Planned Behavior: A Longitudinal Study of Corporate Digital Communication Competency Muhamad Fazil Ahmad, Nor Hafizah Binti Abdullah, Wan Rohila Ganti Bt Wan Abdul Ghapar, Zulhamri Bin Abdullah, Faradillah Iqmar Binti Omar, Nurul Masyitah Binti Khairul Haizat (Universiti Sultan Zainal Abidin, Malaysia)
		184 p.B-67	From Aversion to Amazement: A Study on the Acceptance Mechanism of AI-Generated Intangible Cultural Heritage Videos Xiaotian Lu, Nanxi Yin, Xinyan Zhang, Ke Xue (Shanghai Jiao Tong University, China)
		153 p.B-68	Between Heritage and Innovation: Ethical Dilemmas and Governance Pathways in AI-Enabled Cultural Heritage Protection Hu Xiao1, Wu Peiying (Tsinghua University, China), Chen Kaining (Wuhan University, China)

Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - L
14.30 – 15.30	Meeting Room III		Climate, Health, and Risk Communication Chair: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Assist. Prof. Dr. Abdul Latiff Ahmad Universiti Kebangsaan Malaysia, Malaysia
		119 p.B-69	Emotional Health of Cancer Patients: Role of Cancer Information Seeking Through Social Media, Social Support, and Patient-Centered Communication Yaohong Niu, Kerun Zhu, Hongbang Zhang (Xian Jiaotong University, China)
		125 p.B-71	China's Mediated Public Diplomacy on Climate Change: Cross-Media Dynamics Between Chinese, US, and UK News Outlets Wodong Guo, Zhong Zhang (Sun Yat-sen University, China)
		137 p.B-72	Linking Patient Centred Communication to Health Behaviour in Social Cognitive Theory Ho Man LEUNG, Timothy K. F. FUNG, Xiyuan ZHOU (Hong Kong Baptist University, Hong Kong)
		193 p.B-73	Resilience of Health Communication in the Implementation of the Supplementary Feeding Programme (Pmt) as a Sustainable Innovation for Stunting Management in Garut Indonesia Jenny Ratna Suminar, Andika Vinianto, Rachmaniar, Ditha Prasanti (Universitas Padjadjaran, Indonesia)
		113 p.B-74	Climate Narratives and Low-Carbon Behavioral Intentions Among China's Ecological Migrants: Mechanisms of Influence Through Cultural Context and Value Perceptions Qingxi Song (Qinghai Normal University, China)

Remarks: *P = Virtual Poster  = Online



Pre-conference Workshop

Workshop 1: AI for Quantitative Research: From Prompt to Prediction – Applying ChatGPT in Applied Regression Analysis



Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

This workshop provides a direct, hands-on introduction to leveraging generative AI in quantitative social science research. Led by a distinguished figure in survey methodology, the session demystifies tools like ChatGPT, reframing them as powerful assistants for the modern researcher. Participants will move beyond basic queries to learn a structured approach for using AI to accelerate their workflow—from refining hypotheses and generating statistical syntax to interpreting model outputs. The focus is on practical application, ensuring you can immediately integrate these tools into your work with confidence.

The core principle of this session is that AI should enhance, not replace, the researcher's critical expertise. You will learn a framework for validating AI-generated content and ensuring your methods remain transparent, reproducible, and ethically sound. This workshop is designed for researchers who want to build foundational skills to harness AI responsibly, increasing the efficiency and rigor of their quantitative analysis without compromising academic integrity.



Workshop 2: AI for Qualitative Research: From Codes to Meaning – How AI Unlocks Qualitative Insight



Assist. Prof. Dr. Mohsin Hassan Khan

Bahria University Islamabad, Pakistan

Qualitative analysis is defined by its depth and nuance, but managing large volumes of text can be a major bottleneck. This workshop tackles this challenge head-on, demonstrating how AI can streamline the analytical process while preserving interpretive richness. Guided by an expert in discourse analysis and qualitative methods, you will discover how to use AI for initial coding, theme detection, and narrative synthesis, freeing you to focus on the higher-order task of meaning-making.

This session directly addresses the concern that AI might flatten qualitative data. You will learn practical techniques to maintain full control over the interpretive process, using AI as a tool to organize complexity and reveal patterns that might otherwise remain hidden. The goal is to empower you with a workflow that balances technological efficiency with the indispensable insight of the human researcher, allowing you to analyze more data, more deeply, and in less time.



Workshop 3: From Hypothesis to Publication: How Clear Hypotheses Lead to Better Quality Papers



Prof. Dr. Kuang-Hui Chen

Editor-in-Chief, Asian Journal for Public Opinion Research (AJPOR)
Professor, National Chung Cheng University

Sarah LoCascio

Managing Editor
Asian Journal for Public Opinion Research (AJPOR)

Excellent research often fails to get published for one reason: a weak or unclear argument. This intensive clinic provides an invaluable editor's-eye view on how to structure a manuscript for success. Led by the Managing Editor of the Scopus-indexed Asian Journal for Public Opinion Research, this session deconstructs the anatomy of a paper, focusing on the foundational elements that editors look for during initial screening.

Forget generic writing tips; this is a strategic workshop on the architecture of persuasion in academic writing. You will learn to craft a clear, testable hypothesis that anchors your entire paper and to structure each section to build a logical, compelling case. You will leave with a practical blueprint for avoiding the common structural flaws that lead to desk rejection, ensuring your research is presented with the clarity and force required to make a genuine impact.



Keynotes

Keynote 1: Trust, Legitimacy, and GenAI-Mediated Communication: How Data Shapes Visibility, Authority, and Public Confidence



Prof. Dr. Chen Changfeng

School of Journalism and Communication
Tsinghua University, China

This talk reframes “trustworthy GenAI” as a problem of legitimacy in sociotechnical systems. It argues that data—how it is curated, ranked, retrieved, and labeled—now functions as a governance mechanism that redistributes visibility and voice. Using cases from GEO (Generative Engine Optimization) and platform provenance policies, we show how “evidence design” (tables, comparisons, citations), RAG/retrieval rules, and interface signals (sponsored tags, uncertainty cues, timestamps) authorize some claims while marginalizing others. Trust is treated as relational and performative: produced through public rituals of disclosure, correction, and contestation rather than through engineering alone. We outline a social-science toolkit—exposure audits, credibility experiments, discourse analysis, and participatory methods—to study whose knowledge is surfaced and believed. It closes with a normative and practical framework: legitimacy, accountability, contestability, and care (LACC), plus operational metrics (evidence diversity, provenance coverage, correction latency) that communicators, platforms, and regulators can use to align GenAI-mediated communication with public confidence and data justice.



Keynote 2: Verifiable Record of AI Output (VRAIO): A Privacy-Preserving Governance Framework for Digital Citizenship in the AI Era



Prof. Dr. Yusaku Fujii

Gunma University, Japan

This lecture introduces the concept of Verifiable Record of AI Output (VRAIO), an innovative governance model that ensures accountability and privacy protection in an era where AI systems increasingly mediate public life. Originally proposed in the context of Japan-Singapore collaborative research, VRAIO establishes a tamper-proof and transparent logging mechanism of AI outputs, functioning as a “firewall” that records, audits, and, when necessary, sanctions algorithmic decisions without exposing sensitive personal data.

The talk will explore:

- (1) The ethical and institutional challenges of AI-connected surveillance and autonomous decision-making.
- (2) The architecture of VRAIO, including output pre-approval, immutable recording, and whistleblower protection mechanisms.
- (3) Application cases such as AI-driven public surveillance and autonomous driving governance.

By comparing these scenarios, the lecture highlights how VRAIO can foster societal acceptance of AI while safeguarding privacy, democratic oversight, and human dignity in the digital age.

In addition, I will briefly introduce my related work on “PAPR for Everyone”, demonstrating how engineering and governance innovations together can expand societal resilience against both pandemics and algorithmic risks.

The overarching message is that privacy-preserving AI governance is not merely a technical issue but a litmus test for democracy in the age of digital citizenship.



Keynote 3: Technology for Sustainable Transformation: Inspiring the Next Generation of Researchers



Assoc. Prof. Dr. Wang Kun Chen

Southeast Bangkok University

Technology is more than innovation—it is the driving force of sustainable transformation in our time. From clean energy breakthroughs to AI-driven insights, emerging tools are reshaping how we understand the world and create solutions for global challenges. This keynote celebrates the power of technology to inspire and empower the next generation of researchers—young minds ready to explore, innovate, and lead change. By embracing technology not as an end but as a partner in progress, today's researchers can unlock creativity, foster collaboration, and build a future that is not only smarter but also more sustainable and inclusive.



Keynote 4: AI-Centered Agenda-Setting: Opportunities and Challenges in Public Policy



Assoc. Prof. Dr. Kwanpyo Bae

Director of CAPORCI, Chungnam National University

Agenda-setting is the first gateway of the policy process and determines the subsequent direction of policy. Traditionally, policymakers have relied on surveys to gauge public opinion, but it has become increasingly difficult to capture the complexities of policy issues and the rapidly shifting concerns of the public through conventional methods. In response, AI-based analyses such as social simulation have opened up new possibilities. However, the data on which AI learns often contain biases and imbalances, posing risks to the democratic legitimacy of the agenda-setting process. We must harness the potential of AI while remaining vigilant about its limitations, strengthening data governance and advancing digital citizenship to address these challenges. This presentation discusses the rise of AI-centered agenda-setting and its democratic implications in public policy, and proposes strategies for building digital citizenship in the age of AI.



2025 ANPOR Roundtable Discussion

This event is **sponsored by: Southeast Bangkok University, Thailand**

A 60-Minute Roundtable Dialogue

Date: Friday, 7 November

Time: 15:45-17:00 (GMT+7)

Format: Hybrid (In-Person and Online)

AI, Ethics, and the Global South: Bridging Digital Divides in Scholarly Communication



Discussants:

- **Prof. Dr. Michele Notari**, PHBern, University of Teacher Education, Switzerland
- **Mr. Jouko Ahvenainen**, Founder, Prifina and Mission Grey, USA & Monaco
- **Prof. Dr. Dorien Kartikawangi**, Atma Jaya Catholic University of Indonesia, Indonesia
- **Prof. Luo Yunjuan Ph.D.**, South China University of Technology, China
- **Prof. Dr. Yusaku Fujii**, Gunma University, Japan

Moderator:

- **Sarah LoCasio**, Asian Journal for Public Opinion Research (AJPOR)



The Central Provocation: AI as a New Engine for Inequality?

The world of scholarly communication is in the midst of a seismic, involuntary transformation. The proliferation of Generative AI and Large Language Models (LLMs) is fundamentally challenging our established norms of authorship, peer review, data analysis, and knowledge dissemination. While these tools promise to accelerate discovery and democratize access to information, they also carry profound risks.

These risks are not distributed equally. This roundtable confronts an urgent and critical question: **Will AI be a bridge, or will it become a new, powerful engine for deepening the divides between the Global North and the Global South?**

This session moves beyond a general discussion of “AI ethics” to focus specifically on **scholarly communication**. The current digital divide is not merely about access to technology; it is a multi-dimensional crisis defined by:

- **Algorithmic Bias** - LLMs trained predominantly on English-language, Western-centric datasets threaten to marginalize non-Western knowledge systems and linguistic diversity.
- **Data Colonialism** - The infrastructure for AI research and publishing is overwhelmingly concentrated in the Global North, raising concerns about data extraction and sovereignty.
- **Resource Disparity** - The high cost of computational power and access to premium AI tools creates a new barrier to entry for researchers in resource-constrained institutions.
- **Ethical Asymmetries** - Whose ethics are being encoded into these systems? How do we reconcile Western-centric notions of privacy and authorship with the diverse cultural and political contexts of the Global South?

To address this challenge, we must move beyond simplistic solutions. This roundtable convenes five distinguished experts from five different nations to deconstruct this problem and propose a holistic path forward. They will argue that any viable solution must simultaneously address five critical layers: the human, the architectural, the contextual, the governmental, and the ethical.



Deconstructing the Challenge: A Five-Layered Crisis

At the most fundamental level, the crisis is **human**. **Professor Michele Notari**, a leading scholar in Computer-Supported Collaborative Learning (CSCL), argues that technology is not the primary barrier; human competence is. His work demonstrates that the effectiveness of any digital tool is contingent on human factors. In the context of the Global South, simply providing access to AI is insufficient. Prof. Notari posits that we must first build a new “human infrastructure” a foundation of digital literacy and collaborative intelligence. We must invest in pedagogical frameworks that teach scholars how to critically evaluate, ethically apply, and collaboratively use these tools to *enhance* their research, not just automate it.

But human skills alone are insufficient if the system they inhabit is designed for extraction. This is the **architectural** crisis. **Mr. Jouko Ahvenainen**, a foundational architect of the user-centric data economy, argues that the root of the digital divide is the *centralized, corporate-held data model*. As long as research data, metadata, and reputation metrics are locked in proprietary silos (run by a few large Northern publishers and tech firms), the Global South will remain in a state of “digital dependency.” Mr. Ahvenainen’s thesis is that the solution must be structural: a “user-held data model” that gives scholars true sovereignty over their data and research identity, thus leveling the playing field.

Even a perfect architecture and skilled users will fail if they ignore **context**. This is the lived reality of the Global South. **Professor Dorien Kartikawangi**, bringing the crucial perspective from Indonesia, argues that Global North solutions and ethical frameworks often break when applied directly in the field. She will illuminate the on-the-ground challenges: the immense pressure to publish in “top” (Northern) journals, the struggle against linguistic bias, and the potential for AI to be both a lifeline (for translation) and a liability (for reinforcing bias). Prof. Kartikawangi’s thesis is that we must prioritize culturally-contextualized approaches informed by local values, moving beyond Western individualism to embrace a more communal vision of knowledge.

This challenge of implementation naturally leads to the question of **the public agenda**. **Professor Luo Yunjuan**, an expert in public opinion and agenda-setting theory, brings a new, critical dimension. Her research has examined the



powerful influence of **online public opinion on media coverage and government policy**. The challenge for Global South scholars is not just *producing* research; it's getting that research onto the global agenda. Prof. Luo's thesis is that AI-driven new media (social media, search algorithms) are the new, powerful agenda-setters. This presents a dual risk and opportunity: Will AI democratize this agenda-setting process, allowing Global South research to influence global policy? Or will it reinforce existing divides, amplifying Northern-centric narratives and further marginalizing Southern scholarship?

Underpinning all these layers is the final, **ethical** layer. But this challenge is about to be radically amplified by the arrival of **Artificial General Intelligence (AGI)**. **Professor Yusaku Fujii** raises the existential stakes, positing that we are entering an era where human labor risks losing its economic value for the first time in history. To prevent the *monopolization* of AGI by a few actors, he argues, humanity needs unity and a shared technical infrastructure for governance.

This is not just a philosophical plea; it is a technical one. Prof. Fujii's work on VRAIO (Verifiable, Responsible AI, and its Oversight) proposes such an infrastructure. This framework is designed to enclose AI systems within a firewall, regulating their outputs against pre-defined "rules." Critically, this model separates the *mechanism* of enforcement from the *values* being enforced. The "rules" are not dictated by the technology but are determined by *prior social deliberation*, allowing them to be defined within diverse cultural contexts (like those in the Global South) rather than imposing a single, Western-centric standard. The challenge VRAIO solves is *enforcement*; the higher-level challenge it presents is the need for humanity to harmonize its values and create shared intent.

The Roundtable Dynamic: From Theses to Synthesis

This one-hour session is not a series of disconnected lectures. It is a structured, dynamic dialogue designed to build a bridge between these five critical perspectives and forge a more holistic solution.

Phase 1: Opening Theses (Approx. 35-40 minutes) The moderator, Sarah LoCasio, will frame the central provocation. Each of the five discussants will then be given **6-8 minutes** to present their core thesis, outlining their perspective on the crisis as detailed above. This establishes the five key pillars of the debate.



Phase 2: Initial Responses (Approx. 10 minutes) Immediately following the opening theses, each speaker will be given **2 minutes** to provide a direct response or addition, reacting to the ideas presented by their fellow panelists. This phase is designed to immediately identify points of friction and alliance.

Phase 3: Moderated Dialogue & Audience Q&A (Approx. 10-15 minutes) With the core ideas and initial rebuttals on the table, the moderator will guide a fast-paced discussion, challenging the speakers to engage directly with each other on the central tensions of the session. The audience will be invited to participate in this dialogue.

This discussion will be structured around key provocations:

Moderator's Provocations:

- **The “Chicken-and-Egg” Problem**

What is more urgent for the Global South? **Skills** (Notari) or **Systems** (Ahvenainen)? Should we teach scholars to navigate a flawed system, or must we build a new, equitable system before any skills can be effective?

- **Ethics: Mechanism vs. Mandate?**

Prof. Fujii has provided a technical *mechanism* (VRAIO) to enforce any set of ‘rules,’ and Prof. Kartikawangi has argued for the *mandate* of culturally-specific rules. Who gets to define the ‘rules’ for scholarly AI? What happens when the rules of a Northern-based publisher conflict with the local, socially-deliberated rules of a Global South institution?

- **The New Agenda-Setters**

Prof. Luo, your work shows online public opinion can influence policy. But in an AI-driven world, who *forms* that ‘public opinion’? Will AI help amplify marginalized research from the Global South (Prof. Kartikawangi’s concern), or will it simply reinforce the existing Northern-dominated agenda? And Mr. Ahvenainen, does your decentralized architecture risk creating ‘filter bubbles’ that *prevent* a unified global scholarly agenda from forming?

- **The AGI Imperative**

Prof. Fujii raises an existential stake: the coming AGI era and the risk of its *monopolization*. Prof. Luo, in this AGI-driven world, what happens to ‘public opinion’? Does it even matter, or does the agenda get set entirely by a few AI monopolies?

This session promises a rigorous, high-level debate that moves beyond clichés to offer concrete strategies. Audiences will leave with a sophisticated, multi-layered understanding of the most significant challenge facing global scholarship today.



Masterclass Series - Strategic Synthesis and Scholarly Impact

Making Research Visible: Strategic Writing for Global Journals with AI Support



Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

In today's competitive academic landscape, rigorous analysis is not enough. To achieve global recognition, your research must be strategically communicated to an international audience. This masterclass elevates the conversation from technical skill to strategic impact, focusing on how to transform a completed study into a high-visibility publication. It is designed for scholars ready to move beyond producing research to actively shaping the global conversation in their field.

