Power of Public Opinion and Multicultural Communication toward Global Transformation

Program Guidebook
2019 ANPOR-APCA Annual Conference
Chiang Mai, Thailand
November 6\textsuperscript{th} – 9\textsuperscript{th}, 2019

Asian Network for Public Opinion Research
Faculty of Mass Communication, Chiang Mai University
Asia-Pacific Communication Alliance (APCA)
Asian University Network Forum on Advances in Research (AUNFAIR)
The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University
School of Journalism and Communication, Tsinghua University
Singha Corporation
The SCG Foundation
ANPOR PRESIDENT WELCOME

It is my great pleasure to welcome you to the seventh annual ANPOR Conference which will be held in conjunction with the first Asia Pacific Communication Alliance (APCA) annual conference.

Collaboration between ANPOR and APCA which is one of the largest pan-Asian Alliances of social scientific researchers and educators is another prove of ANPOR being a real network; a network of colleagues and friends. Our seven years in existence since 2012 proved to be a great success as an international academic collaboration venue. We have accomplished a lot for such a young and small network. We have published seven full years of our quarterly journal, the Asian Journal for Public Opinion Research which is listed in several databases; SCOPUS, Google Scholar, KCI, Web of Science; DOAJ. Thanks to spirit of team working of “Anporian” and their dedications and hard workings, without the teamwork ANPOR could not come this far.

This year’s timely theme “Power of Public Opinion and Multicultural Communication toward Global Transformation” will provide a venue for discussion on how these phenomena affect the stakeholders. An intersection between global and local contexts is inevitable in the process of globalization. Global transformations require understanding among various nations and ethnics, socially, culturally, technologically, politically, and deserve empirical and critical inquiries including public opinion research in multicultural communication sphere.

The seventh ANPOR-APCA Annual Conference will be co-organized in Chiang Mai, Thailand by our partners; the Faculty of Mass Communication of Chiang Mai University, Asia-Pacific Communication Alliance, Asian University Network Forum on Advances in Research and Center for Asian Public Opinion Research & Collaboration Initiative. We will continue to have lively debates and produce some great papers. Thanks to this network, the “knowledge production community”.

I look forward to seeing what we will achieve next: new conferences, new research projects, new opportunities to collaborate, and new members and countries joining us in our mission. Please enjoy a beautiful historical and cultural city of Chiang Mai. Thank you very much.

Jantima Kheokao

President of ANPOR
PROGRAM CHAIR WELCOME

Dear colleagues and distinguished guests,

On behalf of the local organizing committee, ANPOR, and the faculty of Mass Communication, Chiang Mai University, it is my great pleasure to welcome you to Chiang Mai, Thailand, for the 7th ANPOR Annual Conference: “Power of Public Opinion and Multicultural Communication toward Global Transformation.”

The Asian Network for Public Opinion Research (otherwise known as ANPOR) has continuously been a stage for promoting scholarly works through the lens of public opinion research. For this current annual conference, ANPOR has entered into collaboration with the Faculty of Mass Communication, Chiang Mai University, Thailand to widen the scope of our academic and research perspectives by incorporating a body of knowledge from the discipline of communication studies to the stage of academic exchange and at the same time to explore approaches to sustainably improve Asian countries. Public opinion and multicultural communication are not only the drive towards a global reformation in order to be prepared for changes in various dimensions but also bring about transition to a better global society. Our diverse session themes will allow for interdisciplinary and cross-border knowledge building. Different sessions reflect different roles of public communication in a wide variety of contexts: creative, development, and empowerment of members of society.

We would like to cordially invite all to the stage of scholarly exchange to communicate, create, and share with us, and this will definitely lead us to a strongly intricate and lasting network. Thank you for joining us. It is a great honor to have you here. And we would like to express our gratitude to everyone who actively involved in the project. On behalf of the local organizing committee and the hosting institute, we will make every effort to run the conference and ensure that it will fulfil its objectives and be a fruitful time for everyone.

Terapatt Vannaruemol
DEAN Faculty of Mass Communication, Chiang Mai University
Dear Distinguished Guests,

First of all, on behalf of the Asia-Pacific Communication Alliance (APCA), warmly congratulate the convening of the Conference on Power of Public Opinion and Multicultural Communication toward Global Transformation in Chiangmai, Thailand. The conference is in conjunction with the 2019 ANPOR Annual Conference, which co-organized by Faculty of Mass Communication, Chiang Mai University. As president of APCA, I am very grateful to the President of ANPOR, Prof. Jantima Kheokao and her team for their hard work and cooperation! Thanks for Faculty of Mass Communication, Chiang Mai University! And I also thank you delegates very much for your attendance!

The Asia-Pacific Communication Alliance (APCA), founded in 2018, is currently located at Tsinghua University in Beijing, is one of the largest pan-Asian Alliances of social scientific researchers and educators. It is an academic platform for communication and journalism research cooperation and educational exchanges in the Asia-Pacific region. APCA unites more than twenty communication associations from sixteen countries. Vice-Presidents include: the initiator Prof. Shuhua Zhou, President of the Chinese Communication Association from University of Missouri in the United States; the initiator Prof. Eyun-Jung Ki, former President of Korean American Communication Association from University of Alabama in the United States; Prof. Jantima Kheokao, President of Asian Network for Public Opinion Research from University of the Thai Chamber of Commerce in Thailand. The Director of the Academic Committee of APCA is Prof. Terry Flew, the President of the International Communication Association from the Queensland University of Technology in Australia. The Secretary-General of APCA, also the most important contributor at the founding stage, is Prof. Sung Kyum Cho, former president of the Korea Journalism & Communication Association from Chungnam University in South Korea. The steering committee members also include Secretary, Prof. Jack Qiu from the Chinese University of Hong Kong; Advisory Committee Member, Prof. Dadang Rahmat Hildayat from University of Padjadjaran, the President of ISKI in Indonesia. There are twenty Special Council Members in it.
The APCA would like to engage in meaningful conversations from different perspectives and academic paradigms, and thereby invites original research papers and panels that explore various dimensions of communication with Asian characteristics within the context of globalization. The APCA especially welcomes research that discuss and deliberates on different types of intersections between global and local idiosyncrasies in communication practice and research. Prospective contributors are encouraged to focus on these researches from various outlooks of their respective academic backgrounds. Empirical, historical and critical approaches are equally welcome. Dear distinguished scholars, thanks again for your attending the conference. I believe it will broaden and deepen our understanding of Power of Public Opinion and Multicultural Communication toward Global Transformation.

I wish the conference a complete success! The APCA wishes you a pleasant stay in Chiangmai!

**Changfeng Chen**

President of the The Asia-Pacific Communication Alliance (APCA)

Professor, Executive Dean of School of Journalism & Communication, Tsinghua University, Beijing, China
# TABLE OF CONTENTS

## OVERALL SCHEDULE .................................................................................................................... 1

## ORGANIZATION PROFILE ......................................................................................................... 5

Asian Networks for Public Opinion Research (ANPOR) ................................................................. 5
Chiang Mai University (CMU) ........................................................................................................ 6
Faculty of Mass Communication .................................................................................................... 7
Asia-Pacific Communication Alliance (APCA) ................................................................................ 8
The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) .................. 8

## ORGANIZING COMMITTEE .......................................................................................................... 10

ANPOR Council .............................................................................................................................. 10
APCA Council ............................................................................................................................... 12

## GENERAL INFORMATION .......................................................................................................... 14

Conference Theme ......................................................................................................................... 14
Conference Venue .......................................................................................................................... 14
Welcome to Chiang Mai .................................................................................................................. 14

## REGISTRATION HOURS .............................................................................................................. 18

## SPECIAL WORKSHOPS ................................................................................................................ 19

# Workshop 1: The Freedom of the Press in the European Union .................................................. 19
# Workshop 2: Current developments in survey research ............................................................... 20
# Workshop 3: Publishing in AJPOR ................................................................................................ 21
# Workshop 4: How AI can facilitate our research: A big-data-tech-assisted Online Content Mining and Analysis Approach (BACA) ................................................................. 22

## PLENARY TALKS #1 ..................................................................................................................... 23

#2: Multinational Survey Research and Survey Experiments: A Small Step ............................... 24

## PLENARY TALKS #2 ..................................................................................................................... 26

#1: Public Opinion between Support and Obstacle of Multiculturalism in Europe ....................... 26
#2: Academic Diplomacy and Forces of Change: Catalysts for Wider Transformation .................... 28
## OVERALL SCHEDULE

### Wednesday, November 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.30 - 13.30</td>
<td>Registration at Room 2405, 4th Floor, MCB Lecture Building, Faculty of Mass Communication, Chiang Mai University</td>
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<tr>
<td>13.30 - 13.40</td>
<td>Greeting and Welcoming by Assoc. Prof. Dr. Terapatt Vannaruemol</td>
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<tr>
<td>13.40 - 14.00</td>
<td>Public Opinion Research in Asia by Assoc. Prof. Dr. Jantima Kheokao</td>
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<tr>
<td>14.00 - 14.20</td>
<td>Workshop-01: Freedom of Expression in Europe by Prof. Dr. Dieter C. Umbach</td>
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<tr>
<td>14.20 - 14.40</td>
<td>Coffee Break</td>
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<tr>
<td>14.40 - 16.00</td>
<td>Workshop-02: Current Developments in Survey Research by Prof. Dr. John Kennedy</td>
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<tr>
<td>16.00 - 17.00</td>
<td>Workshop-03: Publishing in AJPOR by Prof. Dr. John Kennedy</td>
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<tr>
<td>17.00 - 18.00</td>
<td>Welcoming Reception at Khum Khan Toke Restaurant</td>
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### Thursday, November 7

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<tr>
<th>Time</th>
<th>Lanna Ballroom 1</th>
<th>Phayao 1</th>
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<th>Phayao 3</th>
<th>Sukhothai 1</th>
<th>VIP Lounge 1</th>
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<td>07.30 - 09.00</td>
<td>Registration at Front of the Lanna Ballroom 1</td>
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<td>09.00 - 09.30</td>
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<td>09.30 - 10.20</td>
<td>Plenary Talk-01:</td>
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<td>Chair: Prof. Dato' Sri Dr. Syed Arabi bin Syed Abdullah Idid</td>
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<td>1. Contradiction in New Technology: Personalized Recommendation and Public Attribute of Communication under the Algorithmic Distribution Mechanism by Prof. Dr. Chen Changfeng</td>
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<td>2. Multinational Survey Research and Survey Experiments: A Small Step by Prof. Dr. John Kennedy</td>
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<td>10.20 - 10.40</td>
<td>Coffee Break and Networking at Foyer of the Lanna Ballroom 1</td>
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<td>Chair: Prof. Dr. Ofer Feldman</td>
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<td>1. Public Opinion between support and obstacle of Multiculturalism in Europe by Prof. Dr. Dieter C. Umbach</td>
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<td></td>
<td>2. Academic Diplomacy and Forces of Change: Catalysts for Wider Transformation by Dr. Chosein Yamahata</td>
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<td>11.30 - 12.00</td>
<td>Keynote: Media Transformation my personal journey by Surthichai Yun</td>
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<td>12.00 - 13.00</td>
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### Thursday, November 7

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<tr>
<td>15.00 - 16.00</td>
<td><strong>Poster 1</strong></td>
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<td>16.00 - 17.00</td>
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<td>ANPOR Oral-03: Roles of Communication Across Social and Cultural Boundaries</td>
<td>ANPOR Oral-04: Technology and Diversity in Journalism, Politics, and Marketing Communication</td>
<td>ANPOR Council Meeting</td>
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### Friday, November 8

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<td>08.30 - 09.00</td>
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<td>APCA Oral-01: Technologies, Networks and Asian Cultures</td>
<td>APCA Oral-02: Asian Media and Communication within Global Sphere</td>
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<td>APCA Oral-03: The Communication of Asian Media Arts</td>
<td>APCA Oral-04: The Intercultural Dimension of Chinese Media and Culture</td>
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<td>APCA Oral-05: Health Communication</td>
<td>APCA Oral-06: Discursive Spaces Between Communication and Politics</td>
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<td>Lunch</td>
<td>Panel 2: Bridging Divides and Prospects of Social Transformation in Democratic Transition: Interest, Initiative and Impact</td>
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<td>15.00 - 15.30</td>
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<td>APCA Panel: The Chinese Culture and the Localization of Communication Studies in China</td>
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<td>16.00 - 17.00</td>
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<td>APCA Oral-09: Multicultural, Human Rights, and Civic Freedom</td>
<td>APCA Oral-10: Public Opinion Research Methods</td>
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<td>General Meeting</td>
<td>APCA Panel: The Chinese Culture and the Localization of Communication Studies in China</td>
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<td>18.00 - 21.00</td>
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<td>Dinner and Closing Ceremony at Cabana Area</td>
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<td>08.00</td>
<td>Meet at Shangri-La Hotel, Chiang Mai</td>
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<td>12.00 - 13.30</td>
<td>Lunch (On your own expenses)</td>
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<td>13.30 - 15.00</td>
<td>Chiang Mai University Tour</td>
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<td>End of Tour</td>
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ORIENTATION PROFILE

Asian Networks for Public Opinion Research (ANPOR)

The Asian Network for Public Opinion Research (ANPOR) was officially established on November 28, 2012, by scholars and experts in public opinion research coming from 9 different Asian countries and regions. The aims and objectives of ANPOR are:

a) to promote in each country or region in Asia the right to conduct and publish scientific research or practical analysis on what the citizens at large and organized or unorganized groups think and how this thinking is influenced by various factors or influences decisions and opinions,

b) to promote the knowledge and application of scientific methods in this objective,

c) to assist and promote the development and publication of public opinion research in Asia,

d) to promote worldwide the publication of public opinion research on Asia,

e) to promote international cooperation and exchange among academic, commercial, or political researchers, journalists, and political actors, as well as between the representatives of the different scientific disciplines.

f) to engage in any kind of activity directly or indirectly supporting the above mentioned activities.

ANPOR's activities include professional meetings and publications, encouraging high professional standards, promoting improved research techniques, informing journalists about the appropriate forms of publishing poll results, observing the democratic process and use of polls in elections, promoting personnel training, coordinating international polls, and maintaining close relations with other international and regional research associations.

Asia Networks for Public Opinion Research (ANPOR) was to build an agreement with the Faculty of Communication Science (Fikom) Unpad to hold the 6th Annual Conference 2018 in Bandung. This conference is an annual round of conferences organized by ANPOR which consists of universities,
practitioners and researchers in Asia Pacific countries. In the previous conference there were delegates from countries such as Korea, China, Japan, India, Indonesia, Philippines, Pakistan, Srilanka, Singapore, Burma, Thailand and Bangladesh. In 2018, the agenda of the event is planned to take place in Unpad Indonesia with the initiation of representatives of Korea, Thailand and Indonesia. Both parties agreed to plan and organize the 6th ANPOR Annual Conference 2018 in Bandung where Fikom Unpad operates as the host of the event. In addition to the conference talks, discussions on the future opportunities of the joint universities in the coming year are also discussed.

**Chiang Mai University (CMU)**

**Chiang Mai University (CMU)** was founded in January 1964, under a Royal Charter granted by His Majesty King Bhumibol Adulyadej. It was the first institution of higher education in the north, and the first provincial university in Thailand. Its main campus lies between Chiang Mai downtown and Doi Suthep in Chiang Mai, Chiang Mai Province. Chiang Mai University has four campuses, three of them in Chiang Mai and one in Lamphun, which together cover about 3,490 acres (14.1 km²). Chiang Mai University has a beautiful and green campus. In the main campus, there is Ang Kaew reservoir, a large artificial lake with a backdrop of Doi Pui Mountain that was built so as to supply water for the Chiang Mai University. The view here by the lake are absolutely picturesque and surrounding is rather peaceful. It is a perfect place for student to sit back and relax or enjoy a walk around. Chiang Mai University has a strong emphasis on engineering, science, agriculture, and medicine. Its instructional mission includes undergraduate, graduate, professional and continuing education offered through resident instruction. Chiang Mai University offer 27 faculties including four newly opened; International College of Digital Innovation, Faculty of Public Health, College of Marine Studies and Management and Biomedical Engineering Institute. In collaboration with foreign universities, CMU faculties, and the International Relations Division offer courses that focus on aspects of Thai and Asian language, culture, history, and society. Moreover, CMU continues to expand its national and international collaborative research activities. In addition to the discipline-specific research facilities to be found within individual faculties, we have established three interdisciplinary Research Institutes to develop CMUs.
excellence in research and development in a variety of fields, primarily collaborative research projects between specific academic disciplines. We, as the Department of Mass Communication, was operating under the Faculty of Humanities since the establishment of the university, and on August 27, 2005, the department then became an autonomous Faculty.

Faculty of Mass Communication

The Faculty of Mass Communication provides experiential programs in undergraduate and graduate studies attracting students from across Thailand and worldwide. Approximately 250 undergraduate students and 35 graduate students are enrolled each year. Our intensive curriculums include journalism, marketing communication, and entertainment, emphasizing content creation, media production, including newly opened; digital film which is a bilingual program, and convergent media landscape. The Faculty houses not only the University radio—Voice of Mass Communication providing academic services to local community for decades but also television studio, publication studio, and theater studio allowing students to get practical experience with how industry standard production equipment and facilities operate. The Faculty has fostered outstanding graduates recognized as the country’s leading individuals in the field of media. Among some of the Faculty graduates are Lupt Utama—professional costume designer known for plenty of works featuring in successful films: The Impossible (2012), World War Z (2012), The Sweeney (2012), and the House of Saddam 2, and 3, and Dr. Suwichit Chaidaroon—a Senior Lecturer in the Department of Marketing and Business Strategy, Westminster Business School. Our partners include notable organizations and educational institutions at global level: DVB Multimedia Group (Burma), Lao Star (Lao PDR), College of Information and Electrical Engineering, Asia University (Taiwan), National Taiwan College of Performing Arts (Taiwan), and School of Communication, Sogang University (Republic of Korea).
Asia-Pacific Communication Alliance (APCA)

In the fall of 2018, a group of scholars from various communication and journalism organizations from the Asia-Pacific region met in China to discuss the possibility of working together. Recognizing that international cooperation between these various organizations could facilitate training of journalists and scholars internationally and promote best practices throughout the region, these scholars suggested creating an alliance. Thus, the Asia-Pacific Communication Alliance (APCA) was born.

Rather than an organization of individual scholars, APCA is an organization of organizations.

APCA plans to conduct events on a regular basis and encourages international collaborations and cooperation. In addition, APCA member organizations may use the upcoming events section of this website to let others know about their respective conferences and events, enabling more cross-cultural sharing of information.

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

The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University was established as the Social Research Center in 2009, with a focus on research on social surveys. It was renamed in 2015 and aims to contribute to academic exchange and education between Asian countries. Main activities include:

**Academic research and surveys** with the support of the Korean National Research Foundation, CAPORCI implemented KAMOS (Korean Academic Multimode Open Survey). Preparation for this survey began in 2015.

**Policy Research** CAPORCI has built up a systematic research system for promoting effective communication between policymakers and the public in cooperation with the National Assembly, government agencies and local governments. It is contributing to laying the foundations for policy making and implementation by conducting public opinion surveys on key policies and doing data analysis.
Statistics-Related Research and Education CAPORCI develops new social survey methods. For example, it participated in several projects related to sampling methods used by Statistics Korea (KOSTAT). CAPORCI also participated in the development of textbooks for KOSTAT and their Statistics Training Institute (STI).

Publication of an International Journal The Asian Journal for Public Opinion Research (AJPOR) is an international journal, published quarterly in English by CAPORCI since November 2013. As the journal of the Asian Network for Public Opinion Research (ANPOR), this journal provides a forum for researchers to publish their work related to public opinion research in and about Asian countries.