Building on foundational AI skills, this session explores their strategic application in the publication process. Prof. Cho will guide you in using AI to target appropriate journals, frame local or regional findings for broader international debates, and refine your academic prose to meet the exacting standards of top-tier publications. With a special focus on overcoming barriers for non-native English speakers, this masterclass provides the tools to enhance your scholarly presence and ensure your work receives the global attention it deserves.



Writing with Insight: Turning AI-Assisted Analysis into Compelling Qualitative Narratives



Assist. Prof. Dr. Mohsin Hassan Khan

Bahria University Islamabad, Pakistan

The ultimate goal of qualitative research is to tell an insightful story that advances our understanding of the social world. This masterclass moves beyond data analysis to the fine art of narrative construction and argumentation. It is an intensive session for researchers who have their findings and are now facing the challenge of weaving them into a powerful, coherent, and theoretically significant manuscript.

Guided by an expert in critical discourse and narrative, you will learn to synthesize AI-assisted thematic summaries into a compelling central thesis. The session functions as a high-level writing lab, focusing on structuring a persuasive argument, selecting evidence that resonates, and developing an authoritative analytical voice. You will leave with advanced strategies for crafting insightful, memorable, and publishable qualitative prose that makes a genuine contribution to your field.



AJPOR Special Session

“Meet the Editors: Refining Your Work for Journal Submission”



Prof. Dr. Kuang-Hui Chen

Editor-in-Chief, Asian Journal for Public Opinion Research (AJPOR)

Professor, National Chung Cheng University

Sarah LoCascio

Managing Editor

Asian Journal for Public Opinion Research (AJPOR)

Every researcher’s goal is to see their work make an impact by being published in a respected journal. The Asian Journal for Public Opinion Research (AJPOR), ANPOR’s official Scopus-indexed publication, stands as a premier venue for scholarship in the Asia-Pacific. But what truly distinguishes a successful submission from one that falls short? How can you transform your conference paper into a compelling, publishable article?

This exclusive AJPOR Special Session offers a rare opportunity to pull back the curtain on the editorial process. Join the Editor-in-Chief, Managing Editor, and other members of the AJPOR editorial board for an in-depth, interactive roundtable discussion designed to demystify the path to publication.

We will tackle the single most critical question for any aspiring author: What constitutes “public opinion research” in the eyes of the editors? A mismatch in scope is the most common reason for desk rejection, and this session is designed to provide the clarity needed to avoid that pitfall. The editors will delve into the core elements they look for in a manuscript, discussing:



Thematic Scope

What topics, regions, and theoretical conversations are currently at the forefront of the field and of particular interest to AJPOR?

Methodological Expectations

From sampling and survey design to advanced analytical techniques, what are the standards for methodological rigor that reviewers and editors demand?

Building Theoretical Implications

How do you move beyond simply presenting data to crafting a powerful argument with significant theoretical contributions? This is often the key differentiator for top-tier papers.

Framing and Impact

How should you frame your research to highlight its broader implications for policy, society, and the future of the discipline?

This is not a one-way lecture. The roundtable format is designed for direct engagement. We strongly encourage you to come prepared with specific questions about your own research projects. This is your chance to receive personalized guidance from the very people who make the final publication decisions, using your work as a live case study to clarify the journal's scope and standards.

Whether you are a doctoral student preparing your first submission or a seasoned scholar aiming to publish in AJPOR, this session is an invaluable investment in your research career. Walk away with a clear, strategic understanding of what it takes to get published and the insider knowledge to give your manuscript its best chance for success.



Conference Information

Author & Presentation Guidelines (Quick Reference)

The official language of the conference is English. All presentations must be prepared and delivered in English.

Oral Presentations

- Duration: Each presentation is allocated 10 minutes, followed by 3 minutes for questions and answers. Session chairs will strictly enforce time limits.
- Slide Recommendation: A maximum of 10 slides is recommended for optimal pacing and clarity.
- Structure: A suggested structure is: Slides 1-3 for Introduction, Objectives, and Methodology; Slides 4-10 for Key Findings, Analysis, and Conclusions.
- Equipment: All session rooms will be equipped with a laptop, projector, and screen. Presenters should bring their presentation on a USB flash drive.

Poster Presentations

- Session Details: Poster sessions provide an interactive format for in-depth discussion. Presenters should be available at their posters throughout the session.
- Format: Presenters may use either a physical poster (A1 size is recommended: 594 x 841 mm) or a digital presentation on a laptop.
- Technical Support: Conference Wi-Fi will be available. Presenters using digital formats should ensure their devices are fully charged.

Virtual Presentations (Live Zoom Sessions)

- Duration: Virtual presentations follow the same format as oral presentations: 10 minutes for the presentation plus 3 minutes for live Q&A with the in-person and online audience.
- Technical Requirements:
 - A stable broadband internet connection is essential.



- A computer with an updated Chrome browser, webcam, microphone, and headphones.
- A quiet, professional setting with good lighting.
- All virtual presenters will receive a unique Zoom link on 5 November 2025 and are required to join their session 15 minutes prior to the start time for a technical check.

Registration & On-site Information

The registration desk will be open for badge collection, payments, and general inquiries during the following hours:

- Tuesday, 4 Nov: 08:00–09:00 (Southeast Bangkok University)
- Wednesday, 5 Nov: 17:00–18:00 (Amari Hotel Pattaya)
- Thursday, 6 Nov: 08:30–16:00 (Amari Hotel Pattaya, Foyer)
- Friday, 7 Nov: 08:30–15:00 (Amari Hotel Pattaya, Foyer)

Badge Policy

Your conference badge is your pass to all sessions, coffee breaks, lunches, and social events. Please wear your badge at all times within the conference venues.



Registration Fees

Registration Type	Kick-Start Rate (by Jul 31)	Early Bird Rate (by Sep 10)	Normal Rate (by Oct 15)
Participant	\$300	\$350	\$425
Participant + ANPOR Member	\$290	\$340	\$415
Student Presenter	\$225	\$275	\$350
Online Presenter	\$150	\$180	\$220
Attendee (Non-Presenter)	\$200	\$225	\$250

All fees are in USD. Registration fees are non-refundable.

What's Included

All in-person conference registrations include: access to the Pre-Conference Workshop (Nov 4), invitation to the Welcome Reception (Nov 5), entry to all sessions, daily coffee breaks and buffet lunch (Nov 6-7), and an invitation to the Closing Ceremony & Awards Banquet (Nov 7). All registered presenters will receive a certificate of presentation.

Wi-Fi Access

Complimentary Wi-Fi is available throughout the conference venues.



Publication Opportunities

The conference offers several pathways for authors to extend the impact of their research through formal publication.

Asian Journal for Public Opinion Research (AJPOR)

- Premier Pathway

Selected conference presentations of exceptional quality may receive invitations for an expedited review process in AJPOR, the official, peer-reviewed quarterly journal of ANPOR.

- Global Recognition

AJPOR is indexed in Scopus and the Directory of Open Access Journals (DOAJ), ensuring high visibility and impact for published research. With a 2024 CiteScore of 2.0, it is one of the region's most respected academic publications in the field.

- Process

While conference presenters may receive priority consideration, all submissions undergo AJPOR's rigorous peer-review process. Final publication decisions rest solely with the AJPOR Scientific Committee.

Conference Proceedings

- Permanent Record

All accepted full papers submitted by the deadline (October 20, 2025) will be included in the official, peer-reviewed conference proceedings.

- Quality Assurance

The proceedings provide a permanent scholarly record of conference contributions, with professional editing and a unique DOI assigned for permanent citation tracking, enhancing discoverability through academic databases.

Special Issue Opportunities

Outstanding contributions may also be considered for inclusion in special issues of partner journals, expanding publication options beyond AJPOR and the conference proceedings.



Venue, Travel & Accommodation

Conference Venues

Pre-Conference (Nov 4): Southeast Bangkok University, Bangna Campus

Address: Soi Chetta, Bang Na, Bangkok, Thailand

Tel: +66 2 744 7356

Map: <https://maps.app.goo.gl/N19xnBUgozGEttj68>

Website: <https://www.southeast.ac.th>

Venue Maps - SBU



Building 1: Room 135 – Pre Conference



Main Conference (Nov 5-7): Amari Hotel Pattaya

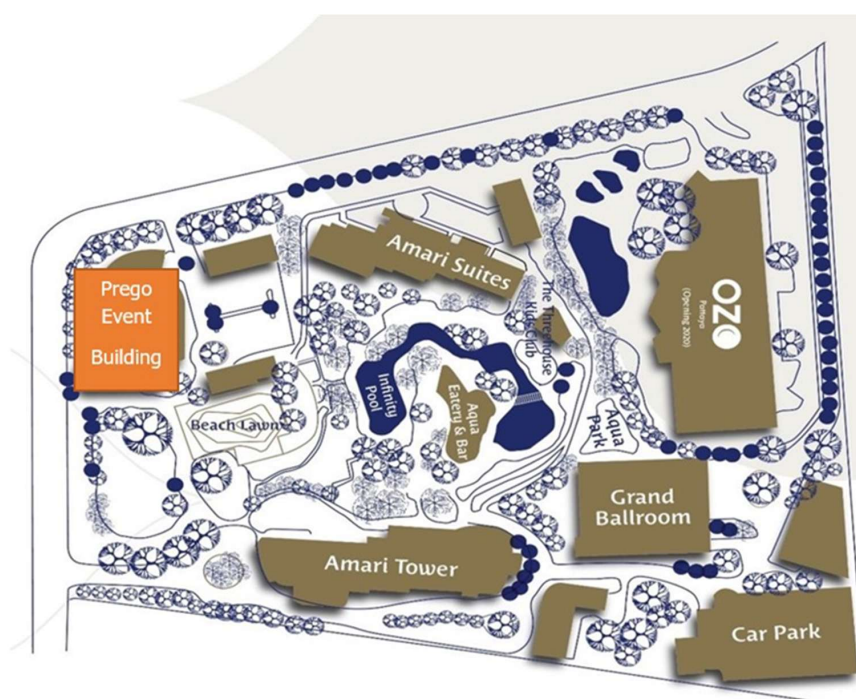
Address: Pattaya Beach Road, Na Kluea, Banglamung, Chonburi 20150, Thailand

Tel: +66 38 418 418

Map: <https://maps.app.goo.gl/X1j46Tw5Wu12WkMr8>

Website: <https://www.amari.com/pattaya>

Venue Maps -Amari Hotel

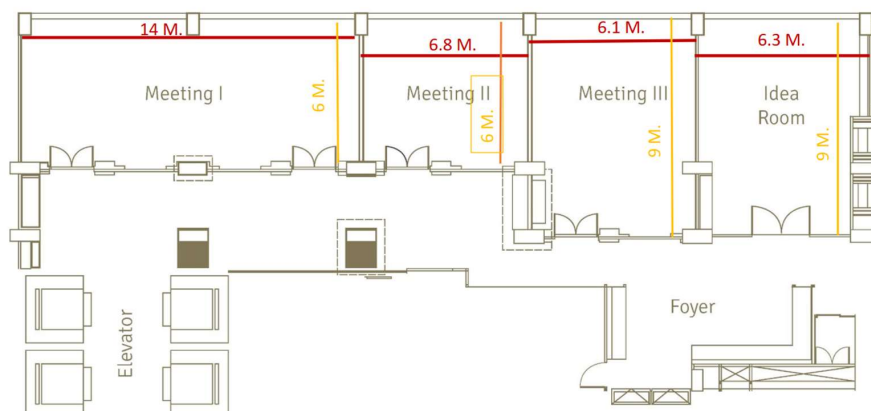


Beach Lawn: Welcome Reception

Grand Ballroom: Morning of 6 November 2025 and ANPOR Gala Dinner

Amari Tower (2nd Floor):

- Meeting Room I – All Sessions
- Idea Room – All Sessions
- Meeting Room III – All Sessions
- Amaya Food Gallery: Lunch



Amari Tower (2nd Floor)

Travel Information

- **Directions to Southeast Bangkok University, Bangna Campus**

By Taxi: The most direct method. Show the driver the address: “มหาวิทยาลัยเซาท์อีสต์กรุงเทพ (วิทยาเขตบางนา) ซอยเชลล์ บางนา”. Estimated travel time from Suvarnabhumi Airport (BKK) is 30–45 minutes. Insist the driver uses the meter and be prepared for expressway tolls.

By BTS Skytrain & Local Taxi: Recommended for avoiding road traffic. Take the BTS Sukhumvit Line to Udom Suk Station (E12) or Bang Na Station (E13). From either station, take a short 10–15 minute taxi ride to the campus. 2

- **Directions from Bangkok to Pattaya (approx. 2–3 hours)**

Bus: The most common option. Frequent departures from Ekkamai (Eastern Bus Terminal), Mo Chit (Northern Bus Terminal), and directly from Suvarnabhumi (BKK) and Don Mueang (DMK) airports.

Minivan: Depart from the same terminals as buses but leave when full. Can be slightly quicker.

Train: A very low-cost but limited-service option from Bangkok's Hua Lamphong station.



Accessibility & Inclusion

Code of Conduct

The ANPOR-APCA Annual Conference is committed to providing a safe, respectful, and harassment-free environment for all participants, regardless of gender, sexual orientation, disability, physical appearance, race, or religion. We do not tolerate harassment in any form. All communication should be appropriate for a professional audience and be inclusive of all participants.

Accessibility Services

We are committed to making this conference accessible to all attendees. If you require specific accommodation (e.g., wheelchair access, sign language interpretation), please contact the organizing committee at info@anpor.org by 4 November 2025, so we can make the necessary arrangements.

Dietary Accommodations

All meals provided (lunches, reception, banquet) will include vegetarian options. If you have other specific dietary requirements (e.g., vegan, gluten-free, allergies), please indicate them during the registration process.

Quiet Space

A designated quiet room will be available for attendees who need a space for reflection, meditation, or simply to step away from the stimulation of the conference. Please see the registration desk for the location.



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- Ms. Chawinee Boonyaphat
- Mr. Auttapon Wongsawat
- Ms. Rungaroon Pookklang
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Abstract Section



ID: 154

The Acceptance of AI Technology for Developing Modern Business Models among Generation Y Entrepreneurs in Thailand

Sunisa Treesuwan*, Ampol Navavongsathian, Pattarada Runguang

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Absract

This quantitative research aims to analyze the factors influencing the acceptance of Artificial Intelligence (AI) technology for developing modern business models among Generation Y entrepreneurs in Thailand. The conceptual framework was developed based on a synthesis of the Technology Acceptance Model (TAM) and relevant literature. Key factors studied include Perceived Usefulness, Perceived Ease of Use, Social Influence, and Technological Compatibility. Data were collected from 400 Thai Gen Y entrepreneurs whose businesses are no more than five years old, using a purposive non-probability sampling method. A multiple regression analysis was employed to test the hypotheses. The results indicated that Perceived Usefulness ($\beta = .412, p < .001$), Social Influence ($\beta = .287, p < .001$), and Technological Compatibility ($\beta = .205, p < .01$) had statistically significant positive influences on the intention to use AI for business model innovation. Surprisingly, Perceived Ease of Use was not found to be an essential predictor ($\beta = .064, p > .05$). The findings provide valuable insights for policymakers, AI developers, and business support organizations to promote AI adoption among new-generation entrepreneurs, ultimately enhancing the competitiveness of Thailand's SME sector.

Keywords: Artificial Intelligence, Business Model Innovation, Generation Y Entrepreneurs, Technology Acceptance Model, Thailand, Multiple Regression



ID: 141

Authenticity in The Age of Curated Selves: Indonesian Gen Z'S Perspectives on Social Media Identity and Expression

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Abstract

This study examines the perspectives of Indonesia's Generation Z on authenticity in social media, a pressing issue in an era characterized by curated online personas, influencer-driven content, and the increasing mediation of artificial intelligence (AI). Algorithmic recommendation systems, generative AI tools, and automated content curation introduce new layers of authenticity bias, shaping what appears credible, relatable, or "real" in digital environments. AI-driven feeds amplify specific performances of identity—often privileging polished, high-engagement content—while simultaneously blurring the boundaries between authentic self-expression and machine-optimized visibility. For Gen Z, this technological mediation complicates the quest for genuine digital identity, as they must navigate both human expectations and algorithmic pressures.

Drawing on Goffman's Dramaturgical Theory, which conceptualizes social life as a performance where individuals present themselves differently depending on the audience and context, this study situates Gen Z's practices within broader frameworks of impression management. Through a qualitative inquiry involving focus group discussions and thematic analysis, the research uncovers how Gen Z defines and values "authenticity" in social media environments.

Findings reveal a nuanced understanding of authenticity as a balance between personal transparency, strategic self-presentation, and the influence of algorithms. Participants often distinguish between "genuine content" and "performative authenticity," expressing skepticism toward overly polished influencers and sponsored content, as they perceive this as lacking authenticity. Yet, they also acknowledge the pressures of algorithmic trends and AI-driven visibility logics that complicate the pursuit of fully authentic self-representation. The dramaturgical lens highlights how Indonesian Gen Z consciously shifts between "front stage" (curated profiles, brand collaborations) and "backstage" (private sharing, close friends' stories), showing authenticity as a dynamic negotiation rather than a fixed trait. At the same time, AI functions as an invisible "stage manager," shaping what performances are spotlighted and how audiences interpret credibility.

The study highlights the tension between idealized online identities, technological mediation, and the desire for honest communication, suggesting that for Indonesia's Gen Z, authenticity is not about complete vulnerability, but rather about relatability, consistency, and alignment with offline values. These insights provide implications for digital communication strategies, influencer marketing ethics, AI-driven platform design, and youth media literacy programs in the Indonesian context.

Keywords: authenticity, Generation Z, social media, digital identity, AI



ID: 108

Online Public Sentiment Anxiety of Local Government in China and its Mitigation

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Abstract

In recent years, the deepening informatization of society has led to unprecedented speed and breadth in information dissemination, resulting in complex and diverse public opinions. The rapid escalation of online public sentiment has become inevitable, with frequent high-profile incidents attracting widespread societal attention and posing severe challenges to local governments' governance capabilities and emergency response mechanisms. Effectively managing online public opinion has become a critical measure of governmental competence. However, some local governments exhibit "online public sentiment anxiety"—excessive fear of reputational damage, exposure of errors, and accountability—leading to irrational decision-making.