International Networking Activities CAPORCI has been engaged in international cooperation and exchanges, particularly through the Asian Network for Public Opinion Research (ANPOR).
ORGANIZING COMMITTEE

ANPOR Council

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Affiliation</th>
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<tr>
<td>Jantima Kheokao</td>
<td>President</td>
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<tr>
<td>Xie Yungeng</td>
<td>Vice President</td>
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<td>Sung Kyum Cho</td>
<td>Publisher of AJPOR, Past President</td>
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<td>Dadang Rahmat Hidayat</td>
<td>Chairman of the Previous Local</td>
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<td>Conference Organizer</td>
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<td>Terapatt Vannaruemol</td>
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<td>John Kennedy</td>
<td>Editor-in-Chief of AJPOR</td>
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<td>Jong-Soek Byun</td>
<td>Secretary-Treasurer</td>
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<td>Dhanikcha Boonwattanopas</td>
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Scientific Committee

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<tr>
<td>Prof. Dr. Sung Kyum Cho</td>
<td>Chair</td>
<td>Director, Asian Public Opinion Research &amp; Collaboration Initiative (CAPORCI), Chungnum National University, Korea</td>
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<td>Assoc. Prof. Dr. Jantima Kheokao</td>
<td>Co-Chair</td>
<td>School of Communication Arts, University of the Thai Chamber of Commerce, Thailand</td>
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<td>Assoc. Prof. Dr. Sureeporn Thanaslip</td>
<td>Member</td>
<td>Dean, Faculty of Nursing, Chulalongkorn University, Thailand</td>
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<td>Prof. Dr. Yunjuan Luo</td>
<td>Member</td>
<td>School of Journalism and Communication, South China University of Technology, China</td>
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<td>Prof. Dr. John Kennedy</td>
<td>Member</td>
<td>Director, Indiana University Center for Survey Research, USA</td>
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<tr>
<td>Prof. Dr. Monica Haavisto Swahn</td>
<td>Member</td>
<td>School of Public Health, Georgia State University, USA</td>
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<tr>
<td>Prof. Dr. Dieter C. Umbach</td>
<td>Member</td>
<td>Law Faculty, Potsdam University, Germany</td>
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<td>Prof. Dr. Mingue Park</td>
<td>Member</td>
<td>Korea University, Korea</td>
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<tr>
<td>Dr. Brian Bantugan</td>
<td>Member</td>
<td>Director, Research Center, St Paul University Manila, Philippines</td>
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<td>H.E. Sieng EmTotim</td>
<td>Member</td>
<td>Rector, University of Battambang, Cambodia</td>
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<td>Dr. Wareewan Siriwaniij</td>
<td>Member</td>
<td>Boromarajonani College of Nursing Saraburi</td>
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<td>Dr. Siritorn Yingrengreung</td>
<td>Member</td>
<td>Boromarajonani College of Nursing Bangkok</td>
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<td>Prof. Dr. Ofer Feldman</td>
<td>Member</td>
<td>Doshisha University, Kyoto, Japan</td>
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<td>Sang Kyung Lee</td>
<td>Member</td>
<td>Hyundai Research, Korea</td>
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<td>Dr. Pimonpan Chainan</td>
<td>Member</td>
<td>Faculty of Mass Communication, Chiang Mai University</td>
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<td>Assoc. Prof. Dr. Narin Numjareaun</td>
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<td>Dr. Vithaya Panichlocharoen</td>
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<td>Dr. Merisa Skulsuthavong</td>
<td>Member</td>
<td>Faculty of Mass Communication, Chiang Mai University</td>
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<td>Dhanikcha Boonwattanopas</td>
<td>Secretary</td>
<td>ANPOR, Thailand</td>
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**Local Organizing Committee**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/Affiliation</th>
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| Assoc. Prof. Terapatt Vannaruemol | DEAN  
Faculty of Mass Communication, Chiang Mai University |
<p>| Dr. Pimonpan Chainan      | Associate Dean for Research and International Relations of Faculty Mass Communication, Chiang Mai University |
| Assoc. Prof. Dr. Narin Numjareaun | Associate Dean for Academic Affairs of Faculty Mass Communication, Chiang Mai University |
| Dr. Vithaya Panichlocharoen | Lecturer of Faculty Mass Communication, Chiang Mai University |
| Dr. Merisa Skulsuthavong  | Lecturer of Faculty Mass Communication, Chiang Mai University                        |
| Dr. Siwaporn Sukittanon   | Lecturer of Faculty Mass Communication, Chiang Mai University                        |</p>
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<th>Name</th>
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<tr>
<td>Miss Jitrapan Rattanawong</td>
<td>Operational Officer (Research Administration) of Faculty Mass Communication, Chiang Mai University</td>
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<tr>
<td>Miss Thanapha Srisuwan</td>
<td>Research Assistance of Faculty Mass Communication, Chiang Mai University</td>
</tr>
<tr>
<td>Naris Pchedpan</td>
<td>Graphic Design Executive</td>
</tr>
<tr>
<td>Natthakorn Ruengdit</td>
<td>Web Master and Conference Coordinator</td>
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<tr>
<td>Dhanikcha Boonwattanopas</td>
<td>ANPOR Secretary-General</td>
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**APCA Council**

The Asia-Pacific Communication Alliance (APCA), established on October 25th at Tsinghua University in Beijing, China, is one of the largest pan-Asian Alliances of social scientific researchers and educators. It is an academic community for communication and journalism research cooperation and educational exchanges in the Asia-Pacific area. APCA unites more than twenty communication associations from sixteen countries. The delegates of 20 presidents of communication associations and more than 20 representatives of scholars from Asia-pacific area attended the inaugural meeting.

The President of the Chinese Association for History of Journalism and Communication (CAHJC), Prof. Changfeng Chen from School of Journalism and Communication of Tsinghua University, was elected as the first President of APCA.

Vice-Presidents include: the initiator Prof. Shuhua Zhou, President of the Chinese Communication Association from University of Missouri in United States; the initiator Prof. Eyun-Jung Ki, former President of Korean American Communication Association from University of Alabama in United States; Prof. Jantima Kheokao, President of Asian Network for Public Opinion Research from University of the Thai Chamber of Commerce in Thailand.

The Director of the Academic Committee of APCA is Prof. Terry Flew, the President of the International Communication Association from the Queensland University of Technology in Australia.
The Secretary-General of APCA is Prof. Sung Kyum Cho, former president of the Korea Journalism & Communication Association from Chungnam University in South Korea.

The steering committee members also include Secretary, Prof. Jack Qiu from the Chinese University of Hong Kong; Advisory Committee Member, Prof. Dadang Rahmat Hildayat from University of Padjadjaran, the President of ISKI in Indonesia. There are twenty Special Council Members in it.

**APCA Member Associations**

- All India Communication and Media Association (AICMA)
  https://aicmaindia.com/
- Asian Network for Public Opinion Research (ANPOR)
  https://www.anpor.net/
- Association of Development Communication Educators and Practitioners of the Philippines (ADCEP Philippines)
  http://adcepphilippines.org/
- Australia and New Zealand Communication Association (ANZCA)
  https://www.anzca.net/
- ASPIKOM [Indonesia]
  http://aspikom.org/
- Chinese Association for the History of Journalism and Communication (CAHJC)
  http://www.jca-china.org/
- Chinese Communication Association (CCA)
  http://cca1.org/
- Chinese Journalism Education & Research Society, affiliate to Higher Education Association
  http://www.aejmc.org/
- Chinese Communication Research Society, Affiliate of Chinese Culture Promotion Association
  http://www.ntccpa.org/
- Indonesian Communication Scholars Association (ISKI)
  http://warta-iski.or.id/
- Japan Communication Association
  http://www.caj1971.com/
- Japan Society for Studies in Journalism and Mass Communication
  http://www.jmscom.org/
• Korean American Communication Association (KACA)  
  http://www.thekaca.org/
• Korean Association for Broadcasting and Telecommunication Studies (KABS)  
  http://www.kabs.or.kr/
• Korean Society for Journalism and Communication Studies (KSJCS)  
  https://www.comm.or.kr/
• Malaysian Association of Communication Educators (MACE)  
  https://mace.org.my/
• Philippine Association of Communication Educators (PACE)  
  https://www.pace.org.ph/
• University Mass Communication Teachers’ Association (UMTA) [Sri Lanka]

GENERAL INFORMATION

Conference Theme
Power of Public Opinion and Multicultural Communication toward Global Transformation

Conference Venue

Shangri-La Hotel, Chiang Mai  
Address: 89/8 Chang Klan Road, Muang, Chiang Mai 50100 Thailand.  
Phone: (66 53) 253 888  
E-mail: slcm@shangri-la.com  
Website: www.shangri-la.com/chiangmai/shangrila

Welcome to Chiang Mai  
Chiang Mai Province is in Northern Thailand. The Chiang Mai weather is always cooler than the rest of the country, with a mean temperature of 25°C throughout the year. The city has plethora of things to see and things to do. The beauty of the mountains, hill tribe villages, and botanical gardens attracts millions of tourists to Chiang Mai every year. You can also enjoy a zoo and aquarium, a nocturnal zoo, and classic Northern Thai temples and architecture which are a fusion of Lanna, Mon, and Burmese styles.
Chiang Mai has a long history. It was once the capital of the Lanna Kingdom. Nowadays it is a very modern city, similar to Bangkok.

The old city of Chiang Mai is a showcase of the north’s fascinating indigenous cultural identity that includes diverse dialects, a delectable cuisine, distinctive architecture, traditional values, lively festivals, numerous handicrafts workshops, northern style massage, and classical dances. Chiang Mai is also blessed with pristine natural resources including mountains, waterfalls, and rivers. The presence of numerous hill tribes that feature a wealth of unique cultures enhances Chiang Mai’s distinctive diversity. Hill tribe trekking, often combined with river rafting and elephant riding has always been one of Chiang Mai’s greatest tourist attractions. Nowadays there are innumerable activities and attractions both in the city and the surrounding province, including massage instruction and golf. Moreover, visitors can visit workshops where they can learn about the production of silk or silver, and purchase memorable, hand-crafted souvenirs. With such a diverse range of attractions and an equally grand selection of dining and accommodation options, Chiang Mai is a place where both backpackers and luxury tourists can enjoy the ultimate Thailand holiday.

**Accommodation**
Chiang Mai features an amazing array of accommodation choices, including dozens of mom-and-pop guesthouses, mid-range hotels, and some of the finest luxury resorts in Thailand.

**Where to go**
- Royal Park Rajapruek
- Wat Phra That Doi Suthep
- Bhubing Rajanives Palace
- Doi Ang Khang
- Doi Pui
- Doi Mon Jam
- San Kamphaeng Hot Springs
- Mae Sa Elephant Camp
- Wat Phra Singh
Food & Drink
As one of the top tourist destinations in Thailand its not surprising that there is a wide range of authentic international restaurants run by both Thais and foreign expats. Most guesthouses also feature menus that include both Thai and foreign dishes. However, Chiang Mai also features many foods that are part of its own distinctive cuisine, including both those handed down over the generations from the Lanna kingdom and those influenced by its neighbors, especially Myanmar (Burma). Chiang Mai specialties include spicy sausage, khao soy (a type of noodle soup), and the ultimate in northern cuisine, a khan toke dinner; khan toke dinners usually consist of several small dishes, such as curries, crispy fried pork skin, and northern style chili sauces, served with sticky rice on a small round table, usually in front of a traditional dancing show, especially if you are a foreign visitor.

Shopping
When it comes to shopping, your choices aren’t much different from Bangkok. You have malls, night markets, and walking streets everyone should visit just once as there are many oddities, souvenirs and incredible foods. Recommended places are Thapae Walking Street (Sunday market from 5.00 – 10.00 pm), Wualai Walking Street (Saturday market from 5.00 – 10.00 pm), Rajapruek Walking Street (Friday market, and Chiang Mai Night Bazar (daily market).

How to go
By Bus
From Bangkok there are ordinary, 2nd class, and 1st class air-conditioned busses leaving throughout the day from Bangkok’s Northern Bus Terminal (Mo Chit 2) for Chiang Mai (8.00 a.m. to 09.00 p.m.) Call 02 936 3600, 02 936 2852, and 02 937 8055 or Website ticket.transport.co.th for an updated bus timetable.

By Train
Express and rapid trains operated by the State Railways of Thailand leave for Chiang Mai from Bangkok’s Hua Lumphong Station six times a day from 8.00 a.m. to 10.00 p.m. The trip takes about 11-12 hours on an express train. For more information, contact tel. 1690, or 02 223 7010, 02 223 7020 or Website www.railway.co.th. Chiang Mai Railway Station, tel. (053) 24 2094, 244 795, 24 7462, 24 5363-4.
By Air
Domestic airlines, including Thai Airways, Bangkok Airways, Thai Smile Airways, Thai AirAsia, Thai Lion Air, Nok Air and Thai Vietjet operate several flights daily between Bangkok and Chiang Mai. Depending on where you are flying from, one of these airlines can also fly you directly to Chiang Mai from Mae Hong Son, Khon Kaen, Pattaya, Samui, Phuket, Krabi, Surat Thani and Hat Yai.

From international destinations, visitors can fly directly to Chiang Mai on a number of domestic and international air carriers. While these routes are subject to their economic viability for individual airlines, it is usually possible to fly directly to Chiang Mai from Yangon, Mandalay, Luang Prabang, Ho Chi Minh City, Hanoi, Kuala Lumpur, Singapore, Macau, Hong Kong, Taipei, Seoul, Kunming, Changsha, Guangzhou, Chengdu, Wuhan, Xi An, Shanghai and Beijing.

Events & Festivals

Loi Krathong
The ancient festival's origin story varies. It is believed Loi Krathong was adapted from the Hindu festival, Deepavali, which celebrates the spiritual triumph of good over evil. Now, Loi Krathong has grown to mean different things for different people. Some mark the festival as a chance to pay homage to the Goddess of Water after a fruitful harvest season. It's also a festival for Thai Buddhists to give respect and thanks to the Buddha, as well as being the time to release past ills and welcome in future fortune for the new year ahead. Chiang Mai has embraced Loi Krathong fully, holding large events and welcoming visitors over a span of a few days, making it one of the best destinations in the country to take part in the festivities.

Loi Krathong 2019 officially takes place on 12 November this year, but in the 'Rose of the North', where Loi Krathong has fused with the traditional Lanna (northern Thai) Yee Peng festival, festivities will start on 9 November.

Local Public Transportation

Rót daang (literally 'red trucks') operate as shared taxis, and they roam the streets picking up passengers who are heading in the direction they are travelling. There are no fixed routes so the easiest thing to do is to ask if the driver will take you where you want to go. Journeys start from 20 THB for a
short trip of a few blocks and 40 THB for a longer trip (eg from the old city to Th Nimmanhaemin).

**Túk-túk** work only on a charter basis and are more expensive than rót daang, but they offer that energizing wind-through-your-hair feeling and are faster in traffic. Rates start at 60 THB for short trips and creep up to 100 THB at night, although you'll probably have to bargain hard for these rates. Some drivers can be pushy and may try to steer you towards attractions that pay commissions.

**Taxi**
It is very rare to see a metered taxi to flag down in Chiang Mai, but you can call for a pick-up from Taxi Meter – fares within Chiang Mai are unlikely to top 160 THB.

**REGISTRATION HOURS**

<table>
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<tr>
<td>Wednesday, Nov 6</td>
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<td>Thursday, Nov 7</td>
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<td>Friday, Nov 8</td>
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SPECIAL WORKSHOPS

#Workshop 1: The Freedom of the Press in the European Union

Professor Dr. jur., Dr.iur h.c. Dieter C. Umbach
Potsdam University, GERMANY

Day/Time: 14.00-14.20 PM, Wednesday, November 6, 2019, Room 2405, Faculty of Mass Communication, Chiang Mai University

Abstract

This special subject deals with the situation in the European Union, meaning a broad fundament of – now without Great Britain – 27 Countries and nations. It is mostly seen before a larger background, namely under the headline of so-called “communication rights”. That means that they involve the freedom of opinion and the freedom of expression, democratic media governance, a transparent media ownership and media control. The “right to communicate “and “communication rights” are closely connected, but not identical. We will concentrate on the freedom of the media. Media freedom, including especially the freedom of the press means absence of state monopoly or excessive intrusion and the existence and possibility of media pluralism: The lack of private control over media and the avoidance of concentrated private media ownership.

On the European level the Council of Europe offers a legal framework through the European Convention on Human Eights (ECHR), whose enforcement is guaranteed through the ECHR European Court of Human Rights and his jurisdiction. See Art. 10 (1): “1. Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive an impart information and ideas without interference by public authority and regardless of frontiers. This article shall not prevent States of requiring licensing of broadcasting, television or cinema enterprises.”

This sounds very good and Europe seems to be a sanctuary for press freedom; but that is no longer the case, there are dark clouds above the European Eastern sky, even if European countries are still top rankings, because press freedom is in decline and press freedom is deteriorating in some countries inside the EU: We have the negative example of Hungary under Viktor Orban, in Poland under the PIZ Party of Kaczynski and also in Slovenia. The European Commission has started proceedings and it is to be seen that the rule of law becomes vulnerable in the next step.
# Workshop 2: Current developments in survey research

**Prof. John Kennedy**  
Center for Survey Research, Indiana University, USA

Day/Time: 14.40-16.00 PM, Wednesday, November 6, 2019, Room 2405,  
Faculty of Mass Communication, Chiang Mai University

**Abstract**  
Survey research, like most science, continues to grow and evolve. The growth involves new methods of data collection that use with survey-like procedures. The evolution is the improvement of survey research methods to manage new problems in conducting surveys. However, growth and evolution are not necessarily smooth and seamless with prior methods. This workshop should help participants think about the methods and how they may be used for their research.

Among the topics I will discuss in the workshop include: the use of nonprobability samples, new types of data collected as part of surveys, responsive survey design, big data, multi-mode surveys, survey experiments, and ethical concerns about the new methods of survey data collection. The workshop agenda will be fluid and designed to meet the goals of workshop participants. Workshop participants should expect to contribute to the discussions by bringing questions about new survey methods for all participants to discuss.

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# Workshop 3: Publishing in AJPOR

**Prof. John Kennedy**  
Center for Survey Research, Indiana University, USA

Day/Time: 16.00-17.00 PM, Wednesday, November 6, 2019, Room 2405, Faculty of Mass Communication, Chiang Mai University

**Abstract**

This workshop is designed to encourage researchers to consider AJPOR for their professional publications and facilitate submissions to AJPOR. AJPOR recently appointed a new editor-in-chief and most members of the editorial board are new. The new editorial team is encouraging a broader range of articles for AJPOR. AJPOR has developed into a strong journal with increasingly higher quality research papers. Yet, it still has potential to be a more important journal in Asian social science research. AJPOR has traditionally published about three articles in each issue. While the support for producing the journal is limited, we certainly can publish more good articles in each issue.

Typically, public opinion research has been based on surveys and quantitative data analysis. Yet, many other methodologies can contribute to our understanding of public opinion. In particular, more studies using qualitative methods should be published. Focus groups and interviews are important research tools. Photovoice and ethnographies could help understand more about public opinion, especially as public opinion is created and changed in local areas. More quantitative public opinion research methods such as big data research, field studies, and survey experiments can be included in AJPOR. Replications of studies conducted in other countries could significantly contribute to the development of Asian public opinion research. Multinational studies are especially encouraged.

The workshop will also include discussions of the ideal article lengths, citations, plagiarism protections, copyrights, and other aspects of preparing an article for AJPOR.

**********************************
# Workshop 4: How AI can facilitate our research: A big-data-tech-assisted Online Content Mining and Analysis Approach (BACA)

**Dr. Angus W.H. Cheong**  
President Asia Pacific Internet Research Association (APIRA) and CEO of ERS e-Research & Solutions, MACAO

Day/Time: 09.00-10.40 AM, Friday, November 8, 2019, Phayao 1 and 2, Shangri-La Hotel, Chiang Mai

**Abstract**  
This workshop will introduce and demonstrate how AI can facilitate our research, especially in text mining and content analysis by using big-data-tech-assisted content mining and analysis approach (BACA) that can be performed without any requirement of computer programming skills. It is specifically designed for teachers and students from humanities and social sciences majors to conduct research. Theoretical rationales and case presentations will be elaborated in the workshop. Particularly the one-stop cloud-based platform-DiVoMiner®, which consists of the entire process of database building, sampling, intercoder reliability test, content coding, quality control, statistical analysis of data and results visualization will be demonstrated.

The following content will be covered in the workshop:  
1. Basic concepts of AI and its strength and weakness  
2. Concepts, elements and processes of content analysis  
3. Principle and design of big-data-tech-assisted content mining and analysis (BACA) approach  
4. Case presentation of online content analysis with platform demonstration

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PLENARY TALKS #1

Day/Time: 09.30-10.20 AM, Thursday, November 7, 2019, Lanna Ballroom, Shangri-La Chiang Mai

Chair: Prof. Dato’ Sri Dr. Syed Arabi bin Syed Abdullah Idid

#1: Contradiction in New Technology: Personalized Recommendation and Public Attribute of Communication under the Algorithmic Distribution Mechanism

Changfeng Chen
School of Journalism and Communication, Tsinghua University, CHINA

Min Hang
School of Journalism and Communication, Tsinghua University, CHINA

Abstract
The process of artificial intelligence technology applied to information dissemination mainly includes three steps: data mining, automated content production and algorithm distribution. The use of algorithms for personalized news/information production and distribution has been achieved in most new media companies, and some traditional news media are also trying to collect more user data, combine intelligent technology knowledge, and apply algorithms in information distribution. Through the analysis of cases such as The New York Times, this paper explores the debate on the distribution of personalized information and analysis the relationship between personalized information and the public attributes of communication in the era of algorithms.

Keywords: artificial intelligence, algorithm recommendation, personalized news, public sphere

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#2: Multinational Survey Research and Survey Experiments: A Small Step

Prof. John Kennedy  
Center for Survey Research, Indiana University, USA

Monica Heilman  
Indiana University, USA

Abstract  
The topic of this presentation is public attitudes towards bullying in high school across two countries – the United States and South Korea. Similar questions were asked of general populations in each country and the results were compared. However, understanding bullying across two countries was not the only research goal. In the presentation, we discuss the challenges to conducting multinational research and the use of survey experiments for better understanding similarities and differences between the two countries. The overarching goal of the project was to gain more experience in conducting international research.

We chose bullying in high school as the topic of our research for three reasons. First, substantial evidence shows that high school bullying is common in many countries. Second, we wanted to determine if the perceived causes and responsibilities for reducing bullying are similar or different in two cultures. Third, we expected that we could write questions that would be interpreted similarly between the two countries. We were confident that most questions measured similar concepts but a few were different in English and Korean. These differences are also a form of data in themselves because they illustrate cultural differences.

While bullying appears to result from individual behaviors, recent research is starting to consider bullying to be a socio-ecological phenomenon influenced by structural, cultural, economic, and technological forces. Understanding bullying requires not only understanding behaviors but the contexts that influence behaviors. Our research on societal attitudes towards bullying is consistent with this focus.

While Europe and the US have been the most commonly studied, there is a growing body of literature on bullying in South Korea. Scholars have noted...
that aspects of Korean society, such as the collectivist culture, may make Korea an important case for further study that may differ from previous work in Western countries.

We also included survey experiments as part of the research to learn more about the value of this method for understanding cultural differences. We created short vignettes about the bullying of immigrants from different countries and differences between boys and girls. The results are interesting for both public attitudes towards bullying and increasing our understanding of differential bullying. The vignette content further illustrates challenges with multinational research.

International research has become more important as the communications across the globe have become easier and more transparent. This research can help social scientists better understand the antecedents and consequences of globalization. For example, international research is increasingly important in understanding public opinion as it relates to the rise of conservative movements and populism across multiple countries.

Multinational and multicultural research poses several challenges. Among these, researchers must strive to determine consistent sampling procedures, wording questions to have similar meanings and implications across languages, consider demographic differences. Perhaps the most challenging aspect of multinational research is conducting analyses that can determine the similarities and differences between countries and cultures. These efforts are rewarded by increasing our understandings of countries and cultures.
PLENARY TALKS #2

Day/Time: 10.40-11.30 AM, Thursday, November 7, 2019, Lanna Ballroom, Shangri-La Chiang Mai

Chair: Prof. Dr. Ofer Feldman

#1: Public Opinion between Support and Obstacle of Multiculturalism in Europe

Professor Dr. jur., Dr.iur h.c. Dieter C.Umbach
Potsdam University, GERMANY

Abstract
The theme of the actual conference this year means quite a bunch of themes which would every merit a seminar of its own. To cover the whole width of the title would keep the audience in their seats for hours. So in consequence the speaker has to cut out some aspects which seem important to him or her and interesting enough for the audience.

I. Power of Public Opinion:
Public Opinion is an extremely complex phenomenon and always has been like this in a different historical, national, political and social setting and framework. Public Opinion - There can't be any doubt the fact that Public Opinion has a strong influence and far reaching consequences not only regarding electoral outcome and results, but also the on the moral fundament in a society, the promulgation of laws in that society, the distributions of goods and riches and to a certain extent even on the Judiciary. Some authors have even pleaded to name Public Opinion a kind of fourth power-pillar in the theory of the Separation of Powers in the thinking of Montesquieu. Here the question comes to the surface: Where is – in comparison with the Executive, the Legislative and the Judiciary the democratic control institution? To destroy already here an illusion of our learned students and especially from scholars from outside the European Union: There is no single or unique public opinion all EU-member states, but much diversified ones except on certain issues. There is for example a common critical view on the restrictions of media freedom in the member countries especially in regard of Hungary and Poland. And the public opinion is very much divided in a single member country itself like the Federal Republic of Germany in view of migration and the treatment of refugees.
There are Public Opinions between welcoming attitudes and strict refusals. And there are Public Opinions depending on the social platform you are using: YouTube, Twitter, Facebook, Snapchat etc. There seems to be a new generation producing and forming different Public Opinions with different powers.

II. Multicultural Communications:
Nearly all nations in the world have their own cultural heritage and identity. This may mean factors like their religious belief and faith, like Christianity in Europe and language like German in the Federal Republic. In our modern era of increased air travel and also of immigration many countries now have small ethnical or even larger (see Turkish nationals in Germany) minority groups living within them. These groups will probably have their own ongoing culture and traditions. Especially nations with much of this cultural diversity may sometimes be known as multicultural societies as in contrast to cultural uniformity. (In German in a pejorative sense: “Multikulti”) As an example during the period of industrialization in the last century large groups of Polish workers came to the industrial sites as workers, kept their Slavic identity for some time until they were fully integrated in the 2nd or 3rd generation. Another example: The UK can be described a truly diverse and multicultural country because of the immigrations that have taken place there over the last 50, 60 years especially with the former colonies being sent to independence and more or less freedom. In the Federal Republic we have undergone a first wave of multicultural change after WWII, when large numbers of east German exiled refugees came to the West bringing over their eastern dialects, their dress, food and old traditions – that is mostly over now, but as you might know, in and after 2015 huge numbers of refugees streamed into the Federal Republic – many of them without education, with Muslim belief and very traditional family structures. I have some doubts if our experiences are suitable to see a kind of result like a Global Transformation. In the international business world and transnational economy this may change a lot, also on all levels of the European Union and within the Nation itself – and in the Federal Republic it has without any doubt done so. But on the other hand it is the ongoing question to what extent integration should be realized and to what extent it is permissible or even necessary. No question that the country of origin is sometimes decisive: Immigrants from Russia are mostly very traditional and conservative; hold close ties with compatriots, even with a tendency to right wing parties. Immigrants from Turkey which are in the Federal Republic are also very traditional, even in the 3rd generation and still bound politically to their country of their parents. These issues are still in flow and many questions are connected with these problems, so that a general observation or theory is difficult to make.
#2: Academic Diplomacy and Forces of Change: Catalysts for Wider Transformation

Dr. Chosein Yamahata  
Aichi Gakuin University, JAPAN

Abstract
Now more than ever, there is a need to create environments that encourage meaningful participation from different groups inside a nation by centering the communities as the center of change. Accordingly, creating institutional mechanisms that address inequalities and grievances at a grassroots level invites and mobilizes individuals to become catalysts of social transformation. The educational sector has traditionally played a significant role in social change. Providing education (knowledge transfer and awareness promotion) as a public good provides different members of the community with the tools to access, understand, communicate and disseminate information. In light of the understanding on this connection and social responsibility, the talk will cover about the importance of strengthening the active participatory democracy to thwart any forms of exploitation, exclusion, marginalization and oppression of ethno-cultural, religious and political minorities. It will also emphasize how this can be done as it is much dependent on creating new opportunities at times for social transformation, a continued pursuit of an agenda for engaged academic research, and enabling more teeth in (for) social mobilization and movement in a given society. The message will stress that the academia’s pivotal role is not only building social and human capital but also for introducing dual functions through a series of coordinated efforts and cooperation - preventive diplomacy and multiplying diplomacy.
KEYNOTE SPEAKER

Day/Time: 11.30 AM, Thursday, November 7, 2019, Lanna Ballroom, Shangri-La Chiang Mai

“Media Transformation My Personal Journey”

Sutthichai Yun
Senior Journalist and Founder of Kafedam Media Group, THAILAND

Abstract
Media transformation in each epoch causes changes in society at both macro and micro level. For macro level, the change refers to the development of communication technologies which leads to the transformation of media landscape to the new one. This not only brings about changes in infrastructure, law and regulations, economy, and socio-cultural context but also changes at micro level. That is, the technological development simultaneously causes transformation at individual level including changes in terms of communication behavior, social interaction, cognition, perception, and personality.

In the like manner, those changes at individual level, especially the changes in communication behavior and media use create a reciprocal impact upon the development of communication technologies, innovations, and strategies in different contexts. These transformations result in both positive and negative outcomes. There are many advantages to communication and society. However, lack of media literacy and preparation for the potential disruption caused by new things. As a professional communicator who has worked at both media operational level and management level would like to present possible solutions, guideline on preparation for media transformation, and use of media disruption to develop and transform the society into the better society.
PANELS DISCUSSION # 1

Day/Time: 13.00 AM, Thursday, November 7, 2019, Payao 3, Shangri-La Chiang Mai

Voices of the Voiceless from the Ethnic Lands of Myanmar on Political Stability, Security and Local Affairs

Moderator:
Chosein Yamahata
Aichi Gakuin University, JAPAN

Discussants:
Michal Lubina
Jagiellonian University, POLAND

Win Myint
ECCSi, MYANMAR

Abstract
The creation of the electoral process did not necessarily guarantee Myanmar’s transition towards democracy as ethnic rights remain neglected in the 2008 Constitution. There is an urgency in the agenda on protecting the valuable rights of vulnerable populations when ethnic diversity becomes ethnic division due to the lack of equal rights as well as absence of any effective enforcement in promoting equality. Those vulnerable groups include IDPs, refugees, women, children, and people on borderlands, to name a few. In the absence of any effective, standard system in guaranteeing ethnic equality and diversity with the rule of law intact, the role of ethnic organisations (EOs) from the level of community-based groups to think tanks to CSOs become key in filling many gaps. During Myanmar’s important transition to democracy, peace and development, their contributions and opinions represent the voices and viable options for paving Myanmar’s foundation towards a genuine federal state built with democratic principles.

Therefore, it is important to highlight their voices, approaches, efforts and challenges for inducing necessary steps to deepen the democratic transition. Myanmar’s current transition need to be empowered by the application of democratic principles, strengthening the practice of rule-based society and
the most importantly, the introduction of the culture of peace among all. In addition, the opinions of the voiceless across different politico-economic, ethnic, socio-cultural, religious boundaries shall form as a basis for building a federal Myanmar. Accordingly, this panel is formed with panellists from different professional, ethnic and political backgrounds to represent various opinions, deliver approaches and promote discussions in order to amplify the voices of the needy populations from multiple dimensions.

Ms. Thayar Pine will promote “Rising Issues of Gender-Based Violence in the Conflict-Affected Mon Communities: Knowledge, Legal Aid and Administration” while Prof. Nyo Maung will deliver “Possible Negative Impacts on Ecosystem Services: A Case of Dam Construction on the same River.” Ms. Hseng Noung Lintner will discuss on “Urge: Voices of Women Survivors from Civil War.” Prof. Makiko Takeda will present “Women as Key Actors to Create Culture of Peace in Myanmar” while Ms. Moon Nay Li is planning to talk about “Conflict and Human Trafficking in Borderlands: Voices from Kachin and Highlights from the China-Myanmar Border.” Prof. Dr. Satoshi will discuss about “Locating the Border between Southeast Asia and South Asia: An Investigation of Naga People’s Consumption of Popular Culture.” Mr. Saw Chit Thet Tun will analyse his findings in “The Joint Ceasefire Monitoring Mechanism and Peace Prospects in Myanmar from the Perspectives of EAOs: Breaking Deadlock.” The moderator and discussants will coordinate the opinions and debate among the panellist to build a better understanding on ways, means and challenges regarding Myanmar’s paths to stability, security and autonomy that benefit the voiceless majority.

**Keywords:** Gender-based violence, Conflict, Ecosystem services, Dam construction, Women survivors, Civil war, Culture of peace, Human trafficking, the China-Myanmar border, Naga people, Consumption of popular culture, Joint Ceasefire Monitoring Mechanism

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PANELS DISCUSSION # 2

Day/Time: 13.00-15.00 AM, Friday, November 8, 2019, VIP Lounge 1, Shangri-La Chiang Mai

Bridging Divides and Prospects of Social Transformation in Democratic Transition: Interest, Initiative and Impact

Moderator:
Thayar Pine
Mon Women Organization, MYANMAR

Discussants:
Satoshi Ota
Tama University, JAPAN

Makiko Takeda
Aichi Gakuin University, JAPAN

Abstract
The roots of Myanmar’s prolonged internal conflict are found in the distorted relations between the majority population and its minority ethnic counterparts. In such an ethnically and religiously diverse state like Myanmar, ensuring equal representation of rights, preserving ethnic diversity and encouraging cultural identity are foundational checklists for Myanmar’s transition towards democracy, peace, political stability and development. In reality, it has yet to adequately abide by universal values, guarantee civic freedoms and promote language rights as they are fundamental to the nation’s path towards sustainable peace and development. Although Myanmar has changed its governing system from a military dictatorship to a parliamentary system, the current transition somehow confronts a deadlock in peace process: the country is a ‘tale of two governments’ due to the military’s continued dominance in politics and other sectors. The resultant evidence shows many new challenges, unresolved problems and the emergence of sudden crises, including the outbreaks of armed conflicts. Some crises are politically motivated by exploiting nationalism coupled with a sort of created religious extremism, violation of ethnic rights, historical causes and multiple disparities exist across ethnic lands, causing instability, tension and divisions.
On the other hand, Myanmar under the NLD-administration is maximizing its efforts to accelerate the current transition through crucial stages in paving a peaceful way for a democratic federal state where all ethnic nationalities can enjoy equality. Therefore, a situational analysis of Myanmar's potentials and obstacles out of the domestic political landscape as well as the emerging international/regional factors need to be reviewed against general trends and norms to promote democratic benefits – human security, gender equality, community harmony, social resilience, ecological performance, ethnic diversity and durable peace. That calls for both the government and people to work together in transition, which also opens ways for the vital roles of non-state actors including the CSOs, media, academia, and individuals to reinforce their interests, inspirations, initiatives and impacts on social transformation. Therefore, it is important to digest the constructive, supplementary and evaluative actions by different internal and international actors to make Myanmar a stable democracy. The panel is formed based on the belief that any community-based initiatives which respect to culture-specific traditions and social innovations can be the vehicles in accelerating transformations. Accordingly, it will be a platform of exchange among the panelists to accommodate ideas, information, analysis, principles and approaches since unique traditional beliefs and indigenous practices are also instrumental to Myanmar’s diverse ethnic and religious communities.

This panel is all about promoting opinions on bridging multiple divides and promoting social transformation in Myanmar. Prof. Dr. Michal Lubina will present “The Role of Social Transformation in Aung San Suu Kyi’s Political Philosophy” while Mr. Jai Jai jointly with Prof. Dr. Chosein Yamahata will be discussing “Life on the Margins.” Prof. Dr. Win Myint is delivering “Managing Telecoupled Landscapes for Sustainable Provision of Ecosystem Services and Poverty Alleviation.” Prof. Dr. Chosein Yamahata will also be on “Sources and Forces of Transformation and Academic Diplomacy.” The panel has a tentative plan to integrate a short invited talk on the overarching theme. The moderator and discussants will coordinate the opinions and debate among the panellists to build a better understanding on the interests, initiatives and impacts with respect to Myanmar’s transition.

**Keywords:** Social transformation, Political philosophy, Aung San Suu Kyi, Margins, Telecoupled landscapes, Sustainable provision, Ecosystem services, Poverty alleviation, Sources and forces, Academic diplomacy
BEST POSTER PRESENTATION CONTEST

A winner in each specialty will be selected through a rigorous review in poster presentation sessions.

SOCIAL EVENTS

Welcome Reception
Wednesday, November 6, 2019
18.00 – 20.00 at Khum Khan Toke Restaurant

Dinner and Closing Ceremony
Friday, November 8, 2019
18.00 – 21.00 at Shangri-La Hotel, Chiang Mai

SUPPORTERS

We would like to thank the following organizations for their contributions to the success of 2019 ANPOR Annual Conference:

- Faculty of Mass Communication, Chiang Mai University
- Asia-Pacific Communication Alliance (APCA)
- School of Journalism and Communication, Tsinghua University
- Asian University Network Forum on Advances in Research (AUNFAIR)
- The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University
- Singha Corporation
- The SCG Foundation

GUIDELINE FOR ORAL & POSTER PRESENTATION

Oral Presentation Guideline

1. Presentation Duration
   - 18-20 min-Presentation (15-17min) + Q&A (3min).
   - The session must run, adhering strictly to the time schedule.
   - Any running over will cause delay in the start of the next presentation, which should be absolutely avoided.
2. Presentation Equipment
   - Do NOT bring your own laptop computer to avoid any compatibility issue with the projector, and to save time.

3. Presentation Slide Submission
   - Upload only at the Presentation Room.

4. Presentation File
   - Please bring your presentation file on a Windows readable USB flash Drive.
   - Only the standard fonts (e.g., Times New Roman, Arial) are accepted, and unusual fonts may not be displayed properly on the computer.
   - Include any external file utilized (e.g. video clips) in the same folder as your presentation file.
   - Copy the entire folder to the USB flash Drive.
   - Video File: WMV, MPEG or AVI format are preferred.
   - Image File: JPG, GIF or BMP images less than 300 DPI are preferred format.

Poster Presentation Guideline
   - The Poster Size: 60 cm (width) X 160 cm (high) with X-Stand.
   - Poster Display Schedule.
   - Mounting and Demounting should be made according to the schedule below. Any poster left behind the demounting time will be discarded without notice.
     - Thursday, November 7, 15:00 – 16.00
       ▪ Mounting: 08.00 – 09.00
       ▪ Demounting: 17.00 – 18.00
       ▪ Presentation Location: Foyer, Shangri-La Hotel, Chiang Mai
     - Friday, November 8, 15:00 – 16.00
       ▪ Mounting: 08.00 – 09.00
       ▪ Demounting: 17.00 – 18.00
       ▪ Presentation Location: , Shangri-La Hotel, Chiang Mai
   - All poster presenters need to bring their own x-stand.
   - The local organizing committee will provide a poster template.
   - Poster Presentation will be conducted by Moderators.
MAP AND FLOOR PLAN

Chiang Mai International Airport
Google Map URL: https://goo.gl/maps/rW6zS5i3KKYeyt2w6

Faculty of Mass Communication, Chiang Mai University
Google Map URL: https://goo.gl/maps/XJdzswQEV5p4YNt9

UNISERV CMU (Green Nimman CMU Residence)
Google Map URL: https://goo.gl/maps/QNnGQCkhjrTCWoDv8

Khum Khan Toke Restaurant
Google Map URL: https://goo.gl/maps/yDk9ubT1ATWR1t618

Shangri-La Hotel, Chiang Mai
Google Map URL: https://goo.gl/maps/f2dmYQg7t6Q9D7bV7
Hotel Floor Plans

1st Floor

2nd Floor
WORKSHOP, PLENARY AND SPEAKER BIOGRAPHY

Prof. Chen, Changfeng
Professor of Journalism & Executive Dean, School of Journalism and Communication, Tsinghua University, CHINA

Professor CHEN Changfeng, President of the Asia-Pacific Communication Alliance (APCA), is currently the executive dean of the School of Journalism and Communication of Tsinghua University, and the President of the Chinese Association for History of Journalism and Communication. A leading expert in digital journalism studies, media ethics and media policy research, professor CHEN has authored many influential papers and books in both Chinese and English. She’s been focusing on the ethical problems of algorithms and artificial intelligence in recent years, and received wide acclaim for her cutting edge thoughts. Professor CHEN is also well known as a pioneer in journalism education in contemporary China. She co-founded the journalism school at Peking University, and has been holding responsibilities as a member of Academic Degree Committee of the State Council.

Prof. John M. Kennedy
Senior research director of the Center for Survey Research. Indiana University, USA

John M. Kennedy is the senior research director of the Center for Survey Research. He directed the Center from 1987 through 2011. He currently teaches a graduate class in survey design and chairs the Indiana University Social Behavioral Human Subjects Committee. He has served on numerous NIH review panels on the ethics of human research. He was the founding editor of Survey Practice sponsored by the American Association for Public Opinion Research. In 2012, he received the Achievement Award from the Association of Academic Survey Research Organizations.
Dr. Chosein Yamahata
Professor of Global and Area Studies, Graduate School of Policy Studies, Aichi Gakuin, JAPAN

Dr. Chosein Yamahata is a Professor at the Graduate School of Policy Studies, Aichi Gakuin University in Japan. Dr. Chosein’s research interests lie in the field of human security, international development cooperation, the UN studies in general and Myanmar/ASEAN studies in particular. He has been also a coordinator of the Academic Diplomacy Project, which provides a platform to exchange the ideas and work among academia and non-academia in tackling emerging and pressing issues in interdisciplinary area studies. Under the umbrella of the ADP, Dr. Chosein and his colleagues have promoted network activities from Japan including the Burma Review and Challenges International Forum (BRACIF), Asian University Network Forum on Advances in Research (AUNFAIR) and Thailand-India-Japan Conclave (TIJC).

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Professor Dr. iur. Dr.h.c. Dieter C. Umbach
Potsdam University, GERMANY

Dieter C. Umbach is the Emeritus Professor at the Faculty of Law of the Potsdam University. He is an internationally recognized expert on German and European Administrative and Constitutional Law.

Professor Umbach studied Law, History, and Philosophy at Muenster, Geneva, Heidelberg, Montpellier/France and Oxford. He completed the 1st German State Examination in Law with honors in the state of Baden - Wurttemberg in 1964 and the 2nd State Examination in 1968. He received his doctoral degree in 1976 from the University of Heidelberg and his postdoctoral research (Habilitation) on “The Dissolution of Parliament” was completed in 1985. In 2007, he was awarded the Doctor honoris causa from the Ivane Javakhishvili Tbilisi State University, Georgia.
Professor Umbach is currently working on the 3rd edition of the Handbook on the Procedure of the BVerfG (Federal Constitutional Court of Germany). His recent work includes “General Commentary on the German Basic Law”. Throughout his academic career, he published works extensively in the area of administrative, constitutional and European law. His research interests are actually on administrative, constitutional, European law, human rights, parliamentary reform, refugees and asylum problems, social law and the Southeast Asian legal and political situation. He also dealt with numerous legal cases on environmental issues in Germany.

Professor Umbach is a Scientific Committee Member of the Asian Network for Public Opinion Research (ANPOR).

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**Dr. Angus W.H. Cheong**

Founder and CEO of ERS e-Research & Solutions and Chair of Asia Pacific Internet Research Alliance (APIRA), MACAO

Dr. Angus W.H. Cheong is founder and CEO of ERS e-Research & Solutions which is a data-driven research company focusing on data mining, web mining, polling and research business in the Greater China Region since 2009. He is also the founding president of the Macao Association for Internet Research (MAIR). Serving as the incumbent chair of Asia Pacific Internet Research Alliance (APIRA), Dr. Cheong is the pioneer in Internet research in Macao and an expert in consulting and application in big data, public opinions, internet intelligence, web mining, and e-policy strategies. Leading his team composed of academies and industry experts, Dr. Cheong has innovated the AI-facilitated research platform – DiVoMiner® which is being widely adopted among scholars and professionals. He has served the University of Macau as an assistant professor for 13 years before his entrepreneurship, and as a visiting scholar of the Hong Kong Baptist University as well as the University Institute of Lisbon. Dr. Cheong can be reached at angus@e-research-lab.net.
Sutthichai Yoon
Senior Journalist and Founder of Kafedam Media Group, THAILAND

Sutthichai Yoon is co-founder of Nation Multimedia Group. He was the founding editor of Thailand’s first Thai-owned English-language newspaper, The Nation. He also pioneered in the broadcasting field by starting ITV, Thailand’s first independent news TV station.