This anxiety not only wastes administrative resources but may also disrupt healthy public discourse and provoke unnecessary public distrust. Thus, accurately identifying online sentiment, ensuring timely and effective responses, and mitigating undue anxiety are urgent challenges for local governments.

This study examines local government's online public sentiment case records, analyzing event details, source platforms, and response strategies through text and content analysis. It investigates local governments' operational patterns in handling public sentiment, summarizes prevailing assessment and processing approaches, and explores underlying causes. Crucially, the study incorporates AI-driven algorithmic recommendation systems to enhance sentiment analysis accuracy and decision-making efficiency. Finally, it proposes actionable policy recommendations to optimize response mechanisms and alleviate irrational anxiety.

Keywords: AI-driven algorithmic recommendation; public opinion anxiety; government responsiveness; China



ID: 167

From Hegemony to Hybridity: Mapping Asymmetries in Global Fact-Checking Practices

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Abstract

Purpose: With the global proliferation of misinformation, fact-checking has become a crucial countermeasure. This study addresses a critical gap in the comparative, cross-regional analysis of fact-checking, particularly between the Global North and the Global South. It aims to uncover the structural and epistemological asymmetries in the global fact-checking ecosystem and to investigate how these dynamics are being formed.

Design/Methodology: The research employs a multi-method approach, combining: 1) a geospatial analysis of 135 fact-checking organizations certified by International Fact-Checking Network (IFCN); 2) a big data analysis of 67,123 fact-checking reports published on the official websites of those organizations; and 3) a manual coding of a stratified sample of 1,200 reports to compare topical priorities and verification methodologies across regions.

Findings: The study reveals enduring structural asymmetries, with 55% of IFCN entities based in the Global North, dominated by media-affiliated models (e.g., AFP, AP). In contrast, Southern entities primarily adopt NGO frameworks. While politics and culture are universal top topics, Northern agencies prioritize public health and military issues, whereas Southern ones focus on public safety, social welfare, and ethno-religious concerns. A key insight is the Southern reliance on AI-assisted verification tools and a disproportionate prevalence of video-based misinformation, reflecting different infrastructural challenges and resource environments.

Originality: This research provides a novel, empirical demonstration of how colonial knowledge hierarchies persist in verification epistemologies, yet are increasingly challenged by Southern "glocalization" strategies. It contributes to the field by arguing for a fundamental reconceptualization of global fact-checking—from a Northern export to a polycentric network—with critical implications for promoting equitable resource distribution and epistemic pluralism in the global fight against misinformation.

Keywords: misinformation, fact-checking, IFCN, cross-regional analysis



ID: 179

Dependency on social media and its effects on users

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Abstract

Purpose: The study aimed to examine how social media usage fosters dependency and leads to cognitive and pro-social behavioral effects among university students. Founded on Media System Dependency Theory (MSDT), it explored how patterns of social media consumption influence dependency goals and their outcomes at a micro level.

Design: A quantitative method was employed to investigate relationships among social media usage, social media dependency goals, and effects. Data was collected from two universities in Islamabad namely, Bahria University and Quaid-i-Azam University. Regression and mediation analyses were used to evaluate the predictive role of social media usage patterns on dependency goals and the mediating function of these goals between usage and effects.

Findings: Results revealed notable gender and behavioral differences in social media engagement. Male respondents used social media more intentionally and for constructive purposes, while females exhibited higher daily and habitual usage. Social media dependency was mainly influenced by users' engagement behaviors rather than exposure duration, with habitual and participatory users showing greater dependency. Regression results confirmed that dependency significantly predicted the effects, while mediation analysis verified its role as a connecting mechanism between usage and effects. Purposeful use of social media yielded pro-social effects, while habitual/excessive use correlated with cognitive strain.

Originality: This study offers a micro-level application of MSDT in the context of social media, an underexplored area in Pakistan. It extends traditional theory into digital media, providing empirical insights into gendered usage patterns, behavioral dynamics, and mediating effects of social media dependency.

Keywords: *media system dependency theory; social media; social media effects; Pakistan; quantitative analysis; mediation analysis; regression; cognitive effects; pro-social behavior*



ID: 126

Will Users Depend on Generative Artificial Intelligence in Moral Decision-Making Tasks?: An Experiment to Explore Psychological Dependence and Frequency of University Students' Interaction in Beijing from the Perspective of Reverse Domestication

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Abstract

Purpose: AI is thought to potentially reduce decision fatigue and enhance focus, so users may tend to use highly intelligent Generative AI to accomplish complex moral decision tasks, which may lead to reverse domestication of Generative AI in the future. Therefore, this study addressed the main question:

How do complexity of moral-decision task and mind perception affect psychological dependence and frequency of interaction with Generative AI?

Methodology: From the perspective of reverse domestication, this study employed a 2 (mind perception: high/low) × 2 (moral decision-making task complexity: high/low) between-subjects design in experiment and sampled 204 university students in Beijing as participants, constructing a dual mediation model of "Level of mind perception/Complexity of moral decision task---Psychological dependence---Frequency of interaction".

Findings: The study found that high mind perception and high complexity of moral decision tasks can increase the interaction frequency of users with Generative AI by improving psychological dependence. Based on it, Generative AI with different mind perception and moral decision tasks with different complexity can change users' dependence and usage behavior.

Originality: Unlike previous studies, the experimental method was used in reverse domestication theory. Moreover, this study introduced two independent variables, complexity of decision-making and mind perception, into the application of Generative AI. Therefore, when users sense that they depend too much on Generative AI and overuse Generative AI, users can seek assistance from others to complete highly complex decision-making tasks or disconnect with highly intelligent Generative AI.

Keywords: *Generative AI; Frequency of interaction; Reverse domestication; Complexity of moral decision task; Mind perception*



ID: 177

Analyzing Global Media Coverage of Israel-Iran Conflict 2024

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Abstract

Purpose: This study analyzes the reportage on Iran-Israel conflict that was anticipated to be an ongoing coverage by both CNN and Al-Jazeera, and more precisely, their framing of key things such as the events and the narratives. The main purpose is to understand how these two global media outlets represented and constructed the conflict through their editorial choices and framing perspectives.

Design/Methodology: For qualitative content analysis, NVivo software is used alongside grounded theory. The study focuses on two main themes: Defense Strategies and International Diplomacies. The analysis examines how CNN and Al-Jazeera differ in their representation of the Iran-Israel conflict by identifying frames, word choices, and thematic emphasis within their reports.

Findings: Israel's CNN coverage highlights the dominance of Israel through military and defensive aspects such as the Iron Dome, while civilian casualties are reported as not so important, and portraying Israel as a protector. In contrast, Al-Jazeera covers civilian casualties under Israeli militaristic tendencies coupled with Iran's support for Hezbollah and Hamas and calls for democracy and negotiations, thus constructing the story to support Iranian involvement. The findings show a huge divergence in editorial content: CNN justifies military action as necessary and strategic, while Al-Jazeera focuses on the damage caused to civilians and the broader regional consequences.

Originality: This research highlights how world media are used as ideological tools that influence public narratives and attitudes. It contributes to the ongoing debate on media ethics, diplomacy, and peace-building by shedding light on media framing, its bias, and the resultant narratives in the context of international conflict.

Key Words: Iran-Israel conflict, Media framing, Qualitative content analysis, Grounded theory, Global Conflict reporting.



ID: 106

Research on the Network Public Opinion Governance Mechanism for Enterprise Emergencies Empowered by AIGC —— Scenario-based empirical evidence based on the "Ailao Mountain" incident

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Abstract

The "Ailao Mountain" incident has become a negative online public opinion phenomenon that has shocked Chinese society, and to a certain extent, it has promoted the introduction of an innovative online public opinion mechanism for enterprise emergencies. Taking the online public opinion triggered by the "Ailao Mountain" incident as the research object, this paper adopts natural language processing techniques such as theme modeling and sentiment analysis, and combines the text reading and content analysis of official Weibo comments to systematically explore the evolution mechanism and governance path of public opinion in enterprise emergencies. The research findings show that the discussion of the event focuses on three core themes: "attribution of responsibility", "ecological protection", and "event progress". Among them, the "attribution of responsibility" topic involves disputes over the compliance of mining activities and loopholes in regulatory processes, while the "ecological protection" topic highlights the value conflict between the development of protected areas and species protection. The emotional tendency is dominated by negative emotions. Empirical research and analysis show that the incident has exposed the "Carter" predicament that enterprises face in public opinion governance, which is "truth dissemination and emotion spread". However, AIGC has broken through the online public opinion governance of enterprise emergencies through an innovative mechanism of "source governance - process blocking - dynamic collaboration". It provides theoretical references and governance paradigms for the practice of online public opinion management in similar enterprise emergencies.

Keywords: Intelligent Era, Online Public Opinion Governance, AIGC (AI-Generated Content), Ailaoshan Incident, Topic Modeling



ID: 192

The Digitalization of Populist Politics in the 21st Century: A Case Study of Pakistan and India

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Abstract

With a particular focus on two well-known political parties, Pakistan Tehreek-e-Insaf (PTI) and Bharatiya Janata Party (BJP), this paper seeks to examine the digitization of populist politics in the twenty-first century. Over the past 20 years, these two political parties have successfully used digital media to forward their populist objectives. This research looks at how online activism, digital communication tactics, and social media influence political narratives, rally followers, and spread populist rhetoric. By avoiding traditional media and facilitating direct, unfiltered contact, the emergence of digital platforms and algorithmic amplification has drastically changed how populist leaders interact with the public. The mobilization of widespread support has been made easier by this digital revolution, but it has also sparked worries about disinformation, polarization, and the swaying of public opinion. In order to create compelling tales, encourage political tribalism, and mobilize marginalized groups, populist leaders have effectively utilized internet resources. It also discusses the possible dangers, such as the weakening of democratic standards, the spread of extremist discourse, and the deterioration of factual discourse. The study emphasizes the global expansion of digital politics and its ability to redefine democratic engagement in the digital era by contrasting the tactics of the PTI and the BJP. It also shows the wider implications of digital technology in contemporary populism.

Keywords: Digitalization, Algorithm, Populism, Polarization, Indo-Pakistan



ID: 168

India's Fifth-Generation Warfare against Pakistan and the Role of Indian Media in Shaping Public Perceptions of the China-Pakistan Economic Corridor (CPEC)

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Abstract

The China-Pakistan Economic Corridor (CPEC) has become the pivot point in the changing stages of geopolitics of South Asia, prominently within the realm of information war between the traditional rivals India-Pakistan. In this context, this study critically analyzes the role of media, from both sides India and Pakistan, in shaping public perceptions of CPEC by underscoring how Indian and Pakistani media basically construct contrasting narratives which ultimately culminates in serving their national interests. These narratives are propagated by public and private media outlets. In this scenario, the Pakistani media strives to portray CPEC as a transformative economic initiative which aims at strengthening and promoting development and regional connectivity; however, the Indian media construes and frames the projects as a geopolitical threat, highlighting the alleged concerns over sovereignty and increasing China's economic and strategic influence in Indian Ocean. Furthermore, this study employs the content analysis techniques particularly of news articles, television broadcasts, talk shows and social media trends and hash tags. Resultantly, this research study underscores the role of traditional and social media and how these sources play their role to shape the public opinion. Findings of the research study reflect that state-sponsored narratives, misinformation campaigns, and strategic media framing contribute to a polarized discourse, stressing nationalistic sentiments, which align with India's national interest, from India against flagship project of Belt and Road Initiative, CPEC. In addition to this, the revolutionary role of social media platforms enhances the strength of these narratives, resulting in further entrenching public perceptions and diplomatic escalations and exchange of harsh statements. Consequently, this study highlights the critical role of media in shaping geopolitical discourse and the implications of information warfare on regional stability. Lastly, the study calls for greater media literacy and responsible journalism from both sides to counter misinformation and foster a more elaborative understanding of CPEC's economic and strategic dimensions.

Keywords: 5GW, CPEC, Media, Public Opinion, Geopolitics, Warfare



ID: 159

The Influence of AI Literacy, Competency, and Attitude on Complex Problem-Solving Skills among SMEs' Accountants in Central Thailand

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^{1,3}Southeast Bangkok University, Thailand

²Assumption University of Thailand, Thailand

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Abstract

Background: The rapid integration of artificial intelligence (AI) across industries has intensified the need to examine its influence on accountants' cognitive and problem-solving skills, particularly within SMEs where resources and training opportunities are often limited.

Objective: This study investigates the impact of AI literacy (AIL), competency and attitude on complex problem-solving skills (CPS) among accountants in SMEs in central Thailand who use accounting software.

Method: A sample of 400 accountants was drawn from service, retail, and manufacturing industries using convenience sampling. Regression analysis was employed to test the relationships among AIL, competency and attitude and CPS.

Results: The findings indicate that accountants have relatively low levels of AIL, and AIL does not significantly enhance CPS, which contradicts earlier studies. In contrast, competency and attitude significantly improve CPS.

Conclusion: The study highlights the importance of integrating competency and attitude into training programs to foster essential problem-solving abilities. Moreover, the study advocates for the implementation of training programs designed to cultivate these skills within the workforce, thereby preparing individuals to navigate the challenges of the digital era where technology is increasingly pivotal.

Contribution: This research contributes to the accounting and SMEs literature by (1) clarifying the inconsistent role of AI literacy in problem-solving skills, (2) emphasizing the significance of Competency and attitude as key determinants of CPS, and (3) providing practical insights for designing training courses, educational policies, and human resource strategies. The implications extend to strengthen national competitiveness in the global arena through workforce readiness in an AI-driven context.

Keywords: AI Literacy (AIL), Competency, Attitude and Complex Problem-Solving Skills (CPS)



ID: 178

Identifying Constructive Media Strategies for Preventing Violent Extremism (PVE) in Pakistan

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Abstract

Purpose: Pakistan is currently grappling with a significant rise in violent extremism, which poses serious threats to the country and society. The increase highlights an urgent need for proactive measures to mitigate it effectively. The study investigated causes behind violent extremism in Pakistan and how media can play a constructive role in preventing and countering it. The study explored whether media's portrayal of extremism contributed to its increase or decrease, also identifying constructive media strategies for prevention of violent extremism (PVE) in Pakistan.

Design/Methodology: Based on the review of literature on violent extremism and international media strategies for PVE, interviews from eleven (11) Pakistani experts belonging to academia, strategic communication, media, law enforcement and PVE were conducted and analyzed using the thematic analysis technique with theory of constructive journalism as the major theoretical guide.

Findings: Thematic analysis of the responses demonstrated that the portrayal of extremism on media was linked to the rise and normalization of violent extremism in Pakistan. Additionally, the study revealed that Pakistan's media strategies were ineffective due to a number of shortcomings including an absence of policies on PVE and ineffective practices. The results suggest that adapting international best practices to Pakistan's cultural, religious and social context is essential for effective PVE initiatives. Furthermore, constructive media strategies for PVE were also identified, which included promotion of dialogue and community engagement, audience segmentation and tailored messaging, integration of victims and former extremists, development of youth centric content, production of documentaries and animations etc.

Originality: The research is authentic and original as it is primary in nature, where data was collected via in-person interviews, while secondary data was collected through literature review and document analysis.

Keywords: *Violent Extremism, Prevention of Violent Extremism (PVE), Strategic Communication, Community Resilience, Media Strategies*



ID: 190

Influencer-Driven Health Communication on TikTok: A Rhetorical and Sentiment Analysis of GLP-1 Narratives in the Philippines

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Abstract

This study examines the communication strategies, rhetorical framing, and audience sentiment surrounding the promotion and discussion of GLP-1 receptor agonists (GLP-1 RAs) on TikTok, focusing on the viral video “Don’t use GLP1, it’s dangerous to your Health” by Filipino wellness influencer Kristal Hierco-Reyes (@purejus_kristal). Using a mixed-methods research design, the study integrates quantitative content and sentiment analysis with qualitative rhetorical discourse analysis to explore how influencer-generated health content shapes public perception and ethical awareness. Data were collected through Apify, an AI-powered TikTok scraping tool, which extracted engagement metrics (views, likes, shares, comments), and Divominer, a natural language processing (NLP) platform used for sentiment classification and keyword tokenization of 460 audience comments. Quantitative analysis revealed that most comments were neutral (67.17%) or positive (27.61%), reflecting curiosity, consumer interest, and trust toward the influencer, while only 5.22% were negative, expressing concern about safety and misuse. The qualitative discourse analysis found that @purejus_kristal’s persuasive approach relied on experiential ethos, fear–hope emotional appeals (pathos), and simplified moral reasoning (logos) to create an engaging yet ethically ambivalent health narrative. Findings highlight how influencer credibility and affective storytelling drive engagement with complex medical topics, underscoring the need for stronger digital health literacy education and ethical regulation of online medical promotion in the Philippines.

Keywords: glp1, glp1RA, weightloss, wellness, influencer



ID: 107

Empowering Health Administration: Local Government Policy Perspectives in the Digital Transformation Era

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Abstract

Background: The decentralization of health administration has delegated responsibilities to district-level authorities, leading to diverse digital transformations across various regions in West Nusa Tenggara Province, Indonesia. Challenges related to the standardization of procedures, infrastructure, and policy impede the effective delivery of services. This study examines how decentralized systems utilize adaptive strategies to enhance efficiency.

Methods: This research employs a qualitative approach to investigate digital health platforms' technical and organizational aspects. Participants were chosen through purposive sampling. Data collection comprised interviews, focus group sessions, and observational activities. NVivo 14 was utilized for dual-coded analysis with triangulation, ensuring ethical compliance.

Results: A thematic analysis has identified deficiencies in the West Nusa Tenggara Province, where digital health policies have been implemented in 64% (7 out of 11 districts), and the Indonesia OneHealth platform has been utilized by 53% (5 districts).

The finding highlights significant institutional and infrastructural inadequacies, particularly in governance coordination and technological readiness.

Conclusions: Technology plays a transformative role in digital health management. Teams integrate feedback mechanisms while management monitors key indicators. Privacy requires robust identity management. The framework evaluates digital health performance while protecting privacy.

Originality: This study explores the digital transformation and local governance within the health administration system in a region noted for its limited academic exploration.

Plain language summary: In West Nusa Tenggara, 64% of districts have implemented digital policies, while 53% have adopted the One Health strategy for infrastructure development.