Sutthichai also started Krungthep Turakij, Thailand’s first business daily newspaper. He also helped launch Thailand’s radio news talk shows.

After 47 years with The Nation, Sutthichai has since March 2018 started his own digital media outlet, known as Kafedam (Black Coffee) Media Group.

Born Nov 24, 1946, Sutthichai has devoted more than 50 years of his life to journalism on all platforms, including newspapers, TV, radio, websites and mobile outlets.

Sutthichai has been a columnist, TV anchor, blogger, commentator, social media content producer for the decades. He has interviewed a large number of global leaders including Hillary Clinton, George W. Bush, the Dalai Lama, Jack Ma, Dmitry Medvedev etc..

Sutthichai has also been in the forefront to launch Thailand’s Facebook and YouTube live broadcasting with his daily Sutthichai Live programme, planning to expand into Thailand Live, Asean Live to take advantage of the new mobile technology to enhance both quality journalism and engagement with the increasingly sophisticated and demanding audience.

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# ANPOR ORAL PRESENTATION

## Thursday, November 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Topic: Politics and Public Opinion Research</th>
</tr>
</thead>
</table>
| 13.00 – 15.00 | Phayao 1   | **ANPOR Oral-01**<br>Chair: John M. Kennedy<br>Yunjuan Luo | id. 175<br>pp. 59
|               |            | **Figures on Speech in Japanese Politics: A Study on the Symbolic Usage of Metaphors in Two Japanese Newspapers**<br>Makiko Yamamoto, Ofer Feldman | id. 179<br>pp. 60
|               |            | **A Study on the Necessity of New Education for the Future of University and the Age of Rapid Technological and Industrial Change - Survey on Korean University Students' Perceptions**<br>Yun-jin Seo, Sung Kyum Cho | id. 194<br>pp. 62
|               |            | **Hate Speech on Facebook During Campaign and Post-Campaigning Election of President and Vice President 2019 in Indonesia. Ethnographic Studies of Virtual Communication**<br>Atwar Bajari, Dedi Rumawan Erlandia | id. 198<br>pp. 63
|               |            | **The Importance of CPEC for China-Pakistan Bilateral Relations-Challenges and the Way Forward**<br>Muhammad, Hongsong Liu | id. 218<br>pp. 64
|               |            | **Super Rivals: What Do Southeast Asia Muslim Nations Think of US-China Competition?**<br>Guido Benny, Prashanth Parameswaran | id. 239<br>pp. 65
|               |            | **Digital government and participatory public policymaking: The Indonesian Case**<br>Hermin Indah Wahyuni, Kurkridho Ambardi, Sangkala, Lugina Setyawati Setiono | id. 239<br>pp. 65

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Topic: Media and Communication Knowledge and Research</th>
</tr>
</thead>
</table>
| 13.00 – 15.00 | Phayao 2   | **ANPOR Oral-02**<br>Chair: Angus W.H. Cheong<br>Brian Bantungan | id. 172<br>pp. 66
|               |            | **The Attitudes and Perceptions of the Followers of Toktak A4 Facebook Fan Page Towards Product Brand Communication and Astrology Content Reviewed by The Fortune Teller Influencer**<br>Khemakorn Noppakor | id. 219<br>pp. 77
|               |            | **The New Big Data and Social Media Research Methodology in Qualitative Research**<br>Papon Chongthanavanit, Jantima Kheokao, John M. Kennedy | id. 219<br>pp. 77
### Thursday, November 7

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Master Teacher&quot; Transformative Learning Strategy in Digital Media: &quot;Ruangguru&quot; in Indonesia</td>
<td>Jenny Ratna Suminar, Ditha Prasanti, Sarah Aisha</td>
<td>id. 188 pp. 67</td>
</tr>
<tr>
<td>The Contestation of Data Journalism Towards Public Content and Dialogue in Thai Independent News Agencies</td>
<td>Teeramon Buangam</td>
<td>id. 229 pp. 68</td>
</tr>
<tr>
<td>Deception through “Facebook” Mediated Interaction</td>
<td>Agus Rusmana</td>
<td>id. 258 pp. 69</td>
</tr>
<tr>
<td>The Advantages and Disadvantages of Social Media Uses in Indonesia Digital Government</td>
<td>Dorien Kartikawangi</td>
<td>id. 262 pp. 71</td>
</tr>
<tr>
<td>Hoax and Journalism Ethics in Indonesia: A Comparative Study of Mt. Agung Eruption in Two On-Line Media</td>
<td>Muhamad Sulhan, Dian Arymami</td>
<td>id. 263 pp. 72</td>
</tr>
</tbody>
</table>

<table>
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<th>Time</th>
<th>Location</th>
<th>Chair</th>
<th>Topic</th>
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<tbody>
<tr>
<td>13.00 – 15.00</td>
<td>Room: Phayao 3</td>
<td>Choosein Yamahata</td>
<td>Session Topic: Voices of the Voiceless from the Ethnic Lands of Myanmar on Political Stability, Security and Local Affairs</td>
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<table>
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</tbody>
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### Thursday, November 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Topic</th>
<th>Chair</th>
<th>Authors/Details</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00 – 17.00</td>
<td><strong>ANPOR Oral-03</strong>&lt;br&gt;<strong>Session Topic: Roles of Communication Across Social and Cultural Boundaries</strong>&lt;br&gt;Public Relations in Islamic Banks of Bangladesh: Islamic Perspective&lt;br&gt; <em>Md Shahidul Haque, Jamilah Hj. Ahmad</em></td>
<td>Herlina Agustin</td>
<td>id. 215 pp. 73‡&lt;br&gt;Web Science in SE Asia: Cultivating a ‘Thai Digital Renaissance’ Through (Re)Introducing An Interdisciplinary Science in Higher Education&lt;br&gt; <em>Michael J. Day, Merisa Skulsuthavong</em></td>
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<td>id. 223 pp. 74‡&lt;br&gt;Communication for Acquitted Female Inmates’ Adjustment&lt;br&gt; <em>Thanapha Srisuwan</em></td>
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<tr>
<td></td>
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<td>id. 228 pp. 75‡&lt;br&gt;Present Ethical Issues in Philippine Schools: Energizing Values In Education&lt;br&gt; <em>Gerardo Guiuan, Girlie Guiuan</em></td>
<td></td>
</tr>
<tr>
<td>16.00 – 17.00</td>
<td><strong>ANPOR Oral-04</strong>&lt;br&gt;<strong>Session Topic: Technology and Diversity in Journalism, Politics, and Marketing Communication</strong>&lt;br&gt;Culinary Tourism Branding of Pangandaran West Java: Between Hope and Reality&lt;br&gt; <em>Purwanti Hadisiwi, Andika Vinianto Adiputra</em></td>
<td>Viliporn Runkawatt</td>
<td>id. 236 pp. 105‡&lt;br&gt;Business Development Model of Small Medium Enterprises (SMES) Based on Marketing Communication in Facing Asean Economic Communities (AEC) in West Java&lt;br&gt; <em>Asep Suryana</em></td>
<td></td>
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### Friday, November 8

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<tr>
<th>Time</th>
<th>Session Topic</th>
<th>Chair</th>
<th>Authors/Details</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 – 12.00</td>
<td><strong>ANPOR Oral-05</strong>&lt;br&gt;<strong>Session Topic: Health Communication</strong>&lt;br&gt;Media Factors Influencing People to Make a Decision to be a Runner&lt;br&gt; <em>Nantasit Kittiwarakul</em></td>
<td>Chairun Nasirin</td>
<td>id. 226 pp. 83‡&lt;br&gt;Predictors of Depression Stigma Among College Students in China&lt;br&gt; <em>Yunjuan Luo</em></td>
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<td>id. 232 pp. 84‡</td>
<td></td>
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<td>Time</td>
<td>Room</td>
<td>Session Topic</td>
<td>Presenters</td>
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</tr>
</tbody>
</table>
| 11.00 – 12.00| Phayao 2     | **ANPOR Oral-06**<br>Chair: Hermin Indah Wahyuni<br><br>Session Topic: Science, Environment and Risks Communication | - Approaching Real-time Rendering for News Reporting Media Technology<br>  *Acarima Nanthanasit, Noppon Wongta*  
- Study of the First 1000 Day Life Program Policy from Selected Cities in West Sumatera Year 2019<br>  *Neila Sulung*  
- Applied Aerial Photograph for Community Development: A Case Study in Mae Chaem District, Chiang Mai<br>  *Rattaphol Phrommas, Chackapong Chaiwong*  
- Criticism of News on The Indonesian Wild Boar Invasion to Malaysia A Critical Discourse Analysis of News Reports in The Indonesian, Malaysian and International Mass Media<br>  *Herlina Agustin, Nik Norma Nik Hasan, Dadang Rahmat Hidayat, Dandi Supriadi* | id. 187 pp. 133 |
| 13.00 – 15.00| Phayao 1     | **ANPOR Oral-07**<br>Chair: Narin Numjareaun<br><br>Session Topic: Politics and Public Opinion Research | - Geopolitics of Belt and Road Initiative: CPEC and Changing Regional Landscape<br>  *Allauddin*  
- New Dimension of Pak-China Relations in the Context of China Pakistan Economic Corridor (CPEC)<br>  *Israr Hussain*  
- A Case Study on Historical Dynamics of Pak-China Relations<br>  *Iqtidar Hussain*  
- Malaysian Survey on Mood Rakyat, Mood of the Nation: Ethnic Perception towards The Government<br>  *Azmariana Binti Azman, Mohammad Redzuan bin Othman, Khairul Arifin bin Mohd Munir, Azami bin Zaharim, Noor Amirah binti Mat Zaid, Mohd Firdaus bin Mohmmad*  
- Kajang By-Election: A Study of the Voter Behaviour<br>  *Syed Arabi Idid, Rizwanah Souket, Azrul Hisyam Wakichan* | id. 187 pp. 133 |
### Friday, November 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Topic: Roles of Communication Across Social and Cultural Boundaries</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.00 – 15.00</td>
<td>Room: Phayao 2</td>
<td><strong>ANPOR Oral-08</strong> Chair: Dorien Kartikawangi</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Session Topic: Roles of Communication Across Social and Cultural Boundaries</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Japanese Political Interviews: Integration of Conversation Analysis and Facial Expression Analysis Ken Kinoshita id. 173 pp. 96</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Creating social Space and the Image of a Transgender male group in Chiang Mai University Korawan Kritworakarn,Natthapon Kanchasin id. 197 pp. 97</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Well-Connected Elderly: Exploring the Youth’s ‘Elderly Self’-Visualization Post-Encounter with an Elderly Community in Bagac Bataan Brian Saludes Bantugan id. 204 pp. 98</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Locating the Border between Southeast Asia and South Asia: an Investigation of Naga People’s Consumption of Popular Culture Satoshi Ota id. 216 pp. 99</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Analysis of The Philippines online news’s Roles on Reconciliation after conflict in Mindanao, Republic of the Philippines Kwanfa Sripanpandh id. 259 pp. 76</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session Topic: Bridging Divides and Prospects of Social Transformation in Democratic Transition: Interest, Initiative and Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.00 – 15.00</td>
<td>Room: VIP Lounge 1</td>
<td><strong>ANPOR Panel 02</strong> Chair: Thayar Pine</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Session Topic: Bridging Divides and Prospects of Social Transformation in Democratic Transition: Interest, Initiative and Impact</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Role of Social Transformation in Aung San Suu Kyi’s Political Philosophy Michal Lubina -</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Life on the Margins Jai Jai, Chosein Yamahata -</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Managing Telecoupled Landscapes for Sustainable Provision of Ecosystem Services and Poverty Alleviation Win Myint -</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sources and Forces of Transformation and Academic Diplomacy Chosein Yamahata -</td>
</tr>
</tbody>
</table>
### Friday, November 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Topic</th>
<th>Presenters</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.00 – 17.00</td>
<td>Phayao 1</td>
<td><strong>ANPOR Oral-09</strong>&lt;br&gt;Chair: Samuel Umereweneza&lt;br&gt;&lt;br&gt;<strong>Session Topic:</strong> Multicultural, Human Rights, and Civic Freedom&lt;br&gt;&lt;br&gt;Top University Websites and Their Communication Regarding Gender Equality&lt;br&gt;Siwaporn Sukittanon</td>
<td>id. 208&lt;br&gt;pp. 102</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Student-Centered International Collaboration Projects in the Asian Context&lt;br&gt;Akinori Seki</td>
<td>id. 214&lt;br&gt;pp. 103</td>
<td></td>
</tr>
<tr>
<td>16.00 – 17.00</td>
<td>Phayao 2</td>
<td><strong>ANPOR Oral-10</strong>&lt;br&gt;Chair: Merisa Skulsuthavong&lt;br&gt;&lt;br&gt;<strong>Session Name:</strong> Public Opinion Research Methods&lt;br&gt;&lt;br&gt;Role of ICT in Public Libraries&lt;br&gt;Babita Gaur</td>
<td>id. 224&lt;br&gt;pp. 78</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Comparison of a Voluntary Panel Survey and a Probability-Based Sample Survey&lt;br&gt;Sung Kyum CHO, Minhee CHO, Sunghye SHIN</td>
<td>id. 251&lt;br&gt;pp. 79</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Opinion of West Java Province People on Halal Tourism Communication in Indonesia&lt;br&gt;Susie Perbawasari, Dian Wardiana Sjuhro, Yanti Setianti, Aat Ruchiat Nugraha</td>
<td>id. 255&lt;br&gt;pp. 80</td>
<td></td>
</tr>
</tbody>
</table>
# ANPOR POSTER PRESENTATION

**Thursday, November 7**

<table>
<thead>
<tr>
<th>15.00 – 16.00</th>
<th>Room : Foyer of Phayao Room</th>
</tr>
</thead>
</table>
| **ANPOR Poster-01** | Chair : Dieter C. Umbach  
Ofer Feldman  
Brian Bintugan  
Pimonpan Chainan |

**Session Topic: Poster Presentation#1**

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Chair/Authors</th>
<th>ID</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of Post-Operative Pain Assessment and Management among Registered Nurses at Saraburi Hospital</td>
<td>Warunee Meecaroen, Nathrisupa Sangpradit, Nathawut Bunsonthi</td>
<td>id. 181</td>
<td>pp. 108</td>
</tr>
<tr>
<td>Satisfaction of Physicians and Pharmacists on Efficiency of Computerized Alert System for Screening High Risk Drugs for Thai Elderly in Community Hospitals</td>
<td>Keerataphan Patisonti, Chanuttha Ploylearmsang, Onanong Waleekhachonloet</td>
<td>id. 184</td>
<td>pp. 109</td>
</tr>
<tr>
<td>The Opinion of Adolescent Mothers on the Effect of Family Participation Program on Exclusive Breastfeeding</td>
<td>Supasson Lorhhana</td>
<td>id. 192</td>
<td>pp. 110</td>
</tr>
<tr>
<td>Factors relating Health Care Behavior among Diabetes Mellitus people</td>
<td>Oranute Pradubthong</td>
<td>id. 210</td>
<td>pp. 111</td>
</tr>
<tr>
<td>Mascots as Semiotic Communication in Tourism Promotion: A Case of Thailand</td>
<td>Suchada Wattanarak, Anchalee Pichedpan, Jantima Kheakao</td>
<td>id. 227</td>
<td>pp. 112</td>
</tr>
<tr>
<td>“Age of Rapid Change”, Comparison of Social Confidence between China and Korea</td>
<td>Fang Donggaung</td>
<td>id. 231</td>
<td>pp. 113</td>
</tr>
<tr>
<td>Health Literacy among Older Adults: A study at Tontal Community, Thailand</td>
<td>Kanyarat Ubolwan</td>
<td>id. 238</td>
<td>pp. 114</td>
</tr>
<tr>
<td>The Characteristics of the Brand Community on Social Media of The Digital Camera User Community in Thailand</td>
<td>Naris Pichedpan, Anchalee Pichedpan</td>
<td>id. 246</td>
<td>pp. 115</td>
</tr>
<tr>
<td>Domestic and Imported Vegetable Consumption in the Hotel and Restaurant Industries in Battambang Province</td>
<td>Seav Sovanna, Sarot Seanghai, Hum Chan</td>
<td>id. 159</td>
<td>pp. 129</td>
</tr>
</tbody>
</table>
### Thursday, November 7

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Correlation Analysis of Infant Mortality in West Sumatra Province (Case Study of Infant Mortality in 2015 - 2017)</td>
<td>Nurhayati, Oktavianis, Mila</td>
<td>185</td>
</tr>
<tr>
<td></td>
<td></td>
<td>132</td>
</tr>
</tbody>
</table>

### Friday, November 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Venue</th>
<th>Session Topic: Poster Presentation #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.00 – 16.00</td>
<td>Foyer of Phayao Room</td>
<td><strong>ANPOR Poster-02</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chair : Dieter C. Umbach, Ofer Feldman, Brian Bintugan, Pimonpan Chainan</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Shifting Public Opinion Research from Offline Methods into Big Data-Based Online Methods (A Case Study of Measuring Public Opinion on the Choices of Indonesian President in 2019 Based on Big Data)</strong> Catur Suratnoaji</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>A Study of Stroke Nurse Specialist Training Program in BCNS for the Development of Stroke Competencies</strong> Pudsadee Korjedee, Nusara Namdej, Nuttawut Boonsonti</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>A study of Readiness for Interprofessional Learning Among Nursing student at Boromarajonani College of Nursing, Surin Thawatchai Yeunyow, Chularat Howharn, Sukhumal Sanpuang</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>The Attitude of Nurses Toward Community Nursing Capacity Building</strong> Supittra Selavattanakul, Thidarath Kanungpiarn</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>An Assessment on Competencies of Graduate Nurses from Bachelor of Nursing Science Program, Boromarajonani College of Nursing Saraburi, Academic Year of 2018</strong> Waraporn Chansong</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Factors Affecting on Attitude in Buying Dietary Supplement Product in a Rural Area</strong> Chanuttha Ploylearmsang, Thanapong Poophalee, Thanachporn Wanathip, Kanjana Koedsok, Thepimol Lohanoot, Apinya Khiawsuntia</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Factors Predicting Happiness among Elderly People</strong> Thidarath Kanungpiarn, Supittra Selavattanakul</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Awareness of and adherence to the Healthy Lifestyle of Thai and Indonesian Nursing Students</strong> Tassanee Krikgulthorn, Jantima K. Kheokao, Samuel Umereweneza, Yelim Reni Putri, Chairun Nasirin</td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>ID</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Synthesis of research on the study of lifestyles according to AIOs in Thailand</td>
<td>Supitcha Pornsuksawat, Thippiroon Poomduang</td>
<td>243</td>
</tr>
<tr>
<td>Communication for the End of Life Called &quot;Good Death&quot;</td>
<td>Jirachayanan Pladruen, Bussababun Chaisiri, Karnwagee Amosinkanyaya</td>
<td>250</td>
</tr>
<tr>
<td>Intrinsic Risk Factors Related to Falls in Elderly People, Thailand</td>
<td>Pratoom Kongmaha, Viliporn Runkawatt, Haruethai Kongmaha, Nattiya Peansungnern, Churarat Howharn</td>
<td>256</td>
</tr>
<tr>
<td>Vegetable Markets in Battambang Province</td>
<td>Seav Sovanna, Chan Kakada, Sarot Seanghai, Hum Chan</td>
<td>160</td>
</tr>
</tbody>
</table>
APCA ORAL PRESENTATION

Thursday, November 8

08.30 – 09.00  Room: Sukhothai 1

**Opening Address**

1. Prof. Changfeng CHEN, President of APCA
2. Prof. Jantima KHEOKAO, Vice President of APCA, President of ANPOR
3. Prof. Sung Kyum CHO, Secretary-General of APCA

**Distinguished Guests**

1. Prof. Shuhua ZHOU, Vice President of APCA
2. Prof. Dadang Rahmat Hildayat, APCA Advisory Committee Member

09.00 – 10.30  Room: Phayao 3

APCA Oral-01  Chair: Jinghong XU, Shuhua ZHOU

**Session Name: Technologies, Networks and Asian Cultures**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analysis of 5G as a Driving Force for Communication Studies and the Construction of New Theories in the Chinese Context</td>
<td>Ya YANG (Beijing Normal University)</td>
<td>170</td>
</tr>
<tr>
<td>The Halo of Indigenous Culture in Global Digital Consumerism: The Influence of Golden-mean Thinking and Contradictory Attitude on the Personal Information Exchange Behavior of Chinese Netizens</td>
<td>Chao LIU, Min CHEN, Fang RAO, Yuxuan ZHANG (Guangdong University of Foreign Studies)</td>
<td>154</td>
</tr>
<tr>
<td>Social Presence and Network Self-disclosure of Chinese Rural Residents: An Empirical Study Based on Network Dependence as a Mediator</td>
<td>Hengjiang JIN (Chongqing University)</td>
<td>150</td>
</tr>
<tr>
<td>Empowering and Remapping: Popularization of Short Videos Over Social Media in China</td>
<td>Lu SUN (Guangdong University of Finance &amp; Economics)</td>
<td>160</td>
</tr>
<tr>
<td>Digital Confrontation in China: Discursive Representation and Self-identities: A Case Study of &quot;Shenzhen NCEE Immigration Incident&quot;</td>
<td>Xiaoyu ZHANG (University of Science and Technology of China)</td>
<td>172</td>
</tr>
<tr>
<td>Understanding China's 5G Policies and Laws: from A Historical Perspective and with Latent Dirichlet Allocation Method</td>
<td>Jinghong XU, Jingyu GUO, Xinyang YOU, Shiming HU (Beijing Normal University)</td>
<td>165</td>
</tr>
</tbody>
</table>
### Thursday, November 8