Keywords: Empower Health Administration, Government policy, OneHealth Platform



ID: 200

The Strategy Innovation and the Competitive Advantages towards Organizational Performance: SEM Analysis of Tourism Industry in Thailand

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Abstract

Thailand is one of the top destinations in the world. The top five ranking of the countries where the inbound tourists visit the most in the world in 2024 is France (about 100 million tourists), Spain (about 90 million tourists), The United States of America (about 70 million tourists), China (about 66 million tourists) and Italy (about 64 million tourists) respectively. However, Thailand is in the top 8 which there were about 40 million tourists. It shows that Thailand is less competitive than other countries. According to National Tourism Development Plan 2023-2027, Thailand's tourism goals are resilience, sustainability and inclusive growth in tourism. The objectives are to investigate how the strategy innovation and the competitive advantages affect to organizational Performance, to study the Structural Equation Modeling of the strategic innovation and competitive advantages and to study a qualitative method to apply for tourism industry in Thailand. The Structural Equation Modeling or SEM is used. The questionnaire surveys are used to collect statistical information. The sample population is 400 inbound tourists who are participants to answer the questionnaires. It is convenience sampling. The questionnaires are written in English. Moreover, the in-depth interview is used to ask tour operators and travel agencies in Thailand.

Keywords: innovation, competitive advantage, performance, sustainability



ID: 110

How Do Media Attitudes Influence Nationalism: A Study on Chinese Young Netizens

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Abstract

Purpose: This study focuses on post-90s and post-00s netizens in China, aiming to examine how their attitudes toward different types of media affect various forms of nationalism, including intense nationalism, moderate nationalism, reverse nationalism, and non-nationalism. It seeks to clarify the distinct impact mechanisms and provide references for understanding youth social mentality and online nationalism trends.

Design and Methods: Data were sourced from the Survey on Social Mentality of Chinese Young Netizens from 2022 to 2024, which sampled 5,492 active young netizens on Sina microblog through stratified sampling. Their blog posts over the past two years were collected, and a mixed-methods approach was adopted, combining machine learning (SVM) for big data analysis and mlogit regression to explore relationships between media attitudes and nationalism types.

Findings: Positive attitudes toward mainstream media significantly correlate with stronger tendencies toward intense or moderate nationalism, while negative attitudes toward mainstream media are associated with reverse nationalism. Negative attitudes toward commercial media relate to both moderate and reverse nationalism, with a stronger link to the latter. Additionally, regional differences exist. Netizens in northeast China and overseas are more likely to hold reverse nationalism. Higher educational attainment correlates with a greater tendency toward moderate nationalism.

Originality: By differentiating between mainstream and commercial media attitudes and various nationalism forms, and focusing on young netizens as a key group, this study offers unique insights into the dynamic interactions between media perceptions and nationalist orientations in the digital age, enriching research on youth online behavior and value.

Keywords: young netizens, media attitude, nationalism, social mentality



ID: 136

Comparative Effects of An Online Local Storytelling Program on Knowledge, Attitude, and Expected Behavior Across Twelve Thai Universities

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Abstract

This study examines the comparative effects of an online Local Storytelling Program on students' knowledge, attitudes, and expected behaviors across 12 universities in Thailand. The program was developed to enhance media literacy and participatory communication through community-based digital storytelling. A pretest–posttest quasi-experimental design was employed with 726 participants representing northern, central, and southern regions of Thailand. Quantitative data were analyzed using descriptive statistics, paired-samples t-tests, effect sizes, and Pearson correlations; qualitative reflections were used for triangulation. Results revealed significant increases in knowledge and a positive attitude toward community engagement ($p < .05$), as well as moderate improvements in storytelling-related behavioral intentions. The highest cognitive gains occurred at Uttaradit, Walailak, and Ramkhamhaeng universities. The findings confirm that local and digital narratives can strengthen participatory learning and cultural literacy, aligning with Thailand's creative economy and sustainable development goals.

Keywords: Storytelling; Participatory Communication; Knowledge–Attitude–Behavior; Creative Media; Thailand



ID: 117

AIGC hypersimulation mimicry environment: Will the world be so unreal? ——In-depth criticism and warning of generating multiple virtual dreamland from ChatGPT to Sora

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Abstract

With the rapid development of generative intelligence technology, the world distortion caused by super-simulated virtual illusion made by AIGC has become a hot issue. From the era of mass communication to the era of generative artificial intelligence represented by ChatGPT, and then to Sora's so-called "explosive revolution of AI images", under the construction of big data, algorithms and computing power, media communication has gradually evolved into multiple virtual worlds: digital replication technology builds the first long-distance online news, and strong editing and weak mining aggravate the alienation of news production and practice; The algorithm model generated randomly by probability creates the second news illusion, and the exhaustiveness of calculation makes AIGC almost completely divorced from reality. Man-machine speech cuts off the rational and open dialogue in the field of public opinion and communication, and interpersonal relationship falls into the social division woven by "man-machine" relationship. The so-called "immersion", "experience" and "sense of presence" brought by AIGC are essentially just more illusory scenes and environments.

From the perspective of media theory history, through the distributed analysis of ChatGPT, Sora and Metaverse, it is found that Lippmann's "mimicry environment" has advanced to a multi-AI hypersimulation virtual fantasy, and the media on which human beings know the world has become an illusion generator in the era of intelligent communication. Based on the risk of multiple virtual dreamlands, it is proposed to develop humanoid robots to directly guard the truth on the spot, establish an interactive learning system to improve the simulation performance, and introduce AIGC identification model to distinguish the check and balance mechanism of human-computer intelligence, which provides some enlightenment for the development direction of media technology.

Keywords: mimicry environment; Virtual reality; AIGC ; Sora ; Real world



ID: 123

Understanding Media Framing Role in Shaping Organizational Opinion on Role of Persons with Disabilities (PwD) in the Workplace

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Abstract

Purpose: This study investigates how four Malaysian online news media frame organizational perceptions of Persons with Disabilities (PwD) in the workplace, and how these narratives influence HR professionals' attitudes and practices, in comparison with international studies. The objectives are: (1) to examine how Malaysian news outlets frame PwD in relation to employment, and (2) to explore how these frames shape HR professionals' organizational responses.

Design/Methodology: A qualitative case study approach was adopted, combining semi-structured interviews with five HR professionals and content analysis of PwD employment coverage in four Malaysian online news portals (2020–2024). Entman's diagnostic, prognostic, and motivational frames guided the analysis, while international framing studies from the UK, Japan, and UN disability discourse provided comparative context.

Findings: Findings show that Malaysian media predominantly employ the compassion frame, portraying PwD as dependent and in need of assistance. The empowerment frame is less common but has gained visibility in recent years, particularly in stories linked to policy initiatives and international sporting events. HR interviews revealed that charity-oriented frames reinforce risk-averse hiring, with PwD perceived as requiring "special allowances," while empowerment frames position PwD as untapped talent aligned with diversity and corporate social responsibility agendas.

Originality: Success stories and empowerment policies encourage HR leaders to consider flexible work arrangements and targeted training. International literature reflects a similar tension between compassion and empowerment narratives, though Malaysia's reliance on charity framing slows the normalization of PwD inclusion. The study contributes to organizational communication research in Southeast Asia by linking media frames with HR perceptions and workplace practices.

Keywords: *Workplace Inclusivity, Organizational Policy, Media Framing, Organizational Communication, Person with Disability.*



ID: 124

The Role of Recommendation Algorithms in Shaping Opinion Polarization: Evidence from an LLM-Driven Social Media Simulation

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Abstract

Purpose: This study aims to explore the role of recommendation algorithms in shaping opinion polarization on social media platforms. Additionally, it investigates whether potential intervention strategies, such as exposing users to opposing information, can effectively mitigate polarization.

Methodology: We designed a large language model (LLM)-driven social media simulation system inspired by Twitter. Using this framework, we evaluated five recommendation algorithms—random, popularity-based, follow-based, most-similar, and most-diverse—under different initial network structures and opinion distributions. The results were then analyzed from both the opinion dynamics and network structure perspectives to assess the role of these algorithms in driving or mitigating opinion polarization.

Findings: Compared with random, popularity-based, and follow-based strategies, the most-similar algorithm significantly intensifies opinion polarization. In contrast, the most-diverse algorithm effectively mitigates polarization in the early stages of the simulation but later leads to a rebound effect, showing a trend toward re-polarization. Further analysis reveals that this reversal occurs because recommendation algorithms shape user opinion distributions, which in turn alter algorithmic outputs, creating a dynamically coupled evolution process.

Originality: This framework captures the dynamic coupling between recommendation algorithms and user opinion evolution, revealing how different algorithmic strategies can either amplify or mitigate polarization over time. Our findings highlight the need to reconsider the role of recommendation algorithms: they should not be viewed merely as neutral information delivery tools but rather as active participants in shaping opinion dynamics.

Keywords: Opinion Polarization, Recommender Systems, Agent-Based Modeling, Opinion Polarization



ID: 155

Large Language Models and the Reshaping of Journalistic Professionalism: An Empirical Study of Human-AI Alignment Effects

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Abstract

Research Purpose: This study examines how large language models (LLMs) align with human journalistic practices and what this alignment reveals about the reshaping of journalistic professionalism in the era of AI. It addresses two key questions: to what extent do LLMs reproduce the formal structures of human-written news commentaries, and how do they diverge in value orientation, public responsibility, and rhetorical expression?

Design/Methodology: We compiled a dataset of 122 award-winning Chinese news commentaries as the human benchmark and 474 AI-generated counterparts from four leading Chinese LLMs. Using a nine-dimension coding scheme—covering both formal alignment (framework, argumentation, reasoning, structure, titles, and language) and value alignment (editorial, public, and news values)—we applied Jensen-Shannon distance with equal-N bootstrap and mixed-effects models to assess the degree and stability of human-AI alignment.

Findings: The results reveal a layered and asymmetric alignment pattern. LLMs achieve high convergence with human texts in macro-level “skeleton-logic” features but show weaker alignment in mid-level rhetorical strategies and the lowest alignment in micro-level language style and value-laden expression such as stance clarity, public orientation, and emotional resonance. Despite minor differences, all four models converge toward a similar “safe neutrality” profile, indicating systemic homogeneity.

Originality/Value: Conceptually, the study reframes human-AI alignment as a multi-level and asymmetric process and proposes a three-tier collaboration model: automating low-risk structural tasks, co-creating mid-level rhetorical strategies, and reserving high-level value judgment for human journalists. This framework advances theoretical understanding of LLMs’ role in news production and offers practical guidance for newsrooms to integrate AI efficiently while safeguarding public values and professional integrity.

Keywords: *sHuman-AI alignment; Large language models; Journalistic professionalism; News production; Value alignment*



ID: 201

Strategic Management Accounting and Firm Value: The Mediating Roles of Sustainable Development Goals and Organizational Performance under the Governance–Sustainability Nexus of Thai Listed Companies

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Abstract

This study investigates the causal relationships among *Strategic Management Accounting (SMA)*, *Sustainability Performance (SP)*, and *Good Corporate Governance (GCG)* through the mediating roles of *Sustainable Development Goals (SDGs)* and *Organizational Performance (OP)*, and their influence on *Firm Value (FV)* of companies listed on the Stock Exchange of Thailand (SET). The research addresses significant theoretical and practical gaps, as previous studies have primarily emphasized financial outcomes while neglecting the integration of non-financial and sustainability dimensions in corporate value creation.

A mixed methods approach was employed using an Explanatory Sequential Design (Creswell & Plano Clark, 2018). The quantitative phase involved a survey of 240 listed firms qualified under the SET ESG Ratings 2024, while the qualitative phase engaged 12 senior executives with outstanding sustainability performance through in-depth interviews. Variables were measured using a five-point Likert scale, and the causal relationships were analyzed through Structural Equation Modeling (SEM–PLS) to examine both direct and indirect effects among constructs.

The study posits that effective implementation of Strategic Management Accounting (SMA) enhances corporate decision-making, aligning strategies with sustainability and governance objectives. Such alignment improves both financial and non-financial performance, ultimately enhancing firm value in the long term. The integration of SMA, SP, and GCG through SDGs and OP represents a holistic framework that creates shared value for investors and stakeholders while fostering organizational resilience and competitiveness.

The research contributes theoretically by integrating the Resource-Based View (RBV), Agency Theory, and Stakeholder Theory to explain how firms can achieve sustainable competitive advantage through the strategic use of accounting information and sustainability practices. Practically, it provides policy implications for Thai listed companies, emphasizing the need to adopt SMA-driven sustainable strategies aligned with the SDGs to strengthen governance, enhance transparency, and maximize long-term firm value within the evolving ESG landscape of emerging markets.

Keywords: Strategic Management Accounting, Sustainability Performance, Good Corporate Governance, Sustainable Development Goals (SDGs), Firm Value



ID: 165

Perceptions of and digital payment and currency choice among international tourists in Cambodia

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Abstract

In March 2025, 358 international tourists were interviewed in two key locations, Siem Reap and Phnom Penh, using a structured questionnaire to analyze their currency usage and their image in Cambodia. The data collection was carried out by nine undergraduate enumerators in Siem Reap and five graduate enumerators in Phnom Penh, all of whom were proficient in English and had received training from a lead researcher, prior to conducting interviews. A convenient sampling method was employed, with enumerators strategically visiting high-traffic tourist areas such as museums, riverside attractions, Angkor Wat, and pub streets to ensure a diverse representation of travelers. Initially, a paper-based questionnaire was used, allowing respondents the flexibility to either complete it themselves or have enumerators record their responses based on preference. Following data collection, Google Forms was utilized for digital entry, and the dataset was subsequently downloaded in Excel format. The lead researcher then organized the data and applied labels in STATA for structured analysis. Final data processing and analysis were conducted using STATA 18.5. Before interviews commenced, respondents were informed of the research purpose, and only those who provided consent were included in the study. The most positively perceived attributes reflect strong appreciation for cultural & history, friendly Cambodian people toward visitors. On the other hand, the least positively perceived attributes relate primarily to infrastructure and the environment. Air quality, drinking water, language barrier, and sanitation standards received the lowest ratings. Overall, the survey results indicate that visitors had a highly positive experience in Cambodia. The majority of respondents expressed satisfaction with their trip. Credit or debit cards are the most commonly used digital payment method, favored by 65% of tourist respondents. Slightly less than half of tourists (44%, or 145 tourists) preferred to use cash to digital payment in Cambodia. The most common reason, cited by 47% of those who prefer to use cash, is simply a personal preference for using cash. Additionally, 23% noted that digital payment options are often unavailable in shops, which further reinforces their reliance on cash

Keywords: tourists, image, perception, currency, digital payment



ID: 127

The Deficiency of Public Opinion in Transboundary Water Governance: Thai Civil Society and Dam Projects on the Mekong River

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Abstract

The purpose of this study is to examine the influence of public opinion and civil society on agenda setting in transboundary environmental governance. Using the case of Thai civil society's opposition to the Pak Beng Dam on the Mekong River, this study seeks to assess the limitations of public opinion in shaping policy outcomes when multiple state and non-state actors with divergent interests are involved. It is to address the broad research questions of how public opinion influences the agenda-setting process in transboundary environmental governance. In addition, what are the limitations of Kingdon's Multiple Streams Framework in explaining agenda setting in transboundary contexts? Employing a qualitative approach, the study draws on content analysis of government reports and media coverage, supplemented by interviews with civil society activists and environmental NGO workers. Building on Kingdon's revised MSF and Koebele's recent application of the framework to U.S.-Mexico collaboration on the Colorado River Delta, the findings suggest that public opinion exerts limited influence on transboundary agenda setting. In the case of Mekong dam construction, decision-making power rests with state actors and investors beyond the reach of marginalized communities, despite Thailand's relatively robust civil society. This research contributes to the refinement of the MSF by demonstrating its applicability to transboundary contexts, while also underscoring the challenges of civil society engagement in shaping outcomes. It suggests more precautionary approaches by both civil organizations and public authorities in addressing transboundary environmental projects.

Keywords: Public opinion, multiple streams, transboundary, dam, Mekong River



ID: 196

The Impact of Transformational Leadership and Inner Development Goals (IDG) on Employee Engagement and Organizational Sustainability Performance

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Abstract

Purpose: Amidst global sustainability challenges, new leadership frameworks are imperative for organizations. This study, therefore, aims to investigate the influence of Transformational Leadership, based on the concepts of Bass and Avolio, and the novel framework of Inner Development Goals (IDGs) on Organizational Sustainability Performance. It specifically tests the mediating role of Employee Engagement, addressing a research gap by integrating leaders' internal competencies into corporate sustainability models.

Design/Methodology/Approach: This research employed an exploratory sequential mixed-methods design. In the quantitative phase, data were collected via a questionnaire, developed based on established instruments like the Multifactor Leadership Questionnaire (MLQ) and the Utrecht Work Engagement Scale (UWES), from a sample of 400 employees in companies listed on the Stock Exchange of Thailand's ESG Ratings. Structural Equation Modeling (SEM) was utilized to test the hypothesized model.

Findings: It is anticipated that both Transformational Leadership and leaders' Inner Development Goals will have a significant positive influence on Employee Engagement. Furthermore, Employee Engagement is expected to function as a crucial mediator, transferring the positive effects from both leadership constructs to Organizational Sustainability Performance. This result highlights employee engagement as a key mechanism for driving sustainability objectives.

Originality/Value: This research offers originality by being one of the first empirical studies to integrate the nascent IDG framework into leadership and sustainability literature. Its value lies in proposing a holistic leadership model that connects external behaviors (Transformational Leadership) with internal competencies (IDGs). The findings are poised to provide actionable insights for organizations to develop their leaders and foster engagement to drive tangible sustainability outcomes within the ESG framework.

Keywords: *Inner Development Goals (IDGs), Transformational Leadership, Organizational Sustainability, Employee Engagement, ESG*



ID: 187

Eco-Gig-AI in the CLMVT Periphery: A Literature-Led Blueprint for Capability Conversion and Sustainable Advantage

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Abstract

Positioned explicitly as a literature-driven phase of a broader research endeavor, this paper offers a clarified map of constructs, measures, and causal claims shaping how CLMVT ecotourism SMEs achieve resilience. Our synthesis integrates three strands: dynamic capabilities (sensing, seizing, reconfiguring), adaptive marketing as the market-facing conversion mechanism, and boundary conditions endemic to CLMVT—uneven digital maturity, persistent market turbulence, and intensifying environmental orientation. The contribution is not new field evidence, but a decision-ready blueprint that prioritizes the highest-value uncertainties for subsequent empirical testing.