#### Being a Different “Me” and Narcissism: a study on How Selfie Taking Behaviors Reveals Digital Identity among Chinese Urban Youth

**Qian WANG (Shanghai Jiaotong University)**

- **Session Name:** Asian Media and Communication within Global Sphere
- **Time:** 09.00 – 10.30
- **Room:** Sukhothai 1
- **Chair:** Yaohong NIU, Qingguo XIE
- **Pages:** pp. 162

#### How to Tell Good Chinese Stories: Chinese Position, Discursive Tactics and Communication Strategies

**Xianhong CHEN, Yan GUO (Huazhong University of Science and Technology)**

- **Pages:** pp. 138

#### Imagined Nations, Cyber-Nationalism as Rhetoric Practice: A Fantasy Theme Analysis of Bullet Screen of Online Video Change of China’s Territories in the Past Dynasties

**Tiance DONG, Min CHEN (Chongqing University)**

- **Pages:** pp. 141

#### The Research of Community Construction and Science Communication with Chinese Characteristic of Citizen Science

**Keren FANG, Mengmeng GUO (Beijing Normal University, Sichuan University)**

- **Pages:** pp. 142

#### Economic and Emotional Understanding: Challenges and Opportunities for Chinese Health Broadcast

**Tingting LIU (Communication University of China)**

- **Pages:** pp. 156

#### Analysis of Influencing Factors of Food Risk Information Dissemination in Social Media

**Qiuju WANG (Hebei University)**

- **Pages:** pp. 163

#### Social Media Use, Risky Sexual Online Behavior and Parent-child Sexual Communication of Emerging Adults

**Xiuling ZHU (Guangdong University of Foreign Studies)**

- **Pages:** pp. 174

#### "Internet Self-Organization” Embedding and Transformation of Rural Community Governance Structure: Based on a Field Survey in a Rural Area of Western China

**Yaohong NIU (Xi’an Jiaotong University)**

- **Pages:** pp. 158

#### Secure “the Culture”: Reflection on 1990s’ Chinese TV Critiques

**Peixin CAO, Yifan XUE, (Communication University of China)**

- **Pages:** pp. 137
### Thursday, November 8

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory of Contemporary Chinese Class War Film and Television Spread and Development in the Asia-Pacific Region</td>
<td>146</td>
</tr>
<tr>
<td>You HAO (Nanjing University)</td>
<td></td>
</tr>
<tr>
<td>Concept of Visual Communication and Design: The Convergence and Evolution of Chinese Visual Design Concepts since the Reform and Opening up</td>
<td>175</td>
</tr>
<tr>
<td>Yongming ZHU (Suzhou University of Science and Technology)</td>
<td></td>
</tr>
<tr>
<td>Compromise and Incorporation: The Presentation of Rock Culture in the Context of Contemporary Asia</td>
<td>147</td>
</tr>
<tr>
<td>Shuguang HU, Shuyuan ZHANG (Yunnan Normal University, Tsinghua University)</td>
<td></td>
</tr>
<tr>
<td>Research on the Spread of Asian Contemporary Art</td>
<td>159</td>
</tr>
<tr>
<td>Wenhua SHI (Nanjing University)</td>
<td></td>
</tr>
<tr>
<td>The Communication of Asian Fine Arts and the Study of Regional Culture</td>
<td>168</td>
</tr>
<tr>
<td>Huiming YANG (Hubei Normal University)</td>
<td></td>
</tr>
<tr>
<td>Cultural Misplacement and Fusion: The Presentation of the “Feitian” Symbol in the Game</td>
<td>171</td>
</tr>
<tr>
<td>Xiaofeng YU, Xiaoxue ZHANG (Shenzhen University)</td>
<td></td>
</tr>
<tr>
<td>Asian Buddhism Image Spread Footprint: from India to China</td>
<td>167</td>
</tr>
<tr>
<td>Dongqiang YANG (Hanshan Normal College)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Speaker/Chair</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 – 12.30</td>
<td>Sukhothai 1</td>
<td>Feng WU, Tiance DONG</td>
<td></td>
</tr>
</tbody>
</table>

**Session Name: The Intercultural Dimension of Chinese Media and Culture**

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research on the Construction Status and promotion path of China’s International Communication Power in ASEAN Region from the Perspective of Cultural Identity</td>
<td>151</td>
</tr>
<tr>
<td>Fengping LI (Yunnan University)</td>
<td></td>
</tr>
<tr>
<td>Bridging Communities in Intercultural Communication: A Case Study of the Reception of Journey to the West Story Overseas</td>
<td>161</td>
</tr>
<tr>
<td>Hao TIAN, Jiang CHANG (Tsinghua University)</td>
<td></td>
</tr>
<tr>
<td>Asia as Method ?: Promises and Challenges</td>
<td>144</td>
</tr>
<tr>
<td>Li GU (Southwest University of Political science and Law)</td>
<td></td>
</tr>
<tr>
<td>Highlights, Trends and Patterns in Asian International Communication Research in the 21st Century</td>
<td>152</td>
</tr>
<tr>
<td>Mei LI (Macquarie University)</td>
<td></td>
</tr>
</tbody>
</table>
**Thursday, November 8**

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Name: Communication Studies with Asianness</th>
</tr>
</thead>
</table>
| 13.00 – 15.00       | Phayao 3      | Academic Centered or Non-Academic Centered? Two Explanatory Frameworks for the Selection of Administrators in Journalism or Communication Schools at Leading Universities in Mainland China  
*Feng WU, Chao DUO (Xi'an Jiaotong University)*  
*Supriadi* |

<table>
<thead>
<tr>
<th>Time</th>
<th>Room</th>
<th>Session Name: Discursive Spaces Between Communication and Politics</th>
</tr>
</thead>
</table>
| 13.00 – 15.00       | Sukhothai 1   | The Elite Conspiracy of Australian Public Opinion on China: A Communication Approach  
*Lu JIANG (Beijing Foreign Studies University)*  
|                     |               | Communication Game and Negotiation in International Disputes: A Study Based on the Official and Folk Opinion Field in the Sino-Korean Sade Dispute  
*Zhipeng SUN (Wuhan University)* |
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Construction and Transition of the American Transnational Corporations Discursive Power in the Sino-US Foreign Relations-Past, Present and Future</td>
<td>Ning WANG (Shanghai International Studies University)</td>
<td>162</td>
</tr>
<tr>
<td>Industry Structure and Cultural Flow of Regional Television Broadcasting</td>
<td>Juan ZHOU (Guangdong University of Foreign Studies)</td>
<td>173</td>
</tr>
<tr>
<td>The Characteristics of Political Communication and Its International Influence on the Basis of Chinese Party Politics</td>
<td>Xuemin JING, Huiling SHI (Communication University of China, Beijing Jiaotong University)</td>
<td>151</td>
</tr>
<tr>
<td>Sages as Medium: Research on the Ideal Personality of Chinese Culture from the Perspective of Communication</td>
<td>Yi DONG (Xiamen University)</td>
<td>176</td>
</tr>
<tr>
<td>Animated Movie and Chinese Culture Communication in the View of Globalization</td>
<td>Zhihong GENG, Hongyan XUE (Qingdao University, Hangzhou Normal University)</td>
<td>177</td>
</tr>
<tr>
<td>Drama Media: Green Channel for Cross-cultural Communication</td>
<td>Xuehong JIA (Yangzhou University)</td>
<td>178</td>
</tr>
<tr>
<td>A Brief Discussion on Local Originality of Chinese Media Criticism System</td>
<td>Yu HAO, Juan LI (Shanghai University)</td>
<td>178</td>
</tr>
<tr>
<td>As Media of &quot;Haisi&quot; Culture: The Historical Characteristics and Realistic Enlightenment of China's Export Porcelains</td>
<td>Haiwen LI (Fujian Agricultural and Forestry University)</td>
<td>179</td>
</tr>
<tr>
<td>The Spiritual Communication of Urban Space in Modern China from the Perspective of Missionaries: Take Chongqing West China Church News as an Example</td>
<td>Daming LIU (Southwest University of Political Science and Law)</td>
<td>180</td>
</tr>
<tr>
<td>Thursday, November 8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------------</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td><strong>The Conflict and Dialectic between Global and Local Concepts</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dongdong SHI (Xiamen University)</td>
<td>pp. 180</td>
<td></td>
</tr>
<tr>
<td><strong>From Emperor Bar Expedition to “Fan” Circle Expedition: The Study on the</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Development of Chinese Cyber Nationalism Action Under the Communication Theory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yu SUN, Chengbo GONG (Communication University of China)</td>
<td>pp. 181</td>
<td></td>
</tr>
<tr>
<td><strong>Different Approaches, Equally Satisfactory Results: The Dialogue between Zhuangzi’</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thoughts and McLuhan’s Media Theory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Qingguo XIE (Xiamen University)</td>
<td>pp. 182</td>
<td></td>
</tr>
<tr>
<td><strong>A Review of &quot;Huaxia Communication&quot; Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Xianzi WANG (Southwest University of Political Science and Law)</td>
<td>pp. 182</td>
<td></td>
</tr>
<tr>
<td><strong>A Preliminary Study on the &quot;Word-of-Mouth Communication&quot; Path of Chinese Animated</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Films under the Context of Social Media: Take the Chinese Animated Film &quot;Nezha's Magic Child&quot; for Example</td>
<td>pp. 183</td>
<td></td>
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ANPOR Abstracts
FIGURES OF SPEECH IN JAPANESE POLITICS: A STUDY ON THE SYMBOLIC USAGE OF METAPHORS IN JAPANESE NEWSPAPERS

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Abstract

This paper describes and analyses figures of speech, in particular metaphors, as they appear in two Japanese daily newspapers—the Yomiuri and Asahi. Specifically, this paper examines the way the two leading dailies use metaphors to depict issues and political figures in the public sphere. It aims also to classify metaphors and compare their use in the editorial and political stories of the newspapers while detailing such questions as: What type of metaphorical expression occurred most often in the news media? Is there a particular form or pattern in the usage of metaphors in political context? Do different newspapers use different metaphors? If so, what are the reasons for this? And, What are the possible effect of such metaphors in the process of political communication in Japan. Data for this paper was gathered from the political pages, general coverage pages, and editorials of the two newspapers of the Yomiuri and Asahi in their Tokyo editions as appeared in their online databases from December 17th, 2012 for six month period. The examined season provided good opportunity for examining questions dealing with Japanese political news. This is due to the fact that three elections took place during this time: the 46th election for the House of Representatives (the lower house of the Japanese National Diet); the Tokyo metropolitan assembly election; and the 23rd election for the House of Councilors (the upper house). In terms of procedure, a special coding sheet was designed in particular for this research. It included such items as the date and the pages in which metaphors appeared; the news topics that they were utilized for; information of the ten possible sources for these metaphors (including newspapers’ reporters, the prime minister, a cabinet minister, top official member from the ruling party, and a member from the opposition camp); the 16 possible topics in which the metaphor were likely to appeared (including the Diet, in the context of economy related stories, diplomacy, political party activities,
The fourth industrial revolution has sent shockwaves through university education, bringing about an “age of rapid technical and industrial change." Currently, it is assessed that Korean university education remains suitable for the second or third industrial revolution era in content and methods. There is broad consensus on the need to change university education to suit the era of the Fourth Industrial Revolution, but the discussion of what and how to change remains at a rudimentary level. University education should meet social needs, but it should also meet the personal needs of university students. According to ordinary observations, university students' primary interest in the fourth industrial revolution is the influence of the fourth industrial revolution on their employment and career path. However, university students have a lower understanding of the fourth industrial revolution and the impact it will have on their career and employment. At a level with a low understanding of the Fourth Industrial Revolution, they are in vague anxiety that their jobs will become more difficult and the instability of their careers will increase. According to Noo-Ree Kim et al (2017), university students feel
that college education does not keep up with rapid changes in society. In addition, competition among universities is accelerating due to high quality open course services such as K-MOOC and KOWC in addition to the decreasing number of school-age students. The future of universities as institutions of higher education is also uncertain. Now, it is necessary to make sure that the curriculum is being reformed in line with the new era (Glenn, Gordon, & Florescu, 2014; Harden 2013). Therefore, university education is be required to provide basic knowledge and information about the fourth industrial revolution and its impact on students' employment and career. In this study, we will examine university students’ perception of: 1) Is the current college education suitable for training the students to meet the requirements of the fourth industrial revolution era? 2) How much is the fourth industrial revolution related to students' major? 3) To what extent is the fourth industrial revolution related to one’s employment and career path? 4) How much education about the Fourth Industrial Revolution is required? 5) To what extent are there opportunities for basic education about the Fourth Industrial Revolution in universities? The study uses survey data on college education for 6,000 South Korean college students in the second half of 2019. QuestionPro was used in the survey. Simple statistical techniques will be used to interpret the findings. Due to the large number of samples, detailed analysis based on the majors, grades, regions, and gender of university students is expected to take place at a significant level.

**Keyword:** Fourth Industrial Revolution, Education, University Student, Career, Employment

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HATE SPEECH ON FACEBOOK DURING CAMPAIGN AND POST-CAMPAIGNING ELECTION OF PRESIDENT AND VICE PRESIDENT 2019 IN INDONESIA. ETHNOGRAPHIC STUDIES OF VIRTUAL COMMUNICATION

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Abstract

War of statements on social media is not inevitable before and during the 2019 presidential election in Indonesia. Among the most dominant statements are messages attacking political opponents using subtle, loud or sarcastic verbal statements. Facebook becomes the main social media for netizens or Facebookers to issue their statements in the form of scolding, insults, humiliation and other attacks against parties or candidates that they don’t like. So far there has been no study to measure and establish expressions of hatred or utterance of attack with clear parameters and meet the standard criteria that can be used as a basis for proof in the legal space. This research will try to find and classify and compose a verbal message structure model that contains hate speech using a virtual communication ethnographic approach with data collection techniques through observation and selection of words and sentences in Facebook accounts of users or groups of users who are members of the two groups of presidential candidates. The results showed that hate speech was used to convey attacking candidates, especially in volunteer accounts. The hate speech received by party 01 was mostly used to attack Joko Widodo on his program and personality. Jokowi got the format of the hate speech attack through four main narratives namely: Asing, Aseng, Communists, and hatred of ulama. On the other hand, hate speech against Prabowo (02) was more focused on generals who violated human rights, land tenure, poor marital history, and religious issues.

Keyword: Hate speech; president election; Facebook; Virtual Ethnography; Indonesia
THE IMPORTANCE OF CPEC FOR CHINA-PAKISTAN BILATERAL RELATIONS-CHALLENGES AND THE WAY FORWARD

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Abstract

China Pakistan Economic Corridor (CPEC) is the planned project of Beijing’s initiatives to “bridging the gap” with its landlocked regions and a key project of China’s mega-project of One Belt One Road (OBOR) or Belt and Road Initiative (BRI). CPEC, which is considered as "flagship project" and "gateway project" for Belt and Road Initiative plays a significant role in the development of the South Asian region specially for Pakistan, through regional connectivity and economic growth. Pakistan and China, who are considered as two "all-weather friends" (Beckley, 2012) strategic and diplomatic partners in South Asia, decided to augment their relationship in more extensive way by initiating a mega-project known as CPEC. Beside the importance of CPEC for both for Pakistan and China and the economic development and regional connectivity in South Asia, there are certain challenges to accomplish this project. This paper evaluates these questions: What is the importance of CPEC for China’s Belt and Road Initiative and for Pak-China bilateral relations? Does China consider Pakistan as "bridging giant" or "bedrock" in its South Asia policy? What are the Impacts of CPEC on Pakistan-China economic cooperation? What challenges for both countries during the implementation of this project? How the Indian factor in South Asia region affects CPEC and Pakistan-China economic cooperation? What will be the future challenges of this project? And how do the two stakeholders cope with these challenges? This study is carried out using qualitative data relies on primary data, including the interviews of high officials, academics, and other experts of the subject and secondary sources such as journal articles and books, etc. The paper has provided policy input to Government Pakistan regarding the importance of CPEC for the economic development of the
country and also urged both countries to look into the matter of domestic, regional and global challenges for this project.

**Keyword:** CPEC, Belt and Road Initiative, South Asia, Pakistan, China, Challenges and opportunities.

SUPER RIVALS: WHAT DO SOUTHEAST ASIA MUSLIM NATIONS THINK OF US-CHINA COMPETITION?

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Abstract

The United States has long been the Super Power influencing Southeast Asia. Having said so, it is apparent that the rise of China’s economic and political influence in China-ASEAN forum as well as the Belt-and-Road Initiative as regional Great Power has been overshadowed U.S. control over the region for the last ten years. Focusing on the perceptions of the youths in Indonesia and Malaysia, this study adopts the ICE Framework to probe the perceived Images, Contribution, and Expectation of the regional role of two Great Powers – the United States and China – in the Muslim-majority Southeast Asian nations. Particular attention is paid to: Great Powers’ actions, their influence (helping or hindering the Southeast Asian countries’ national and regional interests), and the prospect of their presence in the region. In addition, the survey also measures public perceptions of the evolving strategies by Great Powers, namely China’s strategy in the South China Sea, its Belt and Road Initiative, as well as the U.S. Free and Open Indo-Pacific Strategy and the Quadrilateral Security Dialogue. The survey, involving 824 youths in Jakarta and Kuala Lumpur, reveals interesting findings about the two Great Powers’ foreign
policies and strategies in Southeast Asia. The paper concludes with some policy recommendations for public diplomacy and engagement.

**Keyword**: Great Powers, International Relations, Public Diplomacy, United States, China, Indonesia, Malaysia

DIGITAL GOVERNMENT AND PARTICIPATORY PUBLIC POLICYMAKING: THE INDONESIAN CASE

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**Abstract**

The presence of information and communication technology especially the internet has brought broad and fundamental changes to government practices in many countries including Indonesia. In its development, there are digital government models that fully utilize technology in government activities. Besides, deliberative policy-making processes are considered capable of being realized with network technology facilities, especially the internet. This article aims to explain the extent to which the implementation of digital government in Indonesia currently enables this open and participatory policymaking process. Comparison of five regions (Surabaya, Tangerang, Makassar, Banyuwangi and Jembrana Regency) was carried out to obtain a varied and complete picture due to the different dynamics in each region. Data collection was carried out through field studies using FGD procedures and interviews. The results show that the implementation of digital government in Indonesia
is not yet optimal, moreover to be able to realize an open and participatory policymaking process. This happens because of several factors for instance regulation, institutional, leadership, and the issue of the technology itself. These problems not only occur at the local level in each region but also at the national or central government level.

**Keyword:** Digital Government, Policymaking, Participatory, ICT, Indonesia

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**THE ATTITUDES AND PERCEPTIONS OF THE FOLLOWERS OF TOKTAK A4 FACEBOOK FAN PAGE TOWARDS PRODUCT BRAND COMMUNICATION AND ASTROLOGY CONTENT REVIEWED BY THE FORTUNE TELLER INFLUENCER**

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**Abstract**

This research aimed to study the attitudes and perceptions of the followers of Toktak A4 Facebook fan page towards product brand communication and astrology content reviewed by the fortune teller influencer. Online questionnaire posted in Toktkak A4 Facebook fan page during August 2019 was used to collect data. Data from of 933 respondents were analyzed using frequency distribution and percentage. The findings revealed that majority of the respondents who were interested in the content about fortune teller were female respondents aged between 25-34 years (91.4 %) and had an average monthly income of 15,000-20,000 baht. Sixty two percent of the respondents indicated that bi-monthly horoscope column was their most popular content reviewed. Eighty six percent of the respondents indicated that this content contributed to the awareness of product brand communication and also influenced purchase decision (73 %). Eighty seven percent of the respondents reported that the image of the fortune teller “Tok TaK” also has an impact on product brand awareness. Moreover, it was found that 73.9% of the respondents indicated that beauty product category was most suitable product to use Tok Tak fortune teller brand image and astrology content in their brand communication. The creation of astrology content on online platform will be an effective marketing communication when use the Tok Tak
images and content together. Therefore, fortune teller and bi-monthly astrology content become new channel for brand communication using product photograph insert to create awareness or public relations tool as well as sales promotion outlet.