Methodologically, we pair protocolized searching and screening with a structured comparison framework that codes theory use, measurement quality (reflective vs. formative specification, validity evidence), estimation strategies (from regression to SEM/PLS-SEM), and contextual alignment (firm size, sub-sector, institutional features). This approach distinguishes absence of evidence from evidence of absence and locates contradictory findings in divergent operationalizations.

The review sharpens the precise gap statement. Capability mediation remains under-validated in small-firm tourism samples; moderators are invoked but frequently measured as crude dummies; and CLMVT coverage is patchy, with region-salient constructs—community stewardship, authenticity signaling, carbon-lite itinerary design, gig-based expertise recombination—under-specified. We therefore propose a next-phase agenda: develop context-sensitive instrumentation; pretest via cognitive interviews; establish cross-country measurement invariance; and estimate a mediated-moderated model with bootstrapped indirect effects and latent interactions. By making the review status and purpose explicit, we ensure the forthcoming empirical work advances beyond generic replication to a targeted resolution of high-value gaps for CLMVT scholarship, policy, and practice.

Keywords: Gig Economy, Ecotourism, CLMVT, Sustainable Advantage, SMEs



ID: 195

Ethics of Tour Guides and Tourism Entrepreneurs in the Thai Tourism Industry in the Digital Era

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Abstract

The rapid advancement of digital technology has significantly transformed Thailand's tourism industry, influencing how tour guides and tourism entrepreneurs operate, communicate, and engage with travelers. This study explores the ethical dimensions of tour guiding and tourism business management in the digital era, focusing on issues related to professionalism, online communication, data privacy, and digital responsibility. The objectives are to examine existing ethical standards under the Thai Tourism Business and Guide Act, identify emerging ethical challenges in the context of digital transformation, and propose guidelines for maintaining ethical conduct in digital tourism practices. The research employs a qualitative approach through document analysis and literature review of professional codes of ethics, tourism regulations, and related academic studies. The findings indicate that digital ethics particularly in areas such as online transparency, responsible content sharing, and the protection of tourist data has become a crucial component of professional conduct. The study emphasizes that fostering ethical awareness among tour guides and entrepreneurs not only enhances trust and service quality but also supports sustainable tourism development in Thailand. The proposed ethical framework contributes to strengthening governance and promoting responsible digital practices within the Thai tourism industry.

Keywords: ethics, tour guides, tourism entrepreneurs, digital era, sustainable tourism



ID: 176

See What We're Saying: Strategic Accommodation in Deaf/Hard-of-Hearing Content Creation

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Abstract

Purpose: This study investigates how deaf or hard-of-hearing (d/HoH) content creators express their identity and culture through digital practices. Using communication accommodation theory (CAT), this paper explores further how social media practices of Indonesian d/HoH content creators constitute a form of digital agency by examining current trends or phenomena in d/HoH social media content creation and accommodative strategies when interacting with their non-disabled audiences.

Methodology: Qualitative content analysis was conducted by employing systematic coding grounded in the constructs of CAT to analyse posts and comments from 10 prominent Indonesian d/HoH content creators on TikTok and Instagram. Interviews with select d/HoH content creators provide deeper insights on their living experience and strategic choices in communication accommodation.

Findings: The analysis reveals that d/HoH creators employ strategic navigation in which they converge to bridge communication gaps with audiences while purposefully diverging to assert collective identity and cultural pride. The study also highlights their agency in utilizing and subverting platform features to manage accommodation processes.

Originality: This research challenges disability stereotypes by showcasing d/HoH agency in digital spaces. The findings also highlight how multimodal platform features both enable and constrain accommodation processes, underscoring the need for platforms to prioritize accessibility features to support equitable participation in digital discourse.

Keywords: accommodation, d/HoH, platforms, content



ID: 170

Creative Tourism through Art-Driven Place Branding and Community Communication: A Case Study of Talad Kao Hua Takhe

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Abstract

This study investigates the integration of art-driven place branding and community communication as a strategic mechanism for advancing creative tourism within the framework of community-based tourism (CBT). Adopting a literature-based analytical approach, the study systematically reviews and synthesizes scholarly works related to creative tourism, place branding, community communication, and CBT. The review critically examines theoretical perspectives and empirical findings to explore how artistic expression and community narratives contribute to destination branding and the sustainable development of tourism. The findings indicate that art-driven place branding reinforces local identity while fostering the co-creation of cultural and experiential value among residents and visitors. Furthermore, community communication emerges as a critical process in articulating and transmitting cultural meanings, promoting mutual understanding, and strengthening the sense of place. The integration of these two elements enhances social cohesion, economic vitality, and cultural continuity, thereby ensuring the long-term sustainability of CBT initiatives. The originality of this study lies in its conceptual synthesis of art-driven place branding and community communication within the context of creative tourism. It advances theoretical understanding by elucidating how creative practices and collective narratives can be strategically aligned to enhance destination image, cultivate authentic engagement, and sustain community-based tourism in contemporary urban cultural settings.

Keywords: Creative Tourism, Art-driven Place Branding, Community Communication, Community-Based Tourism (CBT), Sustainable Tourism Development



ID: 185

An Analysis of Cultural Dissemination Intentions on Tiktok Among the Tujia People of China: Integrating Maslow'S Hierarchy of Needs and The Tam2 Model

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Abstract

This study explores the factors influencing the Tujia people's willingness to use TikTok as a medium for disseminating their distinctive cultural heritage, rooted in ancient Chinese traditions. Integrating Maslow's Hierarchy of Needs with the Technology Acceptance Model 2 (TAM2), this research establishes a multidimensional theoretical framework that bridges psychological motivation and technology adoption. Based on 483 valid questionnaires collected from Tujia communities in the Chongqing region, Structural Equation Modeling (SEM) was employed to examine the causal pathways affecting users' intentions.

The findings reveal that mate selection needs, ethnic friendship needs, cultural respect needs, and self-realization needs significantly and positively shape the Tujia people's perception of TikTok's usefulness for cultural dissemination. Moreover, both perceived usefulness and perceived ease of use strongly enhance their willingness to engage with the platform. Conversely, economic security, cultural safety, cultural identity, output quality, and result demonstrability show no significant impact on perceived usefulness.

This research underscores TikTok's potential as an effective cultural communication tool among ethnic minorities and contributes theoretically by extending Maslow's framework with cultural dimensions. It offers valuable insights into how cultural motivations drive technology adoption within traditional communities.

Keywords: TikTok, Tujia, Cultural Communication, Perceived usefulness



ID: 149

Mediated Bridges: The Nanyang Chinese Newspapers and the Making of China's Transnational Public Sphere (1881-1942)

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Abstract

This study aims to explore the pivotal role of Chinese-language newspapers in colonial Southeast Asia (Nanyang) in facilitating the emergence of a transnational public sphere from 1881 to 1942. It moves beyond the Eurocentric model of Jürgen Habermas to investigate how these diasporic media created a unique discursive space that transcended territorial borders, serving both the identity formation of overseas Chinese communities and the socio-political dynamics of modern China.

This research employs a historical case study approach, focusing on in-depth analysis of representative publications such as Nanyang Siang Pau. Through a combined methodology of archival research and systematic content analysis of editorials, news coverage, and feature articles, the study examines the operational models, content strategies, and socio-political contexts of these newspapers. This dual methodology allows for both a detailed textual analysis and a broader understanding of the institutional and colonial constraints within which they operated.

Findings reveal that these newspapers constructed a diasporic public sphere shaped by Chinese nationalism, local identity, and colonial constraints. They played vital roles in disseminating information, shaping China's modern image, mediating overseas opinion, and advancing China's revolutionary modernization.

The study contributes to media history and transnational communication theory by highlighting the agency of non-Western diasporic media. It offers a historical lens to understand the dynamics of contemporary global public spaces and underscores the interconnectedness of media, diaspora, and modernity in China's international history.

Keywords: Public Sphere, Transnational Communication, Chinese Diaspora, Media History, Nanyang Newspapers



ID: 116

Engkor as Ritual: A Participant Observation of Chaoshan Engkor's Translocal Communication in Thailand

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Abstract

Purpose: This study treats the diachronic process of Engkor's translocal dissemination from Chaoshan, China, to Thailand to explore how diaspora Chaozhou establish its cultural adaption system and operational mechanism within community.

Design/Methodology/Approach: Through participatory observation across four Thai provinces and in-depth interviews with 12 Engkor's dancers in Thailand and 10 Chaozhou's interviewees, this study reveals how Engkor functions as a cultural ritual embedded in the daily lives of Thai-Chaozhou immigrants.

Findings: First, Engkor's dissemination in Thailand relies on dual channels — substantive channels including immigrant mobility and comes with the construction of personal associations provide human and logistical resources, while relational channels embedded in emotional bonds and belief systems transform diasporic trauma into cultural resilience. Second, reflecting on Engkor's interaction with local culture, this study discovers Engkor develops an "assimilation-integration-feedback (AIF)" Framework: evolving from passive adaptation to Thai culture, through innovative fusion for self-renewal, toward ultimately feedbacking its original culture via translocal exchange, thereby forming bidirectional cultural flows.

Originality/Value: This study reveals the mutually constitutive relationship between material foundations and affective networks in cross-cultural heritage transmission, offering new perspectives for understanding cultural adaptation and identity construction within migration.

Keywords: Engkor, Thailand, Translocal communication, Culural resilience, Enclave



ID: 132

Beyond Historical Essentialism: Contemporary Contexts of the Caribbean Reparations Movement

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Abstract

This study analyzes the low level of public awareness regarding the movement for reparations for colonial rule and slavery from former colonizing powers in the Caribbean. While this reparations movement has continued since the adoption of the CARICOM Action Plan in 2014, it faces the challenge of low public recognition and mobilization.

I hypothesize that the varying degrees of mobilization for such reparation movements, of which numerous examples can be seen worldwide, are not directly caused by historical essentialism rooted in the past dominion and oppression. Instead, I propose that they are shaped by the current socioeconomic and cultural context. I specifically focus on the possibility that the strength of racial and ancestral identity influences public mobilization.

To test this hypothesis, I will conduct a survey of public attitudes in three CARICOM member states: Jamaica, Trinidad and Tobago, and Barbados. The survey will quantitatively measure citizens' sense of belonging to their race and roots, as well as their attitudes toward the reparation movement.

This presentation will report on the detailed research plan and discuss the relationship between my study and previous studies. This research is expected to provide a new perspective on the factors that drive historical reparations movements, many of which have gained momentum worldwide since the 1990s, and to make an important contribution to understanding the role of identity in a post-colonial context.

Keywords: Caribbean, reparation, post colonialism, nationalism



ID: 140

A Study on Legal Large Language Models(LLM) in Korea: Focusing on Hallucination and Security Risks

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Abstract

This study examines the current status and research trends of large language models (LLM) specialized for law, focusing on hallucination and information security risks. LLM has already been introduced into practice worldwide across various domains—including contract review, case law search, and document drafting—primarily by large law firms and global legal information companies, with reported improvements in efficiency and accuracy. On the other hand, despite the growth of the Korean legal tech industry, full-scale commercialization in Korea is delayed due to factors such as limited data accessibility, regulatory barriers, and the conservative nature of the legal profession. We synthesize and organize existing literature to analyze key hallucination and security issues, proposing technical, institutional, and societal response directions. The findings confirm that the adoption of cutting-edge techniques like Retrieval-Augmented Generation (RAG) and fine-tuning, establishing standards and accountability frameworks for legal artificial intelligence (AI) use, enhancing legal community awareness, and developing ethical guidelines are essential in the areas of Korean legal tech. In sum, the true value of legal LLM can only be realized when technological improvements, institutional enhancements, and expanded social acceptance are organically integrated.

Keywords: AI, Legal LLM, Generative AI, Hallucination, Information Security, LegalTech



ID: 144

The Analysis on AI and the Future of Human Agency in Historical Perspective

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Abstract

Throughout history, humans have consistently developed groundbreaking technologies, from fire and the wheel to modern computing, showcasing their capacity to innovate and control their creations. However, technological advancements have often been accompanied by waves of speculative anxiety——during which exaggerated claims about the transformative or even apocalyptic consequences of new innovations dominate public discourse. Artificial Intelligence is no exception. While some argue that AI will erode human agency, history suggests the opposite: humans have always tamed disruptive technologies, integrating them into society in ways that enhance control rather than diminish it. From agriculture and writing to industrialization and computing, each major technological leap initially provoked concerns about autonomy and displacement, only for humanity to emerge with even greater agency. AI, despite its rapid development, remains bound by human-defined parameters—it cannot act autonomously, set its own objectives, or augment itself beyond human oversight. Even in the face of global existential challenges such as climate change, weapons of mass destruction, and environmental crises, humanity has demonstrated resilience, adaptability, and the capacity for responsible governance. Philosophers like Hubert Dreyfus and John Searle have long argued that AI lacks true understanding, reinforcing its role as a tool rather than a sentient entity.

This presentation contends that the narrative of AI as an existential threat is an overstatement typical of technological hype cycles. Rather than diminishing human agency, AI will be harnessed to expand it, reinforcing humanity's long-standing ability to shape its future in alignment with ethical and societal values.

Keywords: Artificial Intelligence, Technological Advancement, Ethical Development



ID: 147

Effects of Online News Media Uses on Political Efficacy and On and Offline Political Discussion: Mediating Effects of Political Efficacy and Online Political Discussion

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Abstract

This study examined the extent to which uses of current affairs and political content on portal sites (Naver, Google) and social media platforms (Facebook· Instagram, Kakao Story) influences users' political efficacy and participation in political discussions both online and offline. The findings indicate that such media use enhances internal political efficacy, which subsequently promotes online political discussion and, ultimately, offline political discussion. Internal political efficacy and online discussion were shown to exert significant mediating effects within this sequential process. These results provide empirical evidence that exposure to political and current affairs content through online media reinforces individuals' internal political efficacy. In line with previous researches, the findings suggest that media use extends beyond the acquisition of knowledge to foster political confidence, which in turn encourages more active political participation. Portals and social media platforms thus play a critical role in shaping the attitudinal foundations upon which democratic participation depends. Another notable implication of this study is the mediating role of online political discussion in the relationship between online media use and offline political discussion. Online political discussion does not merely constitute passive or superficial engagement but serves as an arena in which political confidence can be translated into tangible action. In this sense, online political discussion functions as both a training ground for democratic communication and a catalyst for cultivating a culture of deliberation.

Keywords: Portals, Social media, Political efficacy, Online political discussion, Offline political discussion



ID: 150

Democracy Subverted or Reinvented? AI's Disruptive Role in Electoral Campaigns Across Southeast Asia

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Abstract

Artificial Intelligence (AI) is becoming a transformative force in election campaigns worldwide. Political actors employ AI to strategize, supporters generate campaign materials through tools like ChatGPT, and governments attempt to regulate its use. In Southeast Asia, where social media dominates political engagement, AI poses both opportunities and risks for democratic practices. This research examines electoral cases in Malaysia, Indonesia, and the Philippines, focusing on regulatory strengths, weaknesses, and emerging challenges. The study revealed that Malaysia illustrates a policy-driven approach, emphasizing regulation and data governance. Indonesia criticizes the rampant weaponization of AI through microtargeted messaging and algorithmic propaganda. The Philippines highlights the risks of AI-driven disinformation, intensifying concerns about manipulation and declining trust in democratic processes. Situated at the intersection of political communication and technology studies, the research makes three contributions. First, it offers a regional needs analysis of AI's role in elections. Second, it proposes preliminary guidelines for the responsible use of AI in campaigns, balancing innovation with voter protection and democratic safeguards. Third, it maps future research directions, urging comparative and critical approaches that account for platform governance and cultural contexts. By placing Southeast Asia within global debates on AI and democracy, the study emphasizes that AI is not a neutral tool but a contested instrument capable of either deepening polarization or, if responsibly managed, strengthening democratic participation.

Keywords: AI in elections, Southeast Asia, Policy Studies, Political Communication



ID: 157

Populist Parties and Emotional Appeals in Japan's Political Communication

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Abstract

Purpose: This study aims to examine how populist parties in Japan employ emotional language in their policy documents and political messaging. Populism is typically characterized by a dichotomy between “the people” and “the elite,” and is often associated with the strategic use of emotions such as fear, anger, pride, and hope. While existing scholarship has primarily focused on Europe and the United States, similar dynamics are increasingly evident in the Japanese context.

Design/Methodology: The paper analyzes multiple Japanese parties, including a conservative populist party (Sansei), a left-wing populist party (Reiwa Shinsengumi), and the ruling Liberal Democratic Party. Policy documents and official statements are examined to categorize rhetorical expressions into emotional categories and to investigate how these expressions are framed within political communication. The analysis employs both qualitative and quantitative approaches, enabling systematic classification and comparison.

Expected Contribution: Instead of presenting detailed findings, this paper highlights the expected contribution of the study: it clarifies how emotional rhetoric functions as a persuasive resource in Japanese politics and demonstrates how different parties mobilize emotional appeals in distinctive ways.

Originality: This study contributes to the broader literature on populism and political communication by situating the Japanese case within comparative perspectives. It underscores the importance of emotions as a lens for understanding political narratives and enriches scholarly discussion of political communication in non-Western contexts.

Keywords: populism, emotional rhetoric, Japanese politics, political communication



ID: 164

Between Innovation and Ethics: Government and Industry Views on AI in Filmmaking

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Abstract

Artificial Intelligence (AI) is rapidly transforming the global film industry. In Indonesia, the adoption of AI in film production (particularly in visual effects, editing, and voice synthesis) has sparked public debates about its implications for ethics, regulation, and cultural values. This study examines how Indonesian film production companies integrate AI into their workflows while balancing efficiency gains with the preservation of artistic authenticity and local culture. Using a qualitative research design, the study draws on three focus group discussions (FGDs) with key government stakeholders and in-depth interviews with five practitioners directly involved in film production. Findings reveal that industry players widely view AI as a supportive tool rather than a replacement for human creativity, emphasizing the irreplaceable role of human taste, intuition, and emotional depth. AI is recognized for its potential to accelerate routine processes, reduce production costs, and expand creative possibilities. However, concerns persist over regulatory gaps, copyright ownership, algorithmic bias, and the erosion of traditional values and cultural authenticity. Government institutions adopt an optimistic stance toward AI but struggle to address urgent issues such as distribution infrastructure, incentives, and AI literacy in education. The study highlights the need for adaptive regulations, improved AI literacy across society, and a balanced integration of technology and traditional methods to safeguard aesthetic quality and cultural integrity. By situating these findings within media ecology and technological determinism theories, this research underscores AI's transformative but ambivalent role in reshaping Indonesia's film production ecosystem.