**Keyword:** Influencer, Content, Marketing communication, Attitude, Perceptions, Astrology

"MASTER TEACHER" TRANSFORMATIVE LEARNING STRATEGY IN DIGITAL MEDIA: "RUANGGURU" IN INDONESIA

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**Abstract**

This article describes research on digital media education aimed at Millennials. As one of the largest educational technology start-up companies in Indonesia, Ruangguru shows the emergence of digital learning culture. Within five years, this company works on missions to improve teacher’s quality by providing working opportunities and income to Indonesian teachers. One of its missions, concerning the teaching method used by its teachers becomes an interesting area of in-depth study. In this case, the novelty of the research lies in Ruangguru’s “master teacher” concept. Based on observation, “master teacher” is used as a term to refer to its teachers. It emphasizes the quality of instructors that the company has. Therefore, the researchers would like to reveal its transformative learning strategy used by “master teacher” during the online learning process through digital media. As digital media technology develops, various educational start-up companies began to emerge, including Ruangguru. This phenomenon seems to raise academic interest, as various scientific researches on Ruangguru have also increased. The researchers
viewed that digital learning culture has emerged, which is a new learning method developed further by educational companies. The phenomenon shows change from face-to-face learning to learning through digital media, an implementation of transformative learning. Mezirow’s (2000) transformative learning concept is a unique, abstract, and ideal learning theory with critical reflection as its peak. Learning is understood as a process of giving new meaning to experiences to direct future actions (Mezirow & Association, 2000). Mezirow (1991) conveys some things that must be fulfilled while conducting the learning processes to reduce adult dependency on educators (Mezirow, 1991). Besides, transformative learning also helps students understand ways of using learning resources, especially others’ experiences. This includes the teachers as facilitators, and how to engage themselves interactively during the learning process. In this research, the researcher reveals the efforts made by the "master teacher" during the transformative learning process. Mezirow (1991) shows two changes in the transformative concept. The first change occurs in in the instrumental domain (usually in the form of problem-solving or withdrawal of cause-effect relationships), whereas the second is communicative, involving understanding values, feelings, moral, while interacting with others (Mezirow, 1991). Since the urgency and potential of learning through digital media is considered as an important finding in this research, it is recommended that the results of this study is utilized, disseminated, and developed in learning processes.

**Keyword:** Transformative Learning, Strategy, Master Teacher, Digital Media, Ruangguru

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**THE CONTESTATION OF DATA JOURNALISM TOWARDS PUBLIC CONTENT AND DIALOGUE IN THAI INDEPENDENT NEWS AGENCIES**

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**Abstract**

In the past decade, Information Communication Technology progress and digitalization have changed the media landscape in Thai society. This is
especially true in the field of journalism which acts as a source of information in deliberative democracy. The growth of digital media outlets/channels/platforms has created a new arena for diverse stakeholders to contest and negotiate with old privileged players. Even though half of the population is still struggling in the digital divide, there are attempts to reduce those gaps. As a result, the informed citizen can increasingly engage in public issues. Moreover, the open data movement also allows users free access to public information, and the generating and sharing of digital content (UGC: User Generated Content). Data journalism creates new places to collect/compile data and create data visualization, which works alongside traditional investigative journalism both in producing news content and setting the public agenda. Thai independent news agencies are trying to make use of data journalism in order to disseminate inequality and undemocratic public issues. However, Thai independent news agencies realize that they are also moving towards a pseudo-democratic public sphere. We can witness a social media algorithm which controls our news feed. Consequently, data control regimes reinforce our socio-cultural and political perceptions, generating polarization among Thai netizens. Therefore, it is a great challenge for Thai society in the near future for a media landscape to emerge for participating actors to form and facilitate critical and diverse public dialogues based on the public interest.

**Keyword:** Data-driven Journalism, Data journalism, Independent Media

DECEPTION THROUGH “FACEBOOK” MEDIATED INTERACTION

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**Abstract**

The development of Internet technology has given birth to a new society called a networked society that carries out virtual social interaction. Just as in social interactions without media, in virtual interactions there are deviant behaviors from interaction participants. Deception through social media is an interesting fact because trust is generally given to someone in the event of face-to-face communication between the two parties, so communication
through social media should not allow the growth of trust, let alone blinding trust. In this case, the deception was committed to the woman who was promised to be married, but apparently the promise was never fulfilled after the woman has given a lot of money. To understand how deception practices occur in interactions through social media, a study was conducted with cases of female as Facebook users who had been cheated. This study uses the theory of Phenomenology, then the analysis of deception events is carried out with a theoretical approach and the concept of drama and frame analysis from Erving Goffman. The informants of this research are victims of deception who live in Indonesia who foster relationships with men who claim to live abroad, and have spent large amounts of money at the request of the deceiver. Data obtained through interviews, observations on the status on each Facebook account, and conversations that occur between victims and perpetrators of deception. The results showed that the character of the victims was a woman who has been married and was still, easy to sympathize with the suffering of others, easy to give trust to people who are just known, and really likes interacting using social media, especially Facebook. From the results of data analysis it is understood that the occurrence of deception is caused by internal factors and external factors. In addition, the presence of a networked society has given birth to a new identity for individuals as members of a networked community that has equality with all other members of the networked community so that each is willing to interact socially in the global order. The conclusion of this research is that the desire to marry up, makes the woman lose sensitivity or ability to recognize symbols of interaction that shows the existence of anomaly, and still perceive it as a reality, then through the front region and engineering relevant events, one can create a situation perceived by others as someone worthy of trust will only act well and not harm, through framing and strips, one can limit the perception of others, and social media that has the ability to display messages in the form of verbal and nonverbal symbols and high interactivity reinforces the perception victim that he can find out all the events conveyed by his interaction partner and believe that everything is true.

**Keyword:** Facebook, Symbolic Interactionism, Dramaturgy, Framing, Social media
THE ADVANTAGES AND DISADVANTAGES OF SOCIAL MEDIA USES IN INDONESIA DIGITAL GOVERNMENT

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Abstract

The purpose of this article is to provide an overview of the current behavioral mapping of the use of social media by Indonesian government public relations in the digital government era and its advantages and disadvantages. This article is a preliminary study of how the logic of social media elements initiated by Dijck and Poell has attracted the public sector to adopt it as one of the official media of the Government. By using a qualitative descriptive approach through observation of the general behavior of 34 Ministries in Indonesia in using social media, it is known that Government Public Relations are accommodating and in line with the logic of social media. This is supported by the following indications of advantages and disadvantages which are the public sector has used social media with Facebook as a platform that has been adopted by all Ministries; the public sector cannot avoid and has become part of the culture of social media connectivity even though adoption of social media still tends to be public information; the running of government is more open through social media so that communication between government administrators and its public becomes more fluid; social media provides space for the public sector in the practice of digital government, so that the use of social media cannot be separated from the implementation of digital government; as the disadvantages from the behavior of the social media adoption by the Government it is found that there is a trace of social media logic inherent as part of the implementation of digital government, the reconsideration on ethic and cross-cultural understanding are needed as part of responsibility.

Keyword: behavior mapping, digital government, public information, media logic, public relations, and social media
HOAX AND JOURNALISM ETHICS IN INDONESIA: A COMPARATIVE STUDY OF MT. AGUNG ERUPTION IN TWO ONLINE MEDIA

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Abstract

This article presents the evidences of false news about a natural disaster from two online media websites, with the purpose of exploring the underlying reasons for such media stories. The premise of this study is that local and national media coverage has unequal news reporting pressures and deadline. The necessity of rapid and prompt reporting, contributes to the spread of hoaxes in online media due to the lack of news verification and investigation (checks and cross-checks). The media discourse studied is the eruption of Mount Agung in Bali. Using critical discourse analysis (CDA) as a research method, this article analyses news report in Detik.com, as a representation of the national media, and Liputanbali.com as a representation of the local news site in Bali. Detik.com is the pioneer online media in Indonesia. Detik.com is known to be the first media to report every event of natural disaster. On the other hand, Liputanbali.com is a local Bali online media that covers the natural disaster of Mount Agung. Hoax or fake news as a primer issues relate with interpretation of journalism ethics, especially the truth.

Keyword: hoax, fake news, online media, disaster
PUBLIC RELATIONS IN ISLAMIC BANKS OF BANGLADESH: ISLAMIC PERSPECTIVE

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Abstract

Public relations plays a very important role in Islamic banks of Bangladesh. It motivates the employees and attracts the customers by using the Islamic component in building and maintaining relationships. Islamic banks of Bangladesh are growing rapidly with the strong support of their public relations departments that focus on the success by their strong relations with the community, rather than profit-making. Public relations guided by Islamic values ensures the benefits of all stakeholders and avoids harmful contents. It follows the guidelines of the Quran and Sunnah. Almighty Allah stated the principles of public relations in the Quran. The Prophet Muhammad (PBUH) used extraordinary public relations skills to present a new way of life to the world. Islamic Banks of Bangladesh practice public relations, adding some Islamic components and spiritual elements to promote their Islamic financial products and services to the majority Muslim public. They also attract huge number of non-Muslim customers by their welfare banking and indiscriminatory policies and practices. This paper discusses the practice of public relations in Islamic banks of Bangladesh with special focus on the Islamic perspective. The in-depth interviews of the Heads of public relations and members of shariah secretariat were conducted to collect data. The findings show that public relations in the light of Islam contribute a lot to make Islamic banking industry successful.

Keyword: Public Relations, Islamic Banking, Islamic Finance, Harmful Contents, Spirituality
WEB SCIENCE IN SE ASIA: CULTIVATING A ‘THAI DIGITAL RENAISSANCE’ THROUGH (RE)INTRODUCING AN INTERDISCIPLINARY SCIENCE IN HIGHER EDUCATION

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Abstract

Inseparable from the communication of knowledge through the World Wide Web, the study of online social interaction and communication in South East (SE) Asia is growing. The teaching of digital media, literacy raises challenging debates for those in Higher Education (HE), especially in a burgeoning digital economy such as Thailand. The advances in technology, growth in mobile connectivity and social media have proliferated online political, social and personal movements, as well as providing a convenient alternative for offline communication. Thailand is emerging into a digital renaissance, but its education system is still lacking pedagogy to support learning for young digital natives. The Thailand 4.0 initiative, a government reform, seeks just that; it challenges Thai HE to innovate teaching a digitally empowered, connected body of students who are now interconnected global actors, shaping complex heterogeneous networks as influencers, users, contributors and critics. The increase in not only their power, but knowledge of how to use the Web, an asset to extend their cultural identity and social capital, raises critical questions about such a burgeoning ‘Thai digital renaissance’. Undoubtedly, we need new ways to equip students as critical learners who can reflect on the inescapable interdisciplinary practice of complicated topics in their study, which includes issues like fake news, revenge pornography, social media journalism and even domestic law in SE Asia, which impact censorship and digital rights. Problematically, these are not simply social or technical phenomena; they are interwoven, which for students new to thinking critically is hard to comprehend. Yet, an emerging discipline, Web Science, offers an interdisciplinary approach to solve this, one changing the view that studying the Web is technical, so understood through knowing how to make lines of code. In this paper, we conceptually integrate two core knowledge components that are intrinsic to Web Science, that of
interdisciplinarity and sociotechnical heterogeneity, with current issues surrounding public opinion in Thailand, to offer a reintroduction, for a new audience of researchers, to a discipline we playfully conclude as #webscithai. So, a call to the academic community of Thailand to embrace a sociotechnical pedagogy useful for educating and empowering students in Thailand as global digital citizens.

**Keyword:** Education, Digital Literacy, Public Opinion, Web Science

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**COMMUNICATION FOR ACQUITTED FEMALE INMATES' ADJUSTMENT**

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**Abstract**

According to the Department of Corrections’ statistics in Thailand, the recidivism rates in 2018 were 15.60 percent or 15,224 recidivists among the total 109,973 convicted inmates. In comparison to in 2014 the recidivism rates were 14.37 percent or 10,653 recidivists among the total 109,838 convicted inmates, the rate is higher 1.23 percent (Department of Corrections, 2019). The study also indicated that the recidivism rate has been stable and tend to increase continuously. There are some factors leading to the recidivism such as social conditions, housing, employment, criminal history, lack of communication skills and adjustment after being released from a prison. This study aims to examine communication of female ex- inmates to reintegrating into the community after their release from prisons which is qualitative research, using data gathered from in-depth interviews with female ex-inmates from the Chiang Mai correctional institution who was released in 2014 - 2018 and people who involve with them such as family, friends, colleagues and prison officers. Moreover, this study evaluates possible theories related to the reintegration which are (1) communication theory, focusing on interpersonal communication concept, using self-disclosure concepts by Josep A. DeVito (2000) and family communication concepts by McLeod and Chaffee (1974), (2) social learning theory by Albert Bandura (1994), posits that people learn from one another, then performing their new
behavior, and (3) adjustment theory by Thorpe and Schamuller (1958), especially in self adjustment and social adjustment.

**Keyword:** communication of female ex-inmates, the recidivism, labeling, social learning, social support, reintegration of female ex-inmates

THE ANALYSIS OF THE PHILIPPINES ONLINE NEWS’S ROLES ON RECONCILIATION AFTER CONFLICT IN MINDANAO, REPUBLIC OF THE PHILIPPINES

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**Abstract**

This research aims to analyze the roles of The Philippines' online news in reconciliation after the conflict in Mindanao and to analyze information of The Philippines' online news of peace activities or non-violence actions after the conflict in Mindanao. The conceptual framework is based on the concept of peace journalism and concepts of peace and non-violence actions. The qualitative method and content analysis are used to analyze The Philippine's online news that is the winning article from the EU peace award 2015. The findings are that the roles of the Philippines' online news in reconciliation after the conflict in Mindanao as follows: 1) The Philippines’ online news informs historical and context data that are primary causes of conflict in Mindanao. 2) The Philippine online news presents creative information as a Comprehensive Agreement on the Bangsamoro-CAB for the tendency of conflict resolution. 3) The Philippine online news informs various perspectives as Moro Islamic Liberation Front (MILF), governmental sectors, private sectors, non-governmental sectors, civil sectors, and powerful persons in agreement on Autonomous. 4) Disclosure of blast’s fear, the anxiety of MILF attack, fear of soldiers, need of security, and hope of Mindanao’s people need to settle down in their homeland. The results also found that the information of The Philippines online news about peace activities or non-violence actions after the conflict in Mindanao as follows: 1) The Philippines online news informs about the project of educational development and development project that is operated by communities. 2) The Philippines online newsstand
for the provision of the contract as Intellectual property (IP) rights and Bangsamoro Basic Law (BBL) and informed participants of women in pressing of Bangsamoro basic Law 3) The Philippines online news inform usage quality mind and creative activities that are the stories about traditional ritual for peacebuilding, the visual usage of positive relationship between Mindanao’s people and soldiers, and the visual image of Mindanao’s people who is hope in peace.

**Keyword:** Online news, Conflict Reconciliation, and roles of media

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**THE NEW BIG DATA AND SOCIAL MEDIA RESEARCH METHODOLOGY IN QUALITATIVE RESEARCH**

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**Abstract**

The paper demonstrates and evaluates a methodology for conducting big data and social media research using qualitative methods. Large-scale databases of customer-generated content in social media have captured scientific attention, producing a flood of valuable information. However, only a few researchers use a qualitative approach to analyze big data. This paper presents the step by step process of managing big data and qualitative analysis and highlights some of the challenges. The presentation also includes some interpretations and results. These are 6 Steps of processing and managing big data and qualitative analysis

1. Framing the Sample
2. Web Scraping and Data gathering with Python
3. Managing and Cleaning data
4. Analyzing and interpretation of qualitative data with NVivo
5. Problems and Challenges
6. Process Evaluation

While qualitative analysis and the use of software such as NVivo can provide researchers with strong insights into Big Data, there are challenges to this type of research. Specifically, through the research process, we discovered five types of errors which are false positive, false negative, miscategorized, not relevant and redundancy. The paper demonstrates some examples of each and their potential impact on data analysis.

**Keyword:** Big data, Social Media, Qualitative

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**ROLE OF ICT IN PUBLIC LIBRARIES**

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**Abstract**

This paper is an attempt to examine the imperative role that Information and Communication Technology plays in functioning of Public Libraries and its developments with changing times. In this information era, ICT has become an essential component while managing library operations and answering information quests of its patrons.

Information Technology is a generic term used to denote activities connected with computer based processing, storage and transfer of information. It includes micro processor, cable access television, fiber optics, satellite, teletext, word processing, electronic mail, video, robotics and such others.

“ICT is often used as an extended acronym of IT but it is a more specific term that stresses integration of telecommunication, computer as well as necessary software to enable users to access, store, transit and manipulate information.” Eg: Personal computers, email, robots etc. It allows compatibility of different technologies to work in alliance for effective storage, retrieval and transmission of information. It is needless to say that libraries have been able to serve users better as they provide quality information and have adopted faster modes of communication. Hence, the efficiency of libraries has
increased manifold with the use of ICT as compared to manual approach. It allows public libraries to create databases of their own for its users and creating a network of users through available networks.

**Keyword:** ICT, Public Libraries

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**THE COMPARISON OF A VOLUNTARY PANEL SURVEY AND A PROBABILITY-BASED SAMPLE SURVEY**

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**Abstract**

Voluntary panel surveys are becoming increasingly common in Korea. The panels are often quite large, with hundreds of thousands or even millions of members. Since panel members were recruited on a non-probability basis, the survey results may have some sampling bias. Some studies tried to find a way to reduce the bias, but the results of those studies were not so positive. The weighting of voluntary survey results seems to reduce the bias only to a limited extent. However, the increasing penetration of Internet use in Korean society may have ameliorated some of the bias, especially as Internet use has become common even among the older members of society. It is now necessary to re-evaluate the limits and usefulness of the voluntary panel surveys. This study compared the results of surveys conducted by two Internet panels. One panel was a voluntary panel and the other was a probability-based sample. This comparison will help evaluate what and how much bias the voluntary panel surveys have. The surveys were conducted using Panel Market Interactive’s (PMI) Tillion Panel, one of the biggest voluntary panels in Korea with 1.5 million active members recruited from 30
millions OK cashbag users, and the Korean Academic Multimode Open Survey (KAMOS) panel, an approximately 1,000-member probability-based panel, with members recruited annually using address-based cluster sampling.

**Keyword:** voluntary panel survey, probability panel survey, KAMOS

THE OPINION OF WEST JAVA PROVINCE PEOPLE ON HALAL TOURISM COMMUNICATION IN INDONESIA

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**Abstract**

The Ministry of Tourism predicts that Indonesia will have around 5 million Muslim tourists in 2018-2019. Countries such as Malaysia, Turkey, and the United Arab Emirates are among countries which has the highest number of halal travelers. By referring to data from the Ministry of Tourism in 2017, Indonesia is developing halal tourism potential in ten regions which used as pilot projects for other regions in preparing halal tourism destinations. The ten regions, including the provinces of West Nusa Tenggara, West Sumatra, and the Special Region of Aceh, has obtained the first halal tourism certification internationally. Furthermore, in 2018, the central government focusing on West Java province and South Sulawesi province in obtaining the international halal tourism certification. The objective of the central government on the development of halal tourism for the province of West Java, as it has abundant natural and social resources, meeting the criteria in terms of variation and creativity as a halal tourism destination, which
becomes social capital in the development of halal tourism destinations. Therefore, the West Java Provincial Government expects the support of every tourism stakeholder to contribute thoughts, investments, and other tangible forms in creative, innovative, dignified, and culturally-based practices in developing halal tourism destinations. The purpose of this study is to explore the public opinion of people of West Java regarding the concept of halal tourism carried out by the regency/city /province/state government. The research method used is descriptive qualitative with data collection techniques using interviews, observation and documentation studies focusing on people of West Java involved in organizing halal tourism. Data analysis techniques used consist of data reduction, data display, and drawing conclusions and verification of field data through triangulation of data in the form of information sources. To get the community’s acceptance of halal tourism in West Java, a simultaneous effort from the authorities is needed in order to be able to completely penetrate the concept of halal tourism implemented in various sectors supporting the implementation of tourism. In order to meet research standards that are based on planning and ongoing, a basic framework for the steps of research achievements is made to obtain optimal results. The results show that most of the tourism industry entrepreneurs are still hesitant to hold the concept of halal tourism due to lack of interest. This can occur because the legality of the formal concept of halal tourism is still limited to government studies involving tourism stakeholders. West Java tourism industry stakeholders are still interested in the implementation of conventional tourism concepts. Many people in West Java already knew about Halal tourism in Indonesia, but there were still those who disagreed with the implementation of halal tourism because of the potential factor of reducing the current amount of income from the tourism sector.

**Keyword:** Tourism, Halal, Strategy, Communication, West Java Tourism
A STUDY OF READINESS FOR INTERPROFESSIONAL LEARNING AMONG NURSING STUDENT AT BOROMARAJONANI COLLEGE OF NURSING, SURIN

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Abstract

This descriptive study was aimed to determine and compare a level of readiness for interprofessional learning (IPL) among nursing students at Boromarajonani College of Nursing, Surin. Sample were 210 nursing students, who were purposively selected as samples in the study. The Readiness for Interprofessional Learning Scale (RIPLS) (McFadyen et al., 2005) was used to collect data through Google Form This scale was developed by Kodchakorn Rukroong et al., 2017 in which it was translated from English to Thai and from Thai to English by two experts. The questionnaire had a Cronbach’s Alpha coefficient of 0.909, when it was tried out in 30 subjects of nursing students, and 0.863, when it was used in 226 samples. One way ANOVA was utilized to compare the difference the mean of readiness for IPL. Majority of participants were female (92.4%) and 36.70 % were Second year students. Overall, nursing students had a high level of readiness for IPL. There were no differences of readiness levels between, gender, age, GPA, and class of students. Boromarajonani College of Nursing, Surin should provide IPL to all nursing students in learning with other professional students such as medical students, pharmacy students, or public health students. The learning situation can be done for particular clinical situations such as palliative care or other related health situation such as care for elderly.

Keyword: Readiness, Interprofessional Learning, Nursing Students
MEDIA FACTORS INFLUENCING PEOPLE TO MAKE A DECISION TO BE A RUNNER

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Abstract

Nowadays many Thai people are interested in a running event. The popularity of running events has increased significantly over the last five years. The number of running events in Thailand has arisen from 492 events in 2015 to 1608 events in 2019. Therefore this pilot study aimed (1) to examine which media factors that increase the popularity of running, (2) to give an overview of media related to running, concepts and theories of media and new media influence. This pilot study was based on a qualitative research method. Running participants (n = 12) who run at least 2 times per week was interviewed. Results showed that there are many media factors that influence the participants to be a runner. For example, inspiration from pictures and caption of friends or relatives through social media, as a result, their health improves and they seem to be happier. Then the participants decided to join a first running event and became a runner. Moreover, participants are interested in health and have ever done other kinds of exercise. New media has also a main role to support a running activity. An internet search engine is used for gaining information about improving running efficiency, running training plans and running accessories and equipment. Social media is another media channel that creates a network for runners. Some participants were invited into a runner group from high school friends, colleagues or a group of runners who they never know. This networking could provide some benefits such as finding the information and announcing running event news.

Keyword: new media, social media, communication for change, health communication, running, runner

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PREDICTORS OF DEPRESSION STIGMA AMONG COLLEGE STUDENTS IN CHINA

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Abstract

Depression is reported to be one of the most commonly diagnosed mental illnesses. More than 300 million people were diagnosed with depression worldwide in 2015, according to the data released by WHO. In China, a total of 54 million people suffer from depression and college students are high-risk groups due to their great pressures from study, family, social and romantic relationship, job seeking, etc. However, stigmatizing attitudes towards people with depression are common among college students, which act as barriers for sufferers to seek help and receive diagnosis or treatment. This study examined the factors involved in the formation of depression stigma in an attempt to suggest interventions to reduce the negative impact of stigma on college students’ attitudes toward depression and depressed peers. This study conducted an online survey to identify predictors of depression stigma. A total of 835 students from a Southern Chinese university completed the survey. The results show that participants were more knowledgeable about the symptoms and causes of depression rather than its treatment. News reporting and social media (Wechat and Weibo) were the major sources for college students to receive information about depression. Previous studies suggest that depression stigma is a multidimensional construct (e.g. Griffiths, Christensen & Jorm, 2008; Reavley & Jorm, 2011), so two types of depression stigma were measured in this study. One was personal stigma that examined what participants believed personally about depression, and the other was perceived stigma that focused on participants’ beliefs about the negative attitudes of others (Griffiths, Christensen & Jorm, 2008). The findings show that college students possessed higher level of perceived stigma than personal stigma. The regression analyses show that exposure to depression information and higher level of depression literacy could reduce personal stigma. Those who got information from questions and answers websites such as Zhihu.com and those who received information from family and friends reported lower level of personal stigma. Higher personal stigma was predicted by receiving information from TV and films. Surprisingly, none of the predictors of personal stigma showed a significant impact on perceived...
stigma. Participant’s experience with their depressed friends and family members was the only significant predictor of lower perceived stigma. This study suggests that there is a need for depression literacy education among college students. Gaining more knowledge about depression can reduce personal stigma. Information sources are found to play an important role. Those that provide more correct and objective information can reduce personal stigma, while those that are filled with stereotypes can increase people’s negative attitudes. This study also indicates that different factors predict different aspects of depression stigma. More efforts need to be made to reduce perceived stigma, which may be a bigger barrier to overcome compared to personal stigma.

Keyword: depression, stigma, college students, China

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APPROACHING REAL-TIME RENDERING FOR NEWS REPORTING MEDIA TECHNOLOGY

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Abstract

Real-time rendering or Real-time computer graphics is the part of computer graphics, focused on producing and analyzing images in real-time. Based on three-dimensional data stored on the computer converts 3D wireframe models into 2D images with 3D photorealistic, typically using a graphics processing unit (GPU) Wildly used on video games and interactive graphics in the past two decades. The 3D (Three Dimensional) images are rendering by high-performance computer speed so that it looks like the scenes, occur in real-time when players interact with the game. Which difference from pre-rendering, normally there are two major types of rendering in 3D and the main difference between them is the speed which the images are calculated and processed. Pre-rendering can take from seconds to even days for a single image or frame. Not only games but real-time rendering have also been used
for many purposes such as media and entertainment, films, manufacturing, and architecture. Recently, in 2018 there is a Forecast channel in the United States that well-know from portraying realistic 9 feet of storm surge at Carolina coast as Hurricane Florence was approaching. People largely discuss how realistic they are and how they able to show information about how dangerous the storm, this impact makes people could decide to evacuate. The tool they used was the Unreal Engine, well known as Real-time rendering game engine developed by Epic Games, first developed for the game in a variety of genres, later used in many diverse media objectives. This study approaches the pipeline of Real-time rendering and studying the significance of media technology in the present time as nowadays media technology has been developing moreover they play a major role in the production of news. Since the state of journalism and the public relations industry is changing rapidly in the 21st century. People need more immersive digital experiences are vital to helping visualize, understand the experiences of news also news-production company need to draw their attention from additional platforms and opponent. Real-time rendering is an impressive tool to use in news reporting not only the realistic picture but also an extremely fast process is key for news reporting. Besides, Real-time rendering has numerous process differences from pre-rendering that need to know for the full performance and effective.

**Keyword:** Real-time rendering, News reporting, Media technology, 3D

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**STUDY OF THE FIRST 1000 DAY LIFE PROGRAM POLICY FROM SELECTED CITIES IN WEST SUMATERA YEAR 2019**

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**Abstract**

From beginning survey which conducted in 2017 obtain the incidence of stunting in the Mentawai island district 942 children out of 2955 children. In the city of Bukittinggi the incidence of stunting 1,271 children from 8,981 children and in the city of Padang the incidence of stunting 646 children out of 3223 children and, based on author's teleconference with health workers in
The health department concluded that under-five stunting was due to infants not getting exclusively breastfed, irregularly performing immunizations, provision of food intake that is less nutritious and not suitable for toddlers. The method used in this research is mixed methods research with an explanatory sequential design with a case control sampling approach using multistage random sampling technique for the selection of health centers and samples taken with purposive sampling. This research was conducted on March - May 2019. Data were processed and then analyzed to the multivariate stage with the Chi Square statistical test. The results of the study are in the Mentawai Islands district which most influences the consumption of Fe tablets with a P value of 0.00, Bukittinggi City parenting with a p value 0.00 and Padang City parenting with a p value of 0.00. Based on the results of the study, it can be concluded that the first 1000 days of life are already running but not yet the maximum achievement of all programs, the need for cross-sectoral cooperation, and the role of the community and provincial and district governments.

**Keyword:** First 1000 days of life, Stunting, Specific programs and Sensitive Programs

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**APPLIED AERIAL PHOTOGRAPH FOR COMMUNITY DEVELOPMENT: A CASE STUDY IN MAE CHAEM DISTRICT, CHIANG MAI**

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**Abstract**

New technologies have become an intrinsic component of our lives. One of the new technology is unmanned aerial vehicle or drone, is an aircraft operated by either under remote control by a human operator or autonomously by onboard computers which has the ability to take pictures and videos. Drones
is most well-known using by a military for their activities. This study aims to examine the integration of information technology concepts and communication concepts and to apply drones making aerial photograph, as a result a community could involve creating a map and monitoring land use in their area. The research area is conducted in Baan Mae Pan and Baan Dai San Kieng, Tambon Chang Keung, Mae Chaem District, Chiang Mai. Findings found that aerial photograph is one of the options for improving effectiveness of natural resource management and plans. The photograph could report changing pattern of land use, which is up-to-date, and it could apply for geographic information system. In dimension of community development, drones might help the residents to manage site selection and areas for agriculture. The photograph aids to create a high-resolution map. Moreover, perspective view in photography from drones would be benefits for advertisement, public relations and tourism which the community can utilize them to develop community sustainably.

Keyword: Aerial Photograph, Community Development, Drone

CRITICISM OF NEWS ON THE INDONESIAN WILD BOAR INVASION TO MALAYSIA A CRITICAL DISCOURSE ANALYSIS OF NEWS REPORTS IN THE INDONESIAN, MALAYSIAN AND INTERNATIONAL MASS MEDIA

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Abstract

The bilateral situation between Indonesia and Malaysia are very dynamic and has become a love and hate relationship in various concerns, including environmental issues. Some issues, such as the haze problem from Indonesian forests, has lit a high political tension between two countries and become a big issue in media. However, there was an issue that brought a serious concern to the Indonesian mass media but is only considered as a small issue in Malaysian ones. The issue was initiated by a complaint from the Chair of the Committee on Malaka Agriculture, Hasan Baktee, which was published in The Star on September 5th, 2019. The news delivered a story about the massive invasion of the Sumatran wild boars into Pulau Besar, an island in Malaka region, which disrupted agriculture there. This news report was responded massively by Indonesian media, that also included a serious response of the Indonesian Government. Whereas in Malaysia, the issue only attracted a small concern from the local and national media. However, this issue has become significant news in some international media, even though the frame was quite different. This research used a critical discourse analysis method developed by Fairclough to detect power relations and intertextuality among the news. The inquiry involved three articles from The Star Online, World of Buzz and Malaysia Kini as samples of Malaysian media; three articles from two international mass media, namely Daily Star and The Guardian; and eight articles from five Indonesian mass media. There are two articles from Tribunews, three articles from detik.com, one from Vice Indonesia, one from Riau Pos, and one from CNN Indonesia. The research discovered a critical media framing that shows the wild boar invasion is not an essential issue for Malaysians, comparing with the haze and illegal labor from Indonesia. Furthermore, this issue is not taken seriously by the Malaysian media since the audience has got information from unverified sources. For the international media, it seems that the emphasis is related to religious and mystical issues. Whereas in Indonesia, the media considered it as a doubting debate related to national sentiment between two nations. Through the concept of environmental journalism and social normative theory, this study critically analyzed that there was an inability of media to approach the case from the environmental conservation perspectives. They did not see the discovery of wild boars in Pulau Besar as a problem of the loss of their predators and the loss of their natural habitat. Regarding the wild boar attacks on humans in Pulau Besar, the media did not deliver reliable information about the cause of the incidents. Instead, they only supported the idea to make it as an excuse to kill the wild boars and prevent the damage on the island as one of the tourism destinations as well as a mystical site. This
study suggests that the media should pay more attention to the ecological problem rather than sensationalism, considering the normative function of the media as an educational agent.

**Keyword:** conservation, ecosystem, environmental journalism, mass media, wild boar invasion.

GEOPOLITICS OF BELT AND ROAD INITIATIVE: CPEC AND CHANGING REGIONAL LANDSCAPE

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**Abstract**

China is an old historical country and powerful civilizational center which is aiming now to expand its reach to the global level through Xi Jinping’s Belt and Road Initiative. The study examines the regional game-changer geopolitical and strategic aspects of the China Pakistan economic corridor (China) flank of BRI. The study sketches the complete account of CPEC while focusing on the regional and international attention mounted on the project. Major maritime aspect is securing trade passage inland and sea; this is the hallmark success achieved by CPEC reducing the vulnerabilities faced in the South China Sea and Indian Ocean. Geographically the benefits are immense in the form of development in the western parts of China which were far from the Sea. CPEC is a project carrying benefits not only for Pakistan, and China but also for other states in the region and beyond as it is designed to connect various territorial entities. Pakistan’s unstable economy is likely to be boosted by the massive investment of $62 billion by China in the energy, infrastructure, and industrial sector along with Gwadar Seaport. China gets the easy and direct access to Indian Ocean and Persian Gulf while avoiding all long and vulnerable maritime routes. Regional political schema will be reshaped as BRI is changing the Sino-Indian relations where India is reluctant to join BRI but at the same time have no resources to balance the impact in her favor. CPEC will prove to be the litmus-test of China and Pakistan’s will to create and sustain a fruitful geostrategic and regional currents. Pakistan however, remains the best option for China to rely on and take mutual
interests further. China will further flex its diplomatic and economic muscles across the globe and this geopolitical impetus will be accompanied by a change in foreign policy outlook for China.

**Keyword:** OBOR, BRI, CPEC, Geopolitics, Gwadar, Pivot of Asia, Strait of Malacca, triangular relations of China with India and Pakistan.

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**NEW DIMENSION OF PAK-CHINA RELATIONS IN THE CONTEXT OF CHINA PAKISTAN ECONOMIC CORRIDOR (CPEC)**

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**Abstract**

The Bilateral relationship of Sino-Pak is a unique case in international politics, while they have different ideologies and cultures. The trusted relations were begun after the border agreement of both countries in 1963. Non-interference in each other’s internal affairs, win-win policy, common hostility with India on geopolitical disputes and support each other at international forums are fundamental elements of their long-lasting friendship. In the 21st century, the relations entered in a new phase after the CPEC agreement 2015. It’s expected that after completion of CPEC in 2030, the relationship will touch the new dimension and considered to be ideal in bilateral relationship’s milieu. This research aims to explore the aspects of CPEC for economic relations and the strategic significance of Gwadar Port for both states. Furthermore, the study investigates the internal and external challenges for CPEC and how to address the Challenges.

**Keyword:** Sino-Pak, economic relations, strategic relations, bilateral trade, KKH, CPEC.
A CASE STUDY ON HISTORICAL DYNAMICS OF PAK-CHINA RELATIONS

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Abstract

The Sino-Pak relationship is an epitome of long-lasting friendship, despite diverse beliefs, culture and social system. Pakistan was the first Islamic and third non-communist state to accept China in 1950, while diplomatic relations were begun in 1951. The Sino-Pak has signed various agreements on strategic, diplomatic and economic spheres and both countries support each other on international forums. Earlier, the nature of ties was focused on diplomatic and military-based however, in the 21st century both countries have strengthened the economic relations after the agreements of FTA (Free Trade Agreement) and CPEC (China Pakistan Economic Corridor) in 2007 and 2015 respectively. The inception of CPEC is versatile effects on the economic front of time-tested friendship. This paper aims to investigate and analyze the significant factors behind the historical dynamics of Pak-China diplomatic ups and downs, strategic associations and economic cooperation. This case study provides a detailed examination of important developments among both states from beginning to 2018.

Keyword: CPEC, FTA, Sino-Pak Diplomatic ties, Economic cooperation

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MALAYSIAN SURVEY ON MOOD RAKYAT, MOOD OF THE NATION: ETHNICS PERCEPTION TOWARDS THE GOVERNMENT

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Abstract

This survey was conducted before and after the General Election-14 (GE-14). This survey was initiated since many Malaysians have expressed their frustration and dissatisfaction towards the previous ruling government, the National Front (Barisan Nasional, BN). This survey was also conducted to see the perception of the citizen towards the current government, The Alliance of Hope (Pakatan Harapan, PH) administration performance after 9 May 2018. In order to obtain the data, face to face interview method was used to collect public opinions where an e-survey system called IDE-Geolocation Innovation Mapping Survey (I-GIMS) is used instead of questionnaire papers. From the system, real time results from the research field can be monitored and displayed live. A mixed-method technique is used in this research where both quantitative and qualitative methods are applied. In qualitative method, in-depth interviews, focus group discussions and series of meetings are held to gather all the information from the respondents such as the public, political members and society leaders. A multi-stage sampling method was used to collect 2,400 samples from Peninsular Malaysia. For the first and second
stages, cluster sampling was used where the samples were clustered according to their respective zones and parliament areas. From there, the samples were then further divided into their respective ethnics in the third stage and simple random sampling method was used on the fourth stage. The sampling frame was retrieved from the Malaysia Election Commission database. From the survey, it shows that economic issues were one of the many reasons why Malaysians expressed their frustration and dissatisfaction towards the then ruling government, the National Front (Barisan Nasional, BN). 82% of the respondents said that Goods and Services Tax, GST, which was introduced by the National Front, was the main reason for the increase of their living cost and 75% of the respondents felt that inflation is a serious issue. Furthermore, 27% of the respondents felt dissatisfied with the previous government administration because of social issues such as poverty and social imbalance gap between ethnics. In another survey, which was conducted a year after the GE-14, there was a significant difference between the three main ethnics regarding their satisfaction towards the Alliance of Hope (Pakatan Harapan, PH) government. The result showed that Chinese respondents are more satisfied with the current government which is 36% while Indian respondents only 33% and Malay just 31%. In conclusion, public opinion matters when it comes to politics especially in democratic societies as well as in diverse culture. Hence, the government must really understand the public’s attitude or “mood of the people” for them to really be democratic and responsive regarding issues and problems that are the concerns of the citizens.

**Keyword:** public opinion, mood rakyat mood of the nation, ethnics, perception, general election, I-GIMS
KAJANG BY-ELECTION: A STUDY OF THE VOTER BEHAVIOUR

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Abstract

This paper evaluates the Kajang by-election held in 2014 from the perspective of the third person effect. The state seat of Kajang was considered important given the poor results obtained by the ruling party, Barisan Nasional, then, a party that lost for the second successive time its two-third parliamentary strength. The Kajang by-election was held where PKR president Wan Azizah Wan Ismail was challenged by Chew Mei Fun, a Malaysian Chinese Association (MCA) vice president, representing the BN. This by-election was significant as it was held after the recent general elections and was a good ground to test the voter's state of mind and perception towards the ruling party. The Kajang by-election resulted in PKR (People's Justice Party) winning with a victory margin of 19% garnering a greater Malay support. This study was conducted to test the impact of the political campaign messages on the voters. Voter perception was studied and analyzed from phase one that was done from 1 to 8 March and phase two that was done from 29 to 31 March. Based on the analysis of survey responses from the sample (phase one, n = 589 and phase two, n = 619), we found not much differences in the voter behaviour between phase one and phase two, thus confirming their choice of party. Comparisons on the voter behavior in both phases were made in the context of gender, race, age, education level and income. The survey study also retrospectively tested for the presence of a third-person effect, aiming to investigate the perceived self-other discrepancy with regard to how the political campaign messages influenced voters’ choice of party. Results indicated a reverse third person effect on the recipients of favorable party messages thus affecting their decision making.

Keyword: Third person effect, Kajang by-election, voter behavior, Malaysian elections
JAPANESE POLITICAL INTERVIEWS: INTEGRATION OF CONVERSATION ANALYSIS AND FACIAL EXPRESSION ANALYSIS

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Abstract
This paper focuses on political interviews in Japanese television programs and tries to combine conversation analysis with facial expression analysis. By using turn-taking system in conversation analysis and analyzing questions and responses during political interviews, this paper will discuss the behavior of political leaders. As such, in addition to verbal messages, the paper will also detail facial expressions as part of the non-verbal communication available to the general television viewers. The combined analyses in this paper may promote further understanding on the type of facial and verbal expressions that effect public opinion. This is following the assumption that politicians use variety of techniques to appeal to the public, and if the audience is not aware to these techniques and the way politicians express their views and ideas, people may get confused and may follow populist leaders.

Methodologically-speaking, the following discussion presents original analysis method of combined conversation and facial expression analysis. It will utilize on one hand, Face Reader software, created by Noldus Information Technology, Netherlands. And on the other it will apply conversation analysis as analysis unit for the verbal messages.

The data presented in this paper comes from televised interviews conducted on four television channels in Japan (Nichiyō Tōron aired by NHK, Puraimu Nyūsu of BS Fuji, Gekiron Kurosufaya of BS Asahi, and Shin Hōdō 2001 aired by Fuji Television), during a period of one year (May 2016 to April 2017). The analysis focuses in particular on members of the ruling party including Prime Minister Shinzo Abe of the Liberal Democratic Party, and Natsuo Yamaguchi the Leader of the Komeito. First, a qualitative analysis of the political leaders will examine their verbal and non-verbal expressions; and second quantitative analysis will use multiple regression analysis (dependent variables are six facial expressions: happy, sad, angry, surprised, scared, and
It is hoped the combined method of analysis of conversation and facial expression discussed in this paper, will contribute to political communication research, public opinion research, and political psychology related studies.

**Keyword:** Political Interviews, Conversation Analysis, Facial Expression, Face to Threat, FACS

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**CREATING SOCIAL SPACE AND THE IMAGE OF A TRANSGENDER MALE GROUP IN CHIANG MAI UNIVERSITY**

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**Abstract**

Chiang Mai University (CMU) is the first regional university in Thailand which has been trusted by local residents for over 50 years. The number of students who are interested in studying here is increasing and more diversity. Similarly, the numbers of homosexual students have raise continuously every year. Focusing on transgender male students, they have built a network and created social acceptance periodically. This study aims to furfure understand the pattern of creating social space among transgender male group and building the image of transgender men in Chiang Mai University. The data was collected from current and former transgender male CMU students and people from outside the group by using in-depth interviews and participant observations methods. The study indicated that integration in the transgender male group in the CMU from the past to the present can create a social space continuously. They can negotiate and play a strong social role in the university by the integration. The transgender male group shows their sexual identity through building a network and participating in campus activities to get attention from people outside of their group. Many transgender men use type of jobs and high level position jobs for raising their social space and create a
strong image of them. The factors that influence the creation of the transgender male group image is verbal and nonverbal communication, slangs and words term used for themselves, and creating activities to show their image whether it will be positive or negative image. Moreover, the image of transgender male group from the perception of people from outside this group found that there are both positive and negative aspects on the image of these group. As a result of creating their strong image from generation to generation, they have been accepted from the society and be able to negotiate for their social space and benefits through launching for and participating in campus activities. In term of negative aspect, it was found that physical and emotional violence was occurred among the transgender male group. Some campus activities that is created by transgender male group operate without following the university rules which would lead to the negative image of the university. In addition, the transgender male group needs the social space and be accepted by the society for showing their identities and abilities. This can be seen from building a relationship in the workplace and cultural and traditional activities. For example, they always go back to the university and participate in campus activities continuously.