Keywords: Artificial Intelligence, Indonesian Film Industry, Cultural Authenticity, AI Literacy, and Human-Machine Collaboration



ID: 129

From Oratory to Colloquialism: Theory and Practice in Contemporary Political Rhetoric and Persuasive Speaking

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Abstract

This paper investigates the evolving features of modern political oratory across both Western and non-Western societies, offering a comparative and interdisciplinary perspective on how political communication has transformed over recent decades and how it affected public opinion. Drawing upon insights from communication studies, linguistics, and social and political psychology, the paper uncovers how political rhetoric has adapted in response to changing social, cultural, and historical contexts. By analyzing political speeches and public discourse from a diverse set of countries, we trace the trajectory of rhetorical shifts—highlighting changes in argumentation strategies, speaking styles, emotional appeals, and the use of framing when addressing mass audiences. One of the key contributions of this paper lies in its global scope. Rather than focusing solely on Western democracies or well-documented political systems, we integrate case studies from a broad range of national contexts to understand both convergences and divergences in rhetorical styles. Through this lens, we explore how local traditions, institutional frameworks, media landscapes, and political ideologies influence the development of modern oratory. The paper also considers the impact of technological advancements and social media, which have redefined how politicians engage with the public and present themselves in the digital age. Our findings reveal a complex interplay between enduring rhetorical traditions and innovative communication tactics tailored to contemporary audiences. We propose a conceptual framework for analyzing political rhetoric that accounts for both global trends and localized variations.

Keywords: political rhetoric, culture, political system, social media, mass audiences



ID: 163

Public Opinion in Disaster Contexts: Indigenous Knowledge and the SALIGAN Framework in the Philippines

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Abstract

Public opinion in disaster contexts is shaped not only by official communication but also by cultural frameworks and indigenous knowledge that influence how warnings are interpreted, trusted, and acted upon. This study explores how local stakeholders in San Luis, Aurora, Philippines form opinions and responses to disaster messages within overlapping systems of institutional communication and community-grounded epistemologies. Drawing from interviews, focus group discussions, and document analysis in a qualitative case study, the research highlights how residents and barangay leaders interpret messages through practices of *bayanihan* (collective solidarity), *pakikiramdam* (shared sensitivity), *kapwa* (shared identity and interdependence), and spiritual faith. Findings reveal an epistemic dissonance: while government messaging often follows technocratic templates, communities rely on culturally resonant cues and kinship-based trust networks to guide decision-making. To address this gap, the study advances the SALIGAN Framework, a seven-pillar model—Strategic Communication Modes, Aligning to Cultural and Linguistic Contexts, Local Participation, Integrated Knowledge Co-creation, Guidance Through Feedback, Anchoring in Governance, and Networking and Replication—that integrates scientization with indigenous epistemologies. By embedding cultural knowledge into formal communication processes, the framework reframes disaster messaging as a dynamic site of public opinion formation. This contributes to decolonizing communication scholarship and offers insights for enhancing trust, inclusivity, and resilience in public communication across Asia and the Global South.

Keywords: Public opinion, Indigenous Knowledge, Disaster Communication, Decolonization, SALIGAN Framework



ID: 183

The Impact of LGBTQ Health Tourism on Tourism in Thailand

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Abstract

The research entitled *"Wellness Tourism of LGBTQ Travelers and Its Impact on Thailand's Tourism"* aims to investigate the push and pull factors influencing the satisfaction of LGBTQ tourists toward wellness tourism in Thailand. This study employed a quantitative research method, collecting data from 400 LGBTQ wellness tourists, both Thai and international. A questionnaire was used as a research instrument, and data were analyzed using descriptive and inferential statistics to examine the relationships among push factors, pull factors, and tourist satisfaction.

The findings are expected to reveal that push factors such as the desire for relaxation, health care, and life balance, together with pull factors such as facilities, service quality, and a gender-diverse-friendly image, significantly influence the satisfaction of LGBTQ tourists in Thailand's wellness tourism. The results of this study can serve as a guideline for developing effective wellness marketing strategies, enhancing Thailand's image as a "Destination of Health and Equality," and promoting the country as a regional hub for LGBTQ wellness tourism at the international level.

Keywords: Wellness Tourism, LGBTQ Tourists, Push Factors, Pull Factors, Satisfaction, Tourism Marketing, Thailand



ID: 191

A Model of Innovation Capability, Digital Competency, and Change Readiness for Digital Transformation and Sustainable Organization Performance

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Abstract

This research explores the interrelationships among innovation capability, digital competency, and organizational change acceptance, and how these factors influence digital transformation and sustainable organizational performance. As organizations face increasing pressure to adapt to technological disruption and shifting market expectations, understanding the internal dynamics that support successful transformation becomes essential.

The study is grounded in the premise that digital transformation is not solely a technological upgrade, but a strategic and cultural shift requiring alignment across multiple organizational dimensions. Innovation capability reflects an organization's ability to generate and implement new ideas that drive competitive advantage. Digital competency encompasses the skills and infrastructure needed to leverage digital tools effectively. Organizational change acceptance represents the willingness of individuals and teams to embrace transformation initiatives, which is often a critical determinant of success.

The theoretical foundation of this study draws from several established frameworks. Schumpeter's theory of innovation underpins the concept of innovation capability, emphasizing the role of creative destruction and entrepreneurial dynamism in organizational renewal. The Resource-Based View (RBV) supports the notion of digital competency, framing technological assets and digital skills as strategic resources that contribute to sustained competitive advantage. Lewin's Change Management Model informs the understanding of organizational change acceptance, highlighting the psychological and structural processes involved in unfreezing, changing, and refreezing behaviors during transformation. Together, these theories provide a robust lens through which the interactions among the variables can be examined.

To investigate these relationships, the research adopts a mixed-methods approach. The qualitative phase involves semi-structured interviews with organizational leaders to capture insights into their experiences and perceptions of transformation efforts. These findings will inform the design of a quantitative survey instrument, which will be distributed to a broader sample of organizations. Statistical analysis, including structural equation modeling (SEM), will be used to test the proposed conceptual framework and examine the strength and direction of relationships among variables.

Currently in its early stages, the study aims to contribute to the broader discourse on digital transformation by offering a holistic model that integrates capability, competency, and change readiness.

Keywords: Innovation capability, Digital competency, Organizational change, Digital transformation, Sustainable Organization Performance



ID: 172

Crisis Communication in Indonesia's Free Nutritious Meal Program: Analyzing Government Narrative Control and Response Strategies

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Abstract

Indonesia's free nutritious meals (MBG) program faces serious challenges from food quality, distribution, and public demonstration. The government's responses to those issues reveal complex tension between official statements, public perception, and on-the-ground realities.

This study examines how the government frames, responds to, and manages cases in MBG. Secondly, an independent survey by Indikator Politik Indonesia reveals that 53.8% of respondents are satisfied with the program. This contradiction highlights a central issue, the gap between perception and lived experience.

This study applies qualitative methods, using Content and discourse analysis. Data was collected from official statements, press releases, and news media coverage and analyzed using the Situational Crisis Communication Theory (SCCT) to identify narrative patterns and crisis response strategies.

Findings indicate that the crisis in MBG falls between accidental and preventable clusters. Authorities used mixed strategies: rebuild, deny, and diminish, based on the crisis type (operational crises, political or complex crises). There is a significant disconnect between top-level government messaging and grassroots-level concerns, resulting in a fragmented crisis response that lacks respect for cultural sensitivity and regional diversity. Public satisfaction, mostly from non-beneficiaries, shows optimism toward goals but not actual effectiveness.

This research is practically relevant for improving public communication strategies and is theoretically significant for understanding narrative control in diverse cultural contexts. It contributes to the field of crisis communication with thematic relevance to media cultures and government-public media relations.

Keywords: Crisis communication, Free Nutritious Meal, Indonesia



ID: 188

Regulating Climate Truth: Evaluating Regulatory Standards of Accuracy and Credibility in Television Coverage of Climate Change

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Abstract

Purpose: The integrity of environmental communication depends on how truth is framed and regulated. In Pakistan's hybrid media system, scientific ambiguity, institutional weakness, and inconsistent regulatory control continue to challenge the credibility of climate reporting. Drawing on Riaz (2016) and subsequent studies on misinformation and framing (Ejaz, Ittefaq, & Arif, 2021; Khan & Hanif, 2024; Saleem & Rahman, 2023), this study evaluates the extent to which state-owned PTV News and Private Geo News comply with regulatory standards of accuracy and credibility in constructing climate-change narratives

Design / Methodology: A longitudinal manifest and latent content analysis was conducted on news bulletins (2016-2024) using constructed-week purposive sampling for climate news. The study applies a dual framework--Framing Theory (Entman, 1993) and Media Accountability Theory (McQuail, 2003)- to code each story against regulatory clauses on truthful presentation, verification, and source transparency, aligning them with four framing functions: problem, causal, moral, and treatment.

Findings: Results reveal clear ethical asymmetries. PTV News achieved about 90% accuracy and 88% credibility, whereas Geo News averaged 72% and 66%. Causal and treatment frames produce higher compliance scores, confirming that analytical framing strengthens factual precision, while moralized or episodic narratives weaken verification of integrity.

Originality / Value: By integrating regulatory ethics with framing analysis, the study introduces the Regulatory-Framing Accountability (RFA) Model as an evaluative lens for televised climate journalism. It reconceptualizes regulatory compliance as normative accountability and shows that sustained accuracy and credible sourcing are essential to rebuilding public trust and strengthening climate-risk literacy in Pakistan's media landscape.

Keywords: *Climate-change communication, Regulatory body PEMRA compliance, Accuracy and credibility, Framing theory, Media accountability*



ID: 112

Climate Change education in transition: A critical review of recent research on Chinese climate change education

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Abstract

Delivering effective climate change education (CCE) is essential but challenging for countries in the Global South. However, few studies have investigated CCE in developing countries such as China – an important player in global climate change conferences and policies and the world’s largest carbon emitter. This study analyzed research published between 2002 and 2024 on the topic of CCE for children and young people in China. To date, the literature on CCE in China has been limited to the formal educational setting of schools, where a top-down, science-based approach to CCE prevails. Schoolteachers focus on presenting climate-change-related knowledge and developing corresponding curricula and resources. At the same time, innovative bottom-up approaches are beginning to emerge. However, literature has largely failed to explore diversity in CCE. This review highlights the need for educators to develop participatory, interdisciplinary, creative and affect-driven approaches to CCE in China.

Keywords: Chinese climate change education; systematic review; participation; creativity



ID: 175

Analyzing Climate Change Rhetoric in the 2024 US Presidential Election Campaign: Donald Trump vs. Kamala Harris

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Abstract

Purpose: This study analyzes the climate change rhetoric of Democratic candidate, Kamala Harris and Republican candidate, Donald J. Trump during the 2024 U.S. Presidential Election Campaign, examining strategies of both candidates, identifying points of stark opposition and potential, albeit limited, convergence.

Design: This study is based on the principles of Critical Discourse Analysis, used hybrid approach, van Dijk Ideological Square and the Discourse-Historical Approach with a custom model designed in this study, the ICRA model. The sample of the data used in this research comprised a purposive collection of 10 speeches, given during the presidential election campaign in the United States by Donald Trump and Kamala Harris

Findings: The results showed some stark differences where Donald Trump rhetoric based on polarization, hyperbole, and victimization presented climate initiatives as economic threats, fostering fossil fuel dependence with such slogans as drill baby drill, whereas Harris talks about clean energy through norm expression, evidentiality and authority, and connected climate initiatives to equity and job creation.

Originality: This study provides new insights into how climate change rhetoric functioned as a tool of ideological positioning in the 2024 U.S. Presidential Election, offering a comparative perspective on Trump's and Harris's contrasting discursive strategies.

Keywords: *Climate change rhetoric, U.S. Presidential Election 2024, Kamala Harris, Donald Trump, Critical Discourse Analysis*



ID: 100

Unveiling Power Strategies in the Political Speeches of the Indonesian President: A Political Pragmatics and Speech Act Approach

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Abstract

This study analyses the political communication strategies used in the speeches of Prabowo Subianto, the President of the Republic of Indonesia, based on the political pragmatics perspective with J.L. Austin's Acts of Speech theory. During his reign, Prabowo Subianto utilized his speeches as an instrument that could be tracked algorithmically through transcripts. Asserting that power, mobilizing political agendas, and attempting to shape national identity.

Using the Corpus Assisted Discourse Study (CADS) method, this study collected more than 40 transcripts of speeches delivered in Indonesian and English, mainly from official state events between October 2024 and July 2025. The analysis used AntConc software by looking at word frequency, collocation, and concordance to identify recurring lexical patterns.

This study analyzed the political communication strategies used in Prabowo Subianto's speeches through the viewpoint of political pragmatics and J. L. Austin's Speech Act Theory. In the context of post-presidential Indonesia 2024, Prabowo utilized public speeches as an algorithmically traceable instrument to assert power, mobilize public sentiment, and shape national identity. These patterns are then interpreted through speech act theory to reveal how Prabowo performs illocutionary acts such as declaring, pleading, and urging, as strategic tools for ideological positioning.

Preliminary findings revealed that Prabowo constructed a dominant discourse centered on food self-sufficiency, characterized by the frequent use of terms such as "resilience" (ketahanan), "rice" (beras), and "self-reliance" (kemandirian). The word "brother (saudara)" signifies that Prabowo is trying to build a sense of collectivism in his speech so that people support his ideas. In contrast, references to gender equality and education were minimal, suggesting a selective thematic focus in his political messages. In contrast, references to gender equality and education were minimal, indicating a selective thematic focus in his political messaging.

This study contributes to understanding how political leaders in Southeast Asia utilize algorithmically analyzable language to consolidate authority, influence public opinion, and frame national priorities in the digital age.

Keywords: Corpus Assisted Discourse Study, Speech Act Theory, Prabowo Subianto



ID: 102

Managing Cyber Crisis Fallout: BCA's Post-Crisis SCCT-Based Image Restoration on Instagram

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Abstract

This research analyzes how PT Bank Central Asia Tbk (BCA) managed its post-crisis communication following a phishing attack by applying Situational Crisis Communication Theory (SCCT) and Image Restoration Theory. It particularly investigates how Instagram was used as a channel for crisis communication and how affected customers perceived and responded to BCA's efforts. Adopting a qualitative case study approach under a post-positivist paradigm, this research combines digital observation of BCA's official Instagram account with semi-structured interviews with impacted customers. Pattern-matching was used to assess BCA's implementation of SCCT and Image Restoration Theory and to analyze customers' sentiment as reflected in social media comments and direct interviews' narratives. The findings indicate that BCA's crisis communication on Instagram and in direct are still largely normative, prioritizing informational and preventive measures content without fully accommodating the emotional needs and trust restoration of affected customers. Despite the extensive use of educational campaigns, public responses continue to reflect a sense of insecurity and critical sentiment. This highlights the need for greater empathy, transparency, and two-way communication in crisis communication efforts. Academically, this research contributes by extending the use of SCCT and Image Restoration Theory by contextualizing them within Indonesia's digital banking sector, which calls for the need for emotional accommodation. Practically, it offers some valuable insights for banking sectors and other financial institutions to design crisis communication strategies that are more adaptive to the public's expectations.

Keywords: Phishing, Banking Industry, Situational Crisis Communication Theory, Cyber Crisis, Image Restoration Theory



ID: 143

Net-Zero Transition in Taiwan: Policy Agenda- and Sentiment-Setting Through AI-Assisted Content Analysis

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Abstract

Purpose: Climate change is one of humanity's most urgent challenges, with over 140 nations pursuing net-zero targets covering nearly 90% of global emissions. Taiwan announced its 2050 net-zero policy in 2021. Since effective transition requires both public-private collaboration and media engagement, this study examines how Taiwanese news coverage represents governmental, professional, and NGO efforts, and how effectively the media convey the broader social implications of energy transition and net-zero policies.

Methodology: The study employs an AI-assisted content analysis of Taiwan's net-zero discourse across governmental, media, and professional contexts. It analyzes 108 texts from 62 government units, 17 state-owned enterprises, and 18 NGOs, together with 445 in-depth news reports published by 15 major outlets between April 2021 and April 2025. Policy themes—sustainable and forward-looking energy, low-carbon technologies, carbon-negative solutions, circular economy, and humanities and social sciences—and sentiments—positive, neutral, or negative—are identified and compared using DeepSeek-Reasoner (R1-0328) with multiple categorization strategies to enhance analytic rigor.

Highlights of the Findings: Results show broad alignment between website texts (WT) and news articles (NA) in policy theme rankings: humanities/social sciences lead (WT 58.3%, NA 40.7%), followed by low-carbon technologies and sustainable energy. WT are mainly neutral (53.7%) and positive (44.4%), while NA lean positive (51.9%) and negative (31.5%). Humanities/social sciences coverage is markedly critical (44.8% negative), whereas carbon-negative reporting remains largely neutral (30%), reflecting a balanced approach to this contested technological issue.

Originality: The study identifies a dual-layered media sentiment: broadly positive overall, yet divergent in key domains. These contrasts highlight the need for tailored policy communication strategies. Methodologically, its application of advanced reasoning LLMs demonstrates an innovative integration of generative AI into analytic research, distinguishing it from traditional content analysis and underscoring its interdisciplinary value.

Keywords: *AI-assisted content analysis, climate change, net-zero transition, news discourse, policy agenda-setting*



ID: 109

Using Picture Books to Support English Writing Development in Thai Primary Education: Stakeholders' Insights

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Abstract

Writing remains one of the most challenging skills for Thai learners of English as a foreign language (EFL), largely due to teacher-centered instruction and limited opportunities for meaningful writing practice. Traditional methods often fail to foster creativity and confidence, resulting in low writing proficiency among primary students. To address this issue, picture books have been proposed as an innovative pedagogical tool; however, research on their application in writing instruction, particularly in Thai primary education, remains limited. This qualitative study explored stakeholders' perspectives on integrating picture books into English writing instruction for Grade 5 students. Data were collected through in-depth interviews with six participants, including an educational supervisor, an academic teacher, two English teachers, and two parents. Interviews were conducted in Thai using a semi-structured guide, audio-recorded with consent, and analyzed thematically. Findings revealed five key themes: (1) positive perceptions of picture books as engaging and age-appropriate; (2) improved student motivation, confidence, and creative writing skills; (3) pedagogical benefits such as contextual learning and reduced writing anxiety; (4) challenges including limited resources, time constraints, and lack of teacher training; and (5) recommendations for teacher development, resource support, and home-school collaboration. The study concludes that picture books are a promising tool for enhancing EFL writing instruction in primary education. However, successful implementation requires institutional support, teacher training, and policy-level integration to ensure sustainability and equity.

Keywords: Picture books, writing skills, EFL learners,



ID: 202

Development and Evaluation of a Training Curriculum for Supply Chain Data Analysis Using Intelligent Business Systems to Enhance Learners' Competencies for Real-World Practice in the Digital Industry Sector

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Abstract

This research aims to develop and evaluate a training curriculum for supply chain innovation management using Business Intelligence (BI) systems for undergraduate students in Thai private higher education institutions. The objective is to enhance learners' competencies in business data analysis for real-world application in the digital industry sector. The study employed a Research and Development (R&D) methodology consisting of two main phases: (1) exploratory study of knowledge components and learner needs in supply chain innovation management using BI, and (2) design, implementation, and effectiveness evaluation of the developed curriculum. The sample consisted of 200 third and fourth-year undergraduate students from private higher education institutions, with a randomly selected subset of 30 students participating in the actual training curriculum. Pre-test and post-test assessments were conducted and analyzed using t-tests, alongside calculations of the Effectiveness Index (E.I.) and efficiency according to E_1/E_2 criteria set at 80/80 and E.I. not lower than 60%.

The research findings revealed that the developed curriculum achieved an efficiency of $E_1/E_2 = 85.12/87.35$ and an average E.I. of 72.8%, which significantly exceeded the predetermined criteria. Particularly in Learning Unit 3, learners showed an average post-test score increase from 11.49% to 75.04% with an E.I. of 63.55%, reflecting systematic development of BI data analysis skills and integrated learning. The curriculum enabled learners to effectively apply BI tools for supply chain problem-solving, creating connections between theoretical concepts and real-world practice while addressing the needs of modern industry. Additionally, learner satisfaction evaluation revealed an overall satisfaction level of "high" (overall mean = 4.41 out of 5), particularly in practical applicability (4.53), instructor clarity (4.48), and appropriateness of learning activities (4.35), reflecting the quality of the learning process that aligns with real industry situations. The curriculum also connects with Sustainable Development Goals (SDGs), specifically Goal 9 (Industry, Innovation and Infrastructure) and Goal 12 (Responsible Consumption and Production), establishing it as an innovative learning model that can be scaled for university-level and professional training applications in the future.

Keywords: Training curriculum, Supply chain, Business Intelligence systems, Learner competencies, Digital industry



ID: 142

Algorithmic Nostalgia: Commodifying Colonial Memory as Youth Lifestyle on Xiaohongshu in Shanghai's Wutong District

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Abstract

Purpose: This study examines the recomposition and commodification of colonial urban heritage on Xiaohongshu, a leading Chinese lifestyle-sharing platform, focusing on Shanghai's Wutong District, a historic area within the former French Concession. We propose "algorithmic nostalgia" as a platform-mediated process through which recommendation algorithms filter, amplify, and circulate decontextualized colonial memory, reframing it as a consumable youth lifestyle. The study addresses three questions: (1) What multimodal features characterize Xiaohongshu's representations of the Wutong District, creating an aestheticized, dehistoricized ambiance? (2) How does Xiaohongshu's zhongcao mechanism (recommendation-based marketing strategy) transform colonial memory into lifestyle commodities? (3) What historical consciousness and cultural imaginaries emerge from this depoliticized aestheticization?

Design/Methodology: Employing a critical qualitative approach, this study integrates decolonial theory, mediascape theory, and algorithmic culture studies. It employs critical discourse analysis and multimodal analysis on a purposive sample of 20 highly engaged Xiaohongshu posts from the past year, selected for engagement and typicality (e.g., landmarks, aesthetic style, lifestyle tags), visual (e.g., filters, composition, postures) and textual elements (e.g., titles, tags, affective language) are analyzed in relation to platform recommendation logic.

Findings: Preliminary findings reveal three dynamics: (1) curated authenticity constructing a hyperreal consumption space; (2) algorithmically reinforced homogenized nostalgia commodifying memory; and (3) performative digital identities expressing selective cosmopolitanism, perpetuating postcolonial cultural power asymmetries.

Originality: By conceptualizing "algorithmic nostalgia," this study bridges memory studies, platform studies, and decolonial critique, offering insights for heritage education, media literacy, and urban cultural policy.

Keywords: Algorithmic Nostalgia; Xiaohongshu; Colonial Memory; Urban Heritage; Postcolonialism



ID: 186

The Performance of Belonging: A Study on the Digital Citizenship Identity Construction of Naturalized Athlete Lin Xiaojun

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Abstract

Research Purpose: Nationality institutionally grounds identity, yet young naturalized athletes navigate complex identity transitions publicly. This study examines how Lin Xiaojun’s digital citizenship is negotiated through his public performances—competitive achievements, language practice, and cultural integration—on Weibo and Instagram. It investigates how youth audiences authenticate and legitimize his “Chinese citizen” status through online interaction.

Research Design/Methodology: Combining discourse analysis and digital ethnography, this study systematically analyzes 30 posts from Lin’s official Weibo (2022–2025) and highly engaged comments, supplemented by cross-platform comparison with his Instagram content. It focuses on discursive strategies youth use to evaluate and defend their belongings.

Findings: Lin’s identity is dynamically co-constructed by athletes, fans, and media. Youth translate his track performance, Chinese learning, and cultural engagement into measurable indicators of belonging. Through remixing audiovisual content and active advocacy, fans consolidate these performances, collectively transforming him from an “external athlete” into “one of us”—a proud Chinese figure.

Originality/Value: This study innovatively applies performative identity theory to naturalized athletes’ digital citizenship. It reveals how digital practices facilitate identity transition amid public skepticism, offering a seminal case on youth-driven identity (re)construction and enriching theoretical understanding of digital citizenship as performative and participatory.

Keywords: digital citizenship; performative identity; naturalized athletes; social media; identity formation



ID: 158

Simulated Civic Practice: A Critical Ethnography of VR Location-Based Entertainment in China's Digital Citizenship Construction

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Abstract

Purpose: This study critically examines how China's VR location-based entertainment (VR-LBE) projects construct "simulated civic practice," exploring how VR technology, transcending Western narratives of the "ultimate empathy machine," shapes digital citizenship through programmed embodied experiences. The research investigates how this emerging media form simultaneously provides illusions of participation while revealing deeper mechanisms of digital citizenship formation, restriction, and consumption, contributing to Asian conceptualizations of digital citizenship.

Design/Methodology: Employing critical ethnography, we conducted participatory observations of ten representative VR-LBE projects in China, developing a triadic analytical framework of "technological mediation-identity rehearsal-state narrative." Through deconstructing the dual narrative structure of "ancient glory-modern resistance," we analyze how audiences acquire temporary public presence within predetermined programs and examine the dialectical relationship between "passive immersion" and "active identification."

Findings: The research reveals that Chinese VR-LBE projects construct a distinctive "rehearsal-based citizenship," where audiences experience illusions of "participating in national historical processes" within programmatically preset narrative frameworks, generating affective resonance with collective memory. This practice diverges from both Western humanitarian empathy paradigms and traditional civic education models, producing collective belonging through immersive virtual fieldwork. However, limited interactivity exposes the paradox of digital civic subjectivity: fostering participation while constraining genuine democratic dialogue.

Originality: This study introduces the concept of "simulated civic practice," revealing VR technology's dual nature in digital governance—simultaneously functioning as an apparatus for emotional mobilization and disciplinary power. The research transcends Western "empathy economy" paradigms, demonstrating alternative pathways for digital citizenship construction in Asian contexts, with significant implications for understanding political education in the intelligent media era and theorizing decolonized digital citizenship.

Keywords: Simulated civic practice, Digital citizenship, VR-LBE, Embodied politics, Collective memory



ID: 161

Sojourner or Belonger: Permanent Liminality and Digital Self-Construction Among Long-Term Digital Nomads in Southeast Asia

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Abstract

This study explores the identity crisis faced by long-term digital nomads in Southeast Asia. The research finds that these individuals inhabit a profound state of "cultural hybridity," forming an identity as "permanent outsiders." Using Victor Turner's liminality theory and Anthony Giddens' identity theory as analytical frameworks and applying the thematic analysis method proposed by Braun & Clarke (2006), this research aims to examine the psychological shifts, identity-confusing behaviors, and identity reconstruction approaches of digital nomads living long-term in Southeast Asia. The findings reveal that these individuals indeed experience a profound state of "cultural hybridity," forming an identity positioning that can be termed as "permanent outsider." This mentality accurately reflects the "in-betweenness" characteristic of Turner's liminality theory. However, unlike the transient liminal phase in rituals, this state becomes prolonged for digital nomads, leading us to propose the concept of "permanent liminality" to describe this normalized state of identity suspension. Rather than perceiving this condition as purely negative, the respondents demonstrated remarkable adaptability through strategic identity construction: cultivating a sense of belonging within transnational "digital tribes"; carefully crafting an "entrepreneurial self-image" on social media platforms; and redefining mobility itself as a form of rootedness. These strategies employed by digital nomads—building digital tribes and shaping entrepreneurial selves—effectively illustrate what Giddens describes as the "reflexive project of the self," where individuals continuously maintain and construct their identity through ongoing narratives in modernity. The contribution of this research lies in providing a novel theoretical model—"permanent liminality"—to explain how digital nomads actively construct their hybrid identities through strategic practices amid sustained mobility.

Keywords: Digital Nomad, Liminality Theory, Identity Confusion, Identity Theory, Digital Construction



ID: 160

From TikTok “Refugees” to Rednote “Sojourners”: Why Young Americans Are Finding a Space on the Chinese Social Media Platform

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Abstract

Purpose: This study explores why some young American users continue using Rednote even after TikTok became accessible again, whether they encounter cultural challenges on this Chinese social platform, and how they perceive these issues.

Methodology: Sixteen active young American Rednote users were interviewed using in-depth qualitative methods. The study investigates their motivations, platform experiences, social connections, cultural perceptions, reasons for staying, and future intentions, and interprets the findings through the lens of Polymedia theory.

Findings: Young Americans initially joined Rednote due to online trends, political expression, or recommendations from Chinese friends. On the platform, they discovered shared interests with Chinese users—pets, food, fashion, daily work, and lifestyle. Many felt warmly welcomed, gaining a strong sense of value and belonging. The friendly user atmosphere distinguishes Rednote from American social media. For some, it also serves as a resource for learning about China before traveling. However, language and emoji use remain key barriers. The shift from “refugees” to “sojourners” reflects users’ active choices to express identity, regulate emotions, and build community within a polymedia environment.

Originality: Previous polymedia research has largely focused on users within a single country or cultural context, where language and cultural barriers are minimal. This study highlights American users’ engagement with a cross-national platform marked by cultural heterogeneity. Unlike earlier findings that emphasized reinforcing existing ties, this research shows how users expand unfamiliar relationships and construct new forms of digital belonging.

Keywords Polymedia, Tiktok, Rednote, Social media platform



ID: 104

Liquid Identity and Algorithmic Resonance: Negotiating Meaning and Constructing Sustainable Visions Among Youth in the Digital Citizenship Era--A Mixed-Methods Study of Bilibili Comments

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Abstract

This study examines how Chinese youth negotiate digital citizenship through discursive practices on Bilibili amid algorithm-driven social engagement. Integrating critical discourse analysis and liquid modernity theory, our mixed-methods approach (longitudinal analysis of 1,763 comments; 10 in-depth interviews) reveals that youth construct fluid "liquid identities" via five discursive strategies: existential deconstruction, instrumental rationality appeals, emotional bonding, rebellious resignation, and idealism. These strategies reflect adaptive responses to societal uncertainty. Liquid identity formation demonstrates a dual dynamic: Absurdist memes subvert traditional norms and navigate intergenerational fractures through shifting online personas, while platform mechanisms of "algorithmic resonance" co-opt resistance into consumable symbols. Here, gamified interactions (e.g., "one-click triple" engagements) replace substantive meaning-making, creating closed feedback loops where platform affordances and user resistance mutually shape each other. The confluence of neoliberal pressures, institutional value vacuums, and technological acceleration drives youth toward performative resignation as safe resistance. This highlights digital citizenship's fluidity predicament in rapidly transforming Asian societies, characterized by the interplay of liquid identity and algorithmic resonance. Theoretically, we foreground "liquid identity" and "algorithmic resonance" as frameworks exposing how algorithms covertly manipulate discourse and identity politics. Practically, we urge: (1) Policies disrupting algorithmic homogenization to foster inclusive digital spaces; and (2) Educational interventions empowering youth to anchor sustainable identities in the AI era.

Keywords: Liquid Identity, Algorithmic Resonance, Discursive Strategies, Social Acceleration, Meaning Crisis



ID: 139

The Effectiveness of Jomcheck'S Whatsapp Channel in Disseminating Fact Checks

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Abstract

The proliferation of misinformation and disinformation poses significant challenges to public discourse and informed decision-making, particularly in digital spaces. Fact-checking initiatives play a crucial role in countering false narratives, yet their effectiveness hinges on successful dissemination strategies. This study presents an analysis of JomCheck's WhatsApp channel as a platform for sharing fact checks, examining its reach and user engagement metrics. Our study investigates if direct messaging platforms, such as WhatsApp, can foster greater user engagement with fact-checked content compared to conventional social media channels. We collected quantitative data on message views, shares, and user interactions (e.g., replies, reactions) from JomCheck's WhatsApp channel over a six-month period. Preliminary findings reveal a demonstrably higher level of user engagement with fact checks disseminated via JomCheck's WhatsApp channel. Analysis indicates that this heightened engagement is strongly correlated with the use of more relatable and accessible language, often employing colloquialisms and a conversational tone, which contrasts with the more formal language typically found on traditional news websites or broader social media posts. The direct, personal nature of WhatsApp communication appears to foster a greater sense of trust and immediacy, encouraging users to interact more actively with the content and share it within their personal networks. These insights suggest that tailoring communication strategies to specific platform affordances and audience preferences is critical for maximizing the impact of fact-checking efforts. The success of JomCheck's WhatsApp channel underscores the potential of direct messaging applications as vital tools for combating disinformation, particularly in contexts where such platforms are primary sources of information for the public. Future research will explore the long-term effects of this engagement on information literacy and behavioral change.

Keywords: disinformation, fact checking, communication strategies, engagement, digital literacy



ID: 182

Algorithmic Influence and AI-Driven Disinformation: Examining Opinion Formation among University Students in Pakistan

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Abstract

This study examines that how algorithmic influence and AI-driven disinformation shape opinion among university students in Pakistan. Data were collected through a stratified random sampling approach and a quantitative survey design. The sample was derived from leading public and private sector universities in the Islamabad Capital Territory, Pakistan. A total of 420 students participated in the study with ages between 18–35 who actively use social media platforms (such as Facebook, Instagram, X, YouTube, and TikTok). The study employed Regression analyses and Hayes' PROCESS Macro to examine the moderating role of media literacy in the association between exposure to AI-driven disinformation and opinion formation of students. The findings prominently reveal that media literacy decrease the impact of AI-driven disinformation, which indicate that students with having skills with higher critical assessment and evaluation, are less likely to perceive algorithmically driven disinformation as credible. This research offers data-driven vision and insights to understand how young audiences interpret and respond to such content.

Keywords: AI-driven disinformation; algorithmic influence; media literacy; Opinion Formation



ID: 148

Navigating AI and Disinformation: Reconstruction of Media Literacy in China's Digital Age

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Abstract

This study examines how artificial intelligence (AI) technologies are reshaping the dynamics of disinformation and information disorder amid China's rapid technological advancement. The research aims to reveal the challenges posed by algorithm-driven disinformation propagation and assess the role of media literacy as a strategic countermeasure. This study employs a qualitative research methodology, grounded in semi-structured interviews with 13 experts across fields including journalism, communication studies, and AI policy. The analytical process draws upon Wardle's 'information disorder' framework and gatekeeper theory to elucidate how AI reshapes the creation, production and distribution of disinformation within the Chinese context. Through thematic coding, the research identifies patterns linked to AI, disinformation flows, social media platforms, and public media literacy capabilities. Research findings indicate that AI accelerates and amplifies the scale and velocity of disinformation dissemination. This is particularly profound via social media that acts as the primary platform of dissemination. However, the study also reveals that enhancing public media literacy can mitigate these risks to some extent. Experts interviewed emphasized the crucial need to develop a comprehensive response strategy encompassing technological, institutional and educational measures, while simultaneously advancing the coordinated enhancement of platform accountability and user capabilities. This study combines discussions on AI with digital citizenship, highlighting China's unique experience in addressing the challenge of disinformation. It highlights that media literacy is not merely an individual skill but also forms a collective effort that involves responsible engagement with social media platforms. This is crucial for building a sustainable and resilient information ecosystem across Asia.

Keywords: Artificial Intelligence, Disinformation, Media Literacy, Information Disorder, Social Media



ID: 180

Disinformation in Digital Political Discourse: A Study of Political Parties in Pakistan

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Abstract:

In today digital world, the rapid proliferation of disinformation is one of the global risks and poses significant global challenges. This study examines the extent to which major political parties in Pakistan engage in disinformation in digital political discourse of Pakistan. A content analysis was conducted on 1,200 social media posts of four high profile political parties. The findings reveal a high prevalence of disinformation, utilized strategically to advance political agendas. The parties employ various disinformation tactics, with misleading and fabricated content being the most dominant attributes aimed at creating public confusion. Notably, misleading information emerges as the most influential and persuasive tool in Pakistan's political communication landscape. Furthermore, the study identifies an increase in disinformation dissemination as election periods approach. These insights highlight the critical role of disinformation in shaping political discourse within Pakistan's digital environment. political parties.

Keywords: Disinformation, Misinformation, Pakistan politics, Digital Political Discourse, Social media



ID: 174

Analysis of Fact-Checking Practices Among Pakistani Journalists

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Abstract

Fact-checking has got emergence as a tool to combat misinformation and ensure accuracy and transparency in dissemination of information in the current digital era.

Purpose: This study seeks to analyze the current state of fact-checking practices among Pakistani journalists by discovering challenges they face and explore strategies to improve these practices in order to contribute to more credible and responsible journalism.

Design/Methodology: Using a Qualitative research approach, the researchers conducted semi-structured interviews of 21 journalists (male/female) from mainstream media (electronic and print) and digital media news outlets selected through purposive sampling technique. The study is grounded in an amalgam of Social Responsibility Theory, Gatekeeping Theory, and Media Institutional Theory, providing an inclusive framework to comprehend journalistic conduct, information control process, and institutional influences.

Findings: Despite having a recognition of fact-checking as a professional and ethical commitment, there is a lack of proper mechanism and implementation of fact-checking because of time constraints, lack of professional development training, organizational policies, external pressures and inaccessibility of authentic data and sources. The research suggests that fact-checking is not just a technical or ethical journalism tool but a democratic requirement in Pakistan to mitigate polarization in social and political spheres by making people more informed citizens.

Originality: The intellectual contents of this study are the product of our own research work except, as cited properly.

Keywords: Fact-checking, journalists, Pakistani, source



ID: 169

Deconstructing Influencer Credibility for Sustainable Consumerism: Evidence from the CLMVT Region

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Abstract

As sustainability becomes a strategic priority for brands, influencers play a critical role in shaping pro-social consumer behavior. However, the perceptual mechanisms behind influencing credibility in sustainability communication remain underexplored in emerging markets. This study addresses this gap by investigating consumer responses to SDG-related influencer campaigns in the CLMVT region (Cambodia, Laos, Myanmar, Vietnam, Thailand). Using data from 1,500 respondents and exploration factor analysis (EFA), four credibility dimensions emerged: Veridical Brand-Influencer Synergy, Inspiring Sustainable Action, Intrinsic Sustainability Consciousness, and Influencer Authenticity & Value Alignment. These dimensions form the CARE Model, a context-specific framework for converting sustainable messaging into consumer engagement. The findings expand Source Credibility Theory and provide a culturally grounded basis for influencer selection and

Keywords: Influencer Marketing, Sustainability, Emerging Markets, CLMVT, Consumer Behavior



ID: 135

Resistance through Hate Speech on Twitter (X): A Digital Discourse Analysis of the August 2025 Demonstrations in Indonesia

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Abstract

Purpose: This study examines the dynamics of hate speech as a form of symbolic and emotional resistance during the national demonstrations in Indonesia from August 25 to September 5, 2025. It examines how anger, irony, and sarcasm on Twitter (X) serve as communicative acts of dissent against political elites and institutions, reflecting both digital activism and the crisis of moral legitimacy in contemporary Indonesia.

Design/Methodology: Using *Digital Discourse Analysis* (DDA), 8,240 public tweets were collected through the *ExportComments.com* API and processed using a context-sensitive Indonesian hate lexicon combined with a *Naïve Bayes* model. Of these, 2,874 tweets (34.9%) contained explicit or implicit hate expressions. The integration of computational and interpretive methods enabled both quantitative mapping and qualitative reading of hate speech as an affective discourse shaped by socio-political context.

Findings: Hate speech intensity peaked between August 31 and September 3, aligning with escalating protests and viral news cycles. Most attacks (92%) targeted political institutions and elites, especially the parliament and police. Notably, 97% of the hate expressions were implicit, manifested through irony, parody, and symbolic critique—revealing a sophisticated form of affective intelligence among digital citizens. This finding reframes from hate speech as an emotionally coded language of civic protest rather than mere hostility.

Originality: This research introduces the concept of soft hate speech to describe subtle, ideologically charged expressions of digital resistance that combine emotion with critique. It also proposes a new model of digital emotional mobilization, linking political triggers, media amplification, and affective resonance in shaping public opinion. The study's interdisciplinary framework, combining computational analytics and discourse theory, offers a novel Southeast Asian perspective on how digital publics transform hate into a communicative practice of resistance. These contributions establish a new discourse on hate as both an ethical challenge and an epistemic tool to understand affective democracy in post-reform Indonesia.

Keywords: *Hate speech, symbolic resistance, affective publics, emotional governance, digital discourse analysis (DDA), Indonesia*



ID: 166

Algorithmic Governance and the Theory of Planned Behavior: A Longitudinal Study of Corporate Digital Communication Competency

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Abstract

The increasing use of algorithmic systems in corporate media and communications, such as AI-driven content measurement, automated performance analytics, and digital training platforms, has raised profound ethical concerns regarding autonomy, fairness, transparency, and accountability. This study, based on the theory of planned behavior (TPB), investigates how employees' attitudes, subjective norms, perceived behavioral control, and intentions shape corporate digital communication (CDC) skills over time in a work environment increasingly driven by algorithmic tools. Using a six-week design, we tracked how employees' intentions to improve their digital communication skills translated into actual behavior in an algorithmic environment. Structural equation modeling (SEM) showed that perceived behavioral control (typically shaped by algorithmic monitoring and feedback) was a strong predictor of intentions to use CDC technology. While employees' initial attitudes toward digital communication had only a limited impact, their influence grew as employees adapted to the algorithmic feedback loop, while the influence of subjective norms gradually diminished. These findings illustrate how algorithmic governance is changing traditional drivers of behavior and highlight its ethical implications for corporate communication practices. This study focuses on potential risks such as incentives for surveillance, unequal access to algorithmic tools, and limited individual decision-making autonomy. By placing the TPB in the context of algorithmic governance, this study deepens our understanding of the behavioral dynamics and ethical challenges associated with the integration of algorithmic systems into media and corporate communication.

Keywords: Ethical Implications, Algorithmic Governance, Theory of Planned Behavior, Corporate Digital Communication, Competency Development



ID: 184

From Aversion to Amazement: A Study on the Acceptance Mechanism of AI-Generated Intangible Cultural Heritage Videos

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Abstract

Purpose: To investigate the audience's acceptance mechanism for AI-generated Intangible Cultural Heritage (ICH) videos. This study posits curiosity as the key mediator for the motivational shift from perception to exploration. It explores the boundaries of 'algorithm aversion' and the potential for an 'algorithm amazement' effect, where high-quality AI output defies expectations to spark curiosity. Two moderators are tested: perceived creation agency (addressing perceptions of human effort) and respect for ICH (testing if ethical presentation mitigates bias).

Design/Methodology: A research model was tested using PLS-SEM on data from 808 questionnaire respondents.

Findings:

1. All three authenticity dimensions significantly foster curiosity. A strong predictor of viewing intention, though constructive and existential authenticity, had stronger effects than objective authenticity.
2. Counter-intuitively, perceived AI agency negatively moderates the authenticity-curiosity relationship, suggesting highly authentic videos are more curiosity-inducing when attributed to AI.
3. Respect for ICH directly drives curiosity but is not a significant moderator.

Originality: This study provides empirical evidence for an 'algorithm amazement' effect, adding a new perspective to 'algorithm aversion' theory by explaining how high-quality AI output transforms potential aversion into heightened curiosity by violating expectations. The weak effect of objective authenticity (linked to 'originality') supports UNESCO's skepticism about applying rigid authenticity concepts to 'living' heritage. The research also challenges a core assumption of the Art Infusion Effect by showing a non-human creator can amplify its impact and refines the three-dimensional authenticity model for AI content by establishing a clear hierarchy of importance.

Keywords: AI Intangible Cultural Heritage Videos, Authenticity, Algorithm Amazement



ID: 153

Between Heritage and Innovation: Ethical Dilemmas and Governance Pathways in AI-Enabled Cultural Heritage Protection

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Abstract

With the deep application of artificial intelligence technology in the field of cultural heritage protection, digital practices represented by the "Digital Dunhuang" project of the Dunhuang Research Academy have achieved remarkable results while simultaneously triggering profound ethical dilemmas and policy considerations. This study aims to systematically analyze the multiple ethical challenges in AI-enabled cultural heritage protection and explore the deep conflict mechanisms between technological rationality and cultural values.

Taking the specific practice of Dunhuang digitization protection as a case study, this research employs qualitative research methods and collects data through in-depth interviews and case analysis. It focuses on analyzing the application practices of immersive technologies such as VR and AR in the digital reproduction of Dunhuang murals, constructing an analytical framework for technological application, ethical impact, and policy response.

The research finds that while AI technology enhances the efficiency and scope of cultural heritage protection and dissemination, it also generates authenticity deviations between digital reproduction and original artifacts, risks of weakened discourse power of traditional cultural heritage bearers under technology-dominated processes, and cultural participation inequality caused by digital technology barriers. Through in-depth analysis of digital technology applications, the study reveals deep conflicts between technological rationality and cultural values and identifies policy intervention pathways across three dimensions: technology governance, cultural inheritance, and international cooperation.

The study proposes policy innovation solutions including establishing culturally sensitive technical standard systems, constructing multi-stakeholder collaborative protection mechanisms, and balancing the relationship between cultural sovereignty and open sharing. The research argues that resolving the ethical dilemmas of AI-enabled cultural heritage protection requires seeking dynamic balance between technological innovation and cultural inheritance, providing theoretical guidance and practical pathways for forming a distinctively Chinese model of intelligent cultural heritage protection.

Keywords: Artificial Intelligence; Cultural Heritage Protection; Digital Dunhuang; Ethical Dilemmas



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Emotional Health of Cancer Patients: Role of cancer information seeking through Social Media, Social Support, and Patient-centered Communication

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Abstract

Objectives: This paper focuses on the emotional health of cancer survivors, constructs a model of influencing factors on the emotional health of cancer survivors from the perspective of “biological-psychological-social”, and analyzes the influencing factors on the emotional health of cancer survivors and their mechanisms, so as to assist the clinical practice of cancer survivors’ treatment.

Methods: This paper was a non-experimental cross-sectional study. The survey instruments were from the English literature, and the relevant scales were localized in this study as follows: (1) “social media use”, used to measure the social media use of cancer survivors, Chinese version of Cronbach’s α was 0.838; (2) “social support”, used to evaluate the level of social support of cancer survivors, Chinese version of Cronbach’s α was 0.905; (3) “patient-centered communication”, used to measure healthcare workers’ communications with cancer survivors during treatment, Chinese version of Cronbach’s α was 0.887; (4) “cancer belief”, used to measure cancer survivors’ perception of cancer, the Chinese version of Cronbach’s α was 0.828; (5) “patient activation”, used to measure the positive degree of cancer survivors towards cancer, the Chinese version of Cronbach’s α was 0.876; (6) “emotional health”, used to measure the emotional health level of cancer patients, the Chinese version of Cronbach’s α was 0.915. From July to September 2022, the questionnaires were distributed to 560 cancer survivors in six grade A tertiary hospitals in Lanzhou City, Gansu Province using convenience sampling. Subsequently, the structural equation modeling method was used for data analysis. The reliability and validity of the questionnaire were tested using Exploratory Factor Analysis (EFA), and the reliability and validity of the research model were tested using Validation Factor Analysis (VFA). In addition, structural model path analysis was conducted using AMOS 21.0 software to verify the suitability of the theoretical model and whether the hypothetical paths could be verified.

Results: In this study, a total of 517 valid questionnaires were collected, and the sample validity of the collected questionnaires was 92.3%. The study found that five factors, health-related social media use, social support, patient-centered communication, cancer beliefs, and patient activation, were correlated with cancer survivors’ emotional health. Nine out of 11 hypothetical paths had been verified. Social support ($\beta=0.19$, $P=0.011^*$) had a significant effect on cancer survivors’ emotional health and was an important factor influencing cancer survivors’ emotional health. Cancer belief ($\beta=0.424$, $P<0.001$) had a significant effect on cancer survivors’ emotional health and was an important factor influencing cancer survivors’ emotional health. Patient activation ($\beta=0.279$, $P<0.001$) had a significant effect on cancer survivors’ emotional health and was an important factor influencing cancer survivors’ emotional health. Social media use ($\beta=0.406$, $P<0.001$), social support ($\beta=0.109$, $P=0.005^{**}$), and patient-centered communication ($\beta=0.198$, $P<0.001$) significantly influenced cancer belief, suggesting that these three latent variables would indirectly influence cancer survivors’ emotional health through the mediating role of cancer belief. Social media use ($\beta=0.223$, $P<0.001$), social



support ($\beta=0.482$, $P<0.001$), and patient-centered communication ($\beta=0.143$, $P=0.023^*$) had a significant effect on patient activation, suggesting that these three latent variables would indirectly influence cancer survivors' emotional health through the mediating role of patient activation.

Conclusions: This paper found that there is a direct relationship between social support and emotional health of cancer survivors. Although health-related social media use of cancer survivors is not directly related to emotional health, it can have a positive effect through two mediating variables: "cancer belief" and "patient activation". "Patient-centered communication" of healthcare workers has no direct impact on the emotional health of cancer survivors. However, it can play a role through two psychological intermediary factors: "cancer belief" and "patient activation".

Keywords: Cancer Survivors, Emotional Health, Social Media Use, Cancer Belief, Patient Activation



ID: 125

China's Mediated Public Diplomacy on Climate Change: Cross-Media Dynamics between Chinese, US, and UK News Outlets

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Abstract

Purpose: This study investigates China's mediated public diplomacy on climate change in the context of its "Media Going Global" campaign and pursuit for leadership in global climate governance. It aims to assess the extent to which China's international news channels – Xinhua and China Daily – have shaped portrayals of its climate image in American and British media.

Design/Methodology: The research draws on five years of data (2020–2024) to capture cross-national media interactions. Employing time-series analysis based on Vector Autoregression model, it examines China's influence on agenda setting of US/UK media. Also, N-gram analysis is applied to compare reporting patterns. Together, these methods enable to measure China's influence both in the foreign agenda salience and framing on its climate image.

Findings: The results indicate partial effectiveness of China's mediated public diplomacy. On the one hand, Chinese outlets have ensured that their climate policies and commitments are heard and recognized abroad, reflecting acknowledgment of China's climate commitments and endeavors. On the other hand, narrative tensions persist: while China promotes its image as a responsible climate actor, US and UK media – despite noting China's clean energy expansion – continue to emphasize its dependence on fossil fuels and call for stronger action.

Originality: These findings suggest the issue of climate change, unlike more contentious political issues, can foster a degree of political congruence between China and US/UK with the common acknowledgment of climate crisis and China's significant role in addressing issue. This demonstrates the significance of considering the nature of issue when examining mediated public diplomacy.

Keywords: *climate change, China, mediated public diplomacy, global communication, computational analysis*



ID: 137

Linking Patient Centred Communication to Health Behaviour in Social Cognitive Theory

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Abstract

Purpose: Patient-centred communication (PCC) is widely endorsed across international and regional health policy frameworks (Brody, 2017). However, its impact on everyday health behaviours remains inconclusive (Lewin et al., 2001), and the cognitive mechanisms through which PCC influences health outcomes remain insufficiently understood (Street et al., 2009). To address this gap, the primary purpose of this study, by integrating the notion of patient activation (Hibbard & Mahoney, 2010) with social cognitive theory (SCT; Bandura, 1997), is to examine the cognitive pathway through which PCC shapes both promotive (physical activity, fruit and vegetable intake) and preventive health behaviours (alcohol reduction).

Study Design: Data were drawn from the INSIGHTS-Hong Kong (International Studies to Investigate Global Health Information Trends) survey in 2021. 756 Hong Kong residents who had consulted a physician in the past 12 months were included in our analysis. Structural equation modelling was used to test the cognitive pathway through which PCC shapes promotive and preventive health behaviours.

Findings: Results indicate that more frequent PCC significantly enhances self-efficacy, which subsequently leads to stronger positive outcome expectations and goal formation, ultimately driving engagement in both promotive and preventive health behaviours. These results support a cognitive pathway in which PCC activates psychological resources that translate into lifestyle change.

Originality: Theoretically, this study integrates patient activation with SCT to articulate a cognitive pathway that explains how PCC drives both promotive and preventive health behaviours. Practically, it delivers actionable insights for health systems, highlighting the need to embed PCC into primary care infrastructure and provider training to ensure that PCC policy commitments yield improvements in population-level health behaviours.

Keywords: *Patient-centred communication; social cognitive theory; patient activation; self-efficacy; health behaviours*



ID: 193

Resilience of Health Communication in the Implementation of the Supplementary Feeding Programme (PMT) as A Sustainable Innovation for Stunting Management in Garut Indonesia

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Abstract

Objective: This study aims to explain the importance of health communication resilience in the implementation of the Supplementary Feeding Programme (PMT) in sustainable innovation for stunting management in Garut. Health communication resilience is necessary to build public trust and increase understanding of the importance of nutritional intake for child growth, as well as to ensure the sustainability of the programme.

Methodology: This study uses a qualitative approach with in-depth interviews with health cadres, medical personnel, and communities involved in the PMT programme. The health communication process used by the communicators involved includes delivering PMT programme messages in the form of socialization and nutrition education, as well as community participation in programme implementation, which is evaluated through focus group discussions.

Findings: The results show that the communication process carried out by cadres and medical personnel plays a significant role in increasing community involvement. Through a participatory approach and the use of educational materials appropriate to local conditions, the community is aware of and supports the sustainability of the PMT programme. In addition, the resulting health communication resilience model shows that the integration of community feedback and continuous evaluation can improve the efficiency of the programme in addressing stunting.

Originality: This study provides a new contribution to the concept of health communication resilience as a foundation for the sustainability of nutrition intervention programmes. By emphasising the interaction between cadres, medical personnel, and the community, these findings help build a more holistic framework for addressing stunting in Garut and other similar areas.

Keywords: Resilience, Health Communication, Supplementary Feeding Programme (PMT), Stunting Prevention, Garut Indonesia



ID: 113

Climate Narratives and Low-Carbon Behavioral Intentions Among China's Ecological Migrants: Mechanisms of Influence Through Cultural Context and Value Perceptions

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Abstract

This study aims to explore how different climate narrative frames (impact/science/action/political) influence the willingness to adopt low-carbon behaviors among China's ecological migrants. Employing a simple random assignment design, 800 ecological migrants in Qinghai Province were recruited to participate in two experiments. The results show that the action frame is most effective in enhancing behavioral willingness, while the political frame has the weakest effect; cultural background showed no significant moderating effect on the framing effect, but value perception had a partial moderating effect. This study expands the moderating mechanism of the framing effect model in climate communication. Furthermore, it clarifies the differences in information acceptance and psychological mechanisms of ecological migrants as a special group in climate communication. The findings provide references for future research and practice on climate adaptation behaviors of ecological migrants.

Keywords: Climate Narrative; Low-Carbon Behavioral Willingness; Cultural Context; Value Perception; Ecological Migrants



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