**Keyword:** Creating social Space, image, homosexual group, verbal and nonverbal communication, group in university, transgender

THE WELL-CONNECTED ELDERLY: EXPLORING THE YOUTH’S ‘ELDERLY SELF’-VISUALIZATION POST-ENCOUNTER WITH AN ELDERLY COMMUNITY IN BAGAC BATAAN

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**Abstract**

This paper sought to surface visualizations of “elderly-selves” of junior college students studying development communication after an interaction with elderly folks in Bagac, Bataan in the Philippines. It was done to figure out the ways by which such visualizations could be achieved through institutional efforts within an academic setting. Twenty three students, mostly females who
volunteered to participate in a reflection paper writing activity a week after the youth-elderly interaction, wrote their visions or projections of their life as elderly informed by their social exchanges with elderly persons. The results indicated that an image of the well-connected elderly was shared across all narratives and it is characterized by youthfulness, openness and flexibility, and sense of accomplishment. Necessary conditions were drawn out from the data to help facilitate the fulfillment of such visions through the possible initiatives of St Paul University Manila.

Keyword: Well-connected Elderly, Elderly-selves, Visualizations, Elderly Community, St. Paul University Manila, Bagac, Bataan

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**LOCATING THE BORDER BETWEEN SOUTHEAST ASIA AND SOUTH ASIA: AN INVESTIGATION OF NAGA PEOPLE’S CONSUMPTION OF POPULAR CULTURE**

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Abstract

This presentation is to investigate the psychological division between Myanmar and India by looking at the consumption of popular culture among people living in borderland area especially focusing on Naga people. The Naga is the generic term of various different tribes living in Northeast India, mainly in the state of Nagaland, hill part of Manipur, and adjacent hill areas, and they also live in northwest hill part of Myanmar. In the state of Nagaland, as the name suggests, Nagas are the main ethnic group, which includes Ao, Angami, Sema, Konyak, Lotha, Chakhesang, Rengma, Chang, and so on. Apart from the Naga people mentioned above, Tangkhul and Mao are large Naga groups that live outside Nagaland. The Nagas live in large number in some of the districts of Manipur, for example in the Ukhrul district, where live a major ethnic group Thangkhuls, and Tamenglong district, where live two major ethnic groups Zeliangrongs and Kharams. Likewise other ethnic groups in Northeast India, the Nagas are Mongoloid, so their appearances are similar to those of Southeast Asians and East Asians. They have a history different from the other
human races, e.g. Austro-Asiatic, Dravidian and Indo-Aryan in the Indian subcontinent, and their food habits and the way of their life are quite different from main Indians. Although Naga people in India are Indians by nationality, they bear a weaker sense of Indian nationalism compared to people of North India in general, but instead they are conscious about their Naga identity. The border between Myanmar and India is generally recognized by many people that it is also the border between Southeast Asia and South Asia. Myanmar borders both Thailand and India but the relation between Myanmar and Thailand is stronger than the relation between Myanmar and India. This may affect people’s psychological closeness between Myanmar and Thailand. The psychological distance between Myanmar and India is reflected in their consumption of foreign popular culture. Myanmar people consume western popular culture and they also consume Korean popular culture, while Indian people consume western popular culture among middle class people and above, but Korean popular culture is hardly present in mainland India. Unlike mainland Indian people, people living in border area such as Naga people are enjoy watching Korean TV dramas and listening Korean pop music. The presentation illustrates their ‘taste’ of selecting popular culture also reflects their claim of cultural proximity between Nagas and East Asian people. The border between Myanmar and India also matches the area which Chua Beng Huat’s notion of ‘East Asia pop culture sphere’, which also overlaps Imperial Japan’s concept of ‘Greater East Asia Co-Prosperity Sphere’ in many parts. The presentation argues the hills between Myanmar and India also divide the people’s taste of popular culture which also relates the psychological distance between South Asia and Southeast Asia.

**Keyword:** Naga, National Border and Psychological Border, Popular Culture, East Asia Pop Culture Sphere

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PRESENT ETHICAL ISSUES IN PHILIPPINE SCHOOLS:
ENERGIZING VALUES IN EDUCATION

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Abstract

Paulinian Education, Philosophy and Ethics is a basic course common to all the graduate degree programs of St. Paul University Manila. The growing success of the Curriculum Design, Development and Supervision (CDDS) Program under the College of Education, both for Masteral and Doctoral degrees, has generated an innovation whereby professors are deployed simultaneously to schools in different geographical locations for the conduct of classes. Since March 2019, the author-professor was able to reach six different locations in Luzon, Philippines teaching this basic course. Interestingly, teachers from each location shared unique ethical issues, clustered in five levels, namely: student-student issues, student-teacher issues, teacher-teacher issues, teacher-administrator issues, parents-administrator issues in reference to the Ethical dimension of the course. The application of values, specifically the five Paulinian core values, becomes increasingly challenging in the education of present-day Filipinos. Thus, the study not only categorizes the local educational needs of schools (for feedback to the concerned educational managers) but also provides focus on the intentional energizing of specific value/s for relevant education-formation.

Keyword: Paulinian Education, Values, Ethics

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TOP UNIVERSITY WEBSITES AND THEIR COMMUNICATION REGARDING GENDER EQUALITY

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Abstract

According to the United Nations’ Sustainable Development Goals (SDGs), gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Higher education and universities are among many institutions where gender equality has been promoted. This research focused on strategies which leading universities applied to ensure the equality of men, women, and other groups. This study addresses two questions (1) To what extent the top universities impart gender equality in their organization websites?, (2) What are economic and socio-political issues that are relevant to practice gender equality in university environment. Based on 2019 QS University Ranking, this research selected top five university of each region to examine their websites using keyword analysis method from 30 university websites from North America, South America, Europe, Asia, Australia, and Africa were included. The findings indicated that the sampling group was in the 1st – 530th top university ranking list. North America, Europe, and Australia are the locations where higher education not only focused on gender equality but already expanded to diversity and inclusion. In these three continents, universities placed gender equality program under the diversity concept which embraced various situations causing marginalization. Diversity program emphasized on age, disability, race, religion and belief, sexual orientation (LGBTQ+), reassignment, marriage partnership, and first generation in college were established. Networking, collaboration, and national network to promote gender equality was also well established in North America, Europe, and Australia. Five American universities represented the North America region. This continent gender equity program was prevalent and offered to every level of college students, staff, and sometime communities. Gender equality is a part of broader term, diversity. In addition, women in Science, Technology, Engineering and Mathematics (STEM) are in focus to increase women
representation in science. In Europe, universities from United Kingdom and Switzerland were strongly committed to gender equality as a result of the Equality Act 2010 which required all university in United Kingdom to ensure gender equality in its campus. Each university was obligated to provide gender equality report to guarantee their achievement annually. Women in STEMM (the second M referred to Medicine) benefited from Athena SWAN program (Scientific Women’s Academic Network) which designed to advance women career. In Australia, Athena SWAN was repeated to assist women in STEMM replicating its success from UK. Several Australian universities provided specific program to help women, ranging from giving award to inspiring women, supporting women networks, offering public lectures, and fast tracking leadership program for women. In Asia, South America, and Africa, gender equality program didn’t gain much attention. There are only two universities in Asia which presented offices or divisions dealing directly with gender equity. However, the great number of these universities offered gender research centers, degree or academic courses involving gender, women studies center, and cultural diversity center. Keywords: Gender equality, Diversity, Gender Equality in Higher Education

**Keyword**: Gender equality, Diversity, Gender Equality in Higher Education

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**STUDENT-CENTERED INTERNATIONAL COLLABORATION PROJECTS IN THE ASIAN CONTEXT**

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**Abstract**

Different types of international exchange programs are conducted by private institutions, NGOs, educational institutions, and other organizations. The purposes of these exchanges range from cultural understanding or development of communication skills to international cooperation and support. Previous literature has proven that international exchange programs increase skills of cross-cultural understanding, foreign language learning
skills, and other skills necessary for dealing with people from other countries. To the best of the presenter's knowledge, however, in most of the programs, students are given very little opportunities to manage the program. They just participate in the program and follow the directions by the professional organizers. In his years of experiences, he has been practicing student exchange programs differently by providing students with the opportunity to manage the program by sharing the responsibilities of planning and conducting activities, estimating budget, handling communication, etc. Student-centered education has been valued and put to practice since the 1970s. These types of education are applied mainly in schools and university classrooms. The presenter thinks that the same practice is applicable for conducting international student cultural exchange programs. He believes that the involvement of students as program managers and organizers brings a variety of ideas and activities to the program. Also, this participation helps develop the skills that are necessary for becoming a global citizen, such as leadership skills, cross-cultural communication skills, negotiation skills, the capability to adapt to situations flexibly, respect others, and build patience. Such skill development is essential in modern times to increase international understanding. Thus, conducting and participating in these programs can help to gain experience in the modern globalization era. The presenter has conducted more than 25 international exchange programs along with the help of university researchers or country leaders and with the support of NGOs. From such experiences, he realizes that student-oriented programs can motivate students and the organizers more than programs organized by professional organizations. The programs are more attractive because the activities are centered on the interest of the students, which inspires student organizers and participants to learn many new things. Through his involvement in international student exchanges as a supervisor, he has tried his best to involve students by empowering them in most of the programs including activity planning, budgeting, the sensibility of finances, and other contingencies. His trust in students has not until now resulted in any kind of difficult situations or hazards and improvement have been seen in every new program. The role of professionals is to ensure the selection of good students who are trustworthy enough to manage the program effectively. When teachers trust the students to do any particular task in the program then the teacher’s trust simultaneously turns into motivation for the students. His trust in students has always resulted in the success of those more than 25 international students exchange program that has been conducted. In this presentation, the presenter will talk about how he has developed
international collaboration projects with university students in Asian countries especially in Nepal, Vietnam, Thailand, and Japan for the last ten years.

**Keyword:** Student-centered, International Collaboration Projects by Students, Cross-cultural Communication

CULINARY TOURISM BRANDING OF PANGANDARAN WEST JAVA: BETWEEN HOPE AND REALITY

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**Abstract**

Culinary tourism plays a significant role in the development of a region’s tourism sector. Various attempts were made by the government of Pangandaran Regency, West Java Province. Through the holding of annual festivals, the use of outdoor media, as well as cooperation with micro small and medium businesses, the brand strengthening of culinary tourism is shown by promoting culinary products such as pindang gunung and honje juice which are regarded as the most popular cuisines. This study aims to determine the Pangandaran culinary tourism branding strategy carried out by the Department of Tourism and Culture of Pangandaran Regency, by identifying brand awareness of local residents, domestic tourists, and foreign tourists related to culinary tourism in Pangandaran Regency. Using qualitative methods, research data collection is done by observation, literature study, focus group discussions, and in-depth interviews with local residents, domestic and foreign tourists located in 10 districts of Pangandaran Regency. The results of the study showed that the efforts of the local government in promoting the products of pindang gundung and honje juice in connection with building a Pangandaran culinary tourism brand were not in line with the target. Half of the local residents who were interviewed had a brand awareness category of ‘top of mind’ related to their knowledge of products
such as pindang gunung and honje juice. However, most domestic tourists have a brand awareness category of ‘unaware of brand’, followed by all foreign tourists who also have a brand awareness category of ‘unaware of brand’.

**Keyword**: Culinary Tourism, Branding, Brand Awareness, Pangandaran West Java

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**BUSINESS DEVELOPMENT MODEL OF SMALL MEDIUM ENTERPRISES (SMEs) BASED ON MARKETING COMMUNICATION IN FACING ASEAN ECONOMIC COMMUNITIES (AEC) IN WEST JAVA**

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**Abstract**

The era of the ASEAN Economic Community (AEC) is being faced by the Indonesian nation. Current business developments both related to goods and services show an increasing and competitive trend. This situation is not only shown by large-scale companies but also by medium and small companies. In the context of the national economy, Small and Medium Enterprises (SMEs) are one of the most important economic sectors, and the foundation or support of the Indonesian economic system holistically. In the crisis 1998, many large companies went bankrupt. However, what happens to SMEs is the opposite. Since the economic crisis has occurred to date, the growth of SMEs in terms of number, size of business scale and business variations shows an increase. For that, it is necessary to examine in depth the factors that can improve the performance of these SMEs. The purpose of this study was to determine the effect of marketing communication, organizational culture and individual characteristics of SMEs business players partially or simultaneously on the organizational commitment of SMEs in facing AEC in West Java; Modelling the development of SMEs performance that can be used to develop small and medium scale businesses in West Java in the face of AEC; Assessing and determining programs needed for the development of SMEs performance in the face of AEC in West Java. The target to be achieved
through this research is to obtain models of SMEs business development in West Java, the formation of community empowerment programs for SMEs business people, both in terms of marketing communication, organizational culture and organizational commitment, as well as identifying the character of SMEs business people, the character of organizational culture SMEs, as well as the performance of SMEs in West Java. This research method is an explanatory survey. The results show that organizational commitment of SMEs businessmen is simultaneously influenced by marketing communication strategies, organizational culture and individual characteristics of SMEs business people but partially influenced by marketing communication strategies and organizational culture. Thus, the high and the low organizational commitment of SMEs business players can be determined by the high and the low marketing communication strategies and organizational culture. The performance of SMEs is simultaneously influenced by marketing communication strategies, organizational culture, and individual characteristics of SMEs business people and organizational commitment of SMEs business people. However, individually or partially influenced by marketing communication strategies and organizational commitment. It can be said that the high and the low performance of SMEs is determined by the high and the low marketing communication strategies and organizational commitment of SMEs business people. To develop SMEs optimally, especially the performance aspects of SMEs, based on the results of this study that need to be pursued optimally is to develop the organizational culture of SMEs. This refers to the results of this study which shows that individual organizational culture has no effect, but simultaneously influences. In addition, what needs to be improved is also aspects related to marketing communication strategies and individual characteristics of SME business people, which are not yet optimal.

**Keyword:** Marketing Communication, SMEs Business Actors, SMEs Organizational Culture, Organizational Commitment, SMEs Performance, ASEAN Economic Community (AEC)

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KNOWLEDGE OF POST-OPERATIVE PAIN ASSESSMENT AND MANAGEMENT AMONG REGISTERED NURSES AT SARABURI HOSPITAL

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Abstract

Post-operative pain assessment and management are significant roles of registered nurses to decrease suffering of patients with post-operative pain. If registered nurses have inadequate knowledge, it may effect on quality of post-operative care. However, there is scarcity of studies that focused on nurses’ knowledge of post-operative pain assessment and management. This descriptive research was conducted to evaluate the level knowledge in post-operative pain assessment and management among registered nurses at Saraburi hospital. A sample of 85 the registered nurses was recruited from surgical wards of Saraburi hospitals. The instruments used to collect the data were online questionnaire which comprised of the demographic questionnaire, and pain knowledge (40 items). The data were analyzed by descriptive statistics and t-test. The findings indicated that subjects ranged in age from 23 to 59 years (MEAN=39.59, S.D. = 9.21). Most of them have work experiences more than 10 years (69.41%) and had been trained for pain assessment and management (65.88%). They had low average scores (Mean = 19.80, SD = 3.95) of knowledge about pain assessment and management. Moreover, pain knowledge scores were statistically significantly different between years of nursing experience, and history of pain training (p < .001). The knowledge about pain was greater among nurses with more experience in nursing care, and nurse who were trained about pain management. From the research finding, there were 42.36% of the nurses who had the scores of pain assessment and management lower than 50% of the total score. Therefore, it is crucial that nurses should be trained regularly in order to apply pain
knowledge into effective nursing care. It may promote quality and
effectiveness of patients care continuously.

**Keyword:** knowledge, assessment, management, post-operative pain,
registered nurse

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**SATISFACTION OF PHYSICIANS AND PHARMACISTS ON
EFFICIENCY OF COMPUTERIZED ALERT SYSTEM FOR
SCREENING HIGH RISK DRUGS FOR THAI ELDERLY IN
COMMUNITY HOSPITALS**

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**Abstract**

In aging society, most of old patients have had polypharmacy and might take
high risk medication and face its adverse effect. The computerized alert
system is needed to remind health prescriber on high risk drug for elderly.
This mixed method research, qualitative and quantitative, aimed to evaluate
physicians’ and pharmacists’ satisfaction on efficiency of 2-month
computerized alert system implemented for screening high risk drugs in Thai
elderly. After 2-month implementation of this system in three community
hospitals, Northeast of Thailand, 8 physicians and 3 pharmacists who involved
and used this alert system were surveyed with self-administered
questionnaire and interviewed their satisfaction on the system. The efficiency
of alert system was retrieved from hospital database of 1,127 prescriptions;
and reduction of number of high risk drug per prescription was recorded.
After 2-month of implementing alert system, there was the significant
reduction of number of prescribed high risk drugs such as diazepam, amitriptyline, colchicine, 50.5±60.17 and 43.6±61.22 tablets/prescription respectively (p<0.001). 11 Physicians and pharmacists were 6 males (54.5%) and 5 female (45.5%). Their average age was 29.9±4.93 years. They have had work experience in hospital with average year of 4.3±2.23. They were satisfied on the efficiency of the alert system with an average of 4.0±0.45 from 5 score or 80%. Most of them (54.5%) showed the high level of satisfaction on the concise and clear information of making decision on the computerized alert system. 54.5% of users were satisfied in the benefit of alert system on patient safety. 45.5% was dissatisfied in the computer scene color and system attractiveness. the interviewed data showed the same trend. From the survey and interview, the users of 2-month implemented computerized alert system were satisfied in high level and the system could significantly reduce number of prescribed high risk drug for Thai elderly. The alert system for screening high risk drug in elderly should be generalized and recommended to use in all hospitals.

**Keyword:** Satisfaction, Physician, Pharmacist, Computerized alert system, High risk drug, Elderly

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**THE OPINION OF ADOLESCENT MOTHERS ON THE EFFECT OF FAMILY PARTICIPATION PROGRAM ON EXCLUSIVE BREASTFEEDING**

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**Abstract**

The aim of this quasi-experimental research, two groups experimental design was to study the opinion of adolescent mothers on the effect of family participation program on exclusive breastfeeding. The 60 adolescent mothers who met inclusion criteria and family members participated in this research. The study group consisted of 30 participants, who were randomly assigned to the experimental group participating in the family participation program to support adolescent mothers for breastfeeding. The control group consisted of 30 participants who received normal care. Data collection was done from
January to August 2019. The instruments used in this study were Intervention to Exclusive Breastfeeding Based on family Participation, Demographic Characteristics Questionnaire, and Infant Feeding Record Form. Data analysis was done using descriptive statistics of frequency distribution, percentage, mean, standard deviation, and Chi square. The results revealed that the experimental group had a significant effect on exclusive breastfeeding family participation program (OR=1.92; 95% CI= .147–1.396). Moreover, results revealed no significant difference for the control group. However, the experimental group can use only breast feeding more than the control group (36.7% vs 23.3%) respectively. The results from this study revealed that the family participation program had effect on exclusive breastfeeding rate.

**Keyword:** Breastfeeding, Familial Participation, Adolescent Mother

FACTORS RELATING HEALTH CARE BEHAVIOR AMONG DIABETES MELLITUS PEOPLE

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**Abstract**

This research was a correlation study targeting to determine the factors relating health care behavior among diabetes mellitus people. Subjects were 80 diabetes mellitus persons aged 18 and over receiving medical treatment in Surin Hospital that were chosen by random sampling. Data were collected by perceived susceptibility, perceived severity, perceived benefits and barriers assessment and demographic questionnaire. The reliability of questionnaires were 0.8 by using Cronbach’s alpha coefficient. Percentage, mean, standard deviation and correlation were used for data analysis. The results indicated that most of sample were female (63.8%), aged between 61-70 years (41.2%), educated primary school (71.2%) and work as famer (37.5%). Most of sample had 126 mg/dl of blood sugar (70%). The finding showed that health perception had high level (mean=3.06, SD=0.32) and health care behavior had moderate level (mean= 2.19, S.D= 0.36). It was also found that health perception could correlated to health care behavior (r =.338, P<.01). When considering into each dimension of health perception, it was found that
perceived barriers could correlated to health care behavior \((r=.543, p<.01)\). However, the perceived susceptibility, perceived severity and perceived benefits could not correlated to health care behavior. The recommendations from this study suggest that nurse should concern about health perception of the diabetes mellitus people regard to develop proper intervention program in order to promote the health care behavior of persons with diabetes mellitus.

**Keyword**: diabetes mellitus, health perception, health care behavior

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**MASCOTS AS SEMIOTIC COMMUNICATION IN TOURISM PROMOTION: A CASE OF THAILAND**

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**Abstract**

The objective of this content analysis research was to examine semiotic communication of 20 mascots that had been constructed to promote tourism in Thailand based on the theory of semiotics and the concept of mascots.

The findings could be divided into two dimensions of semiotics: the signifier and the signified. 1) The signifier was found in five characteristics of mascots: appearance, dress code, personality, referent/object, and others. For appearance, there were 13 mascots that used animals to promote tourism in Thailand. Moreover, dress code was another characteristic that had been found in those mascots. Such dress code included ethnic wear, combat
uniform, and Thai loincloth (Pha-Khao-Ma in Thai). The third characteristic of mascots was personality; it was found that most mascots were cheerful, friendly, and lovely. For the characteristic of referent/object, the concept of local animals was mainly applied. For other characteristics, it was found that most of the mascots came in a single form rather than in a couple form. 2) In terms of the signified, both denotative and connotative were found in those mascots. The first one was analyzed by comparing appearances and physical characteristics that the mascots were conveying the messages while the latter required that the receivers interpreted the messages from their experiences.

**Keyword:** Mascots, Semiotics, Communication, Tourism Promotion, Thailand

“AGE OF RAPID CHANGE”, COMPARISON OF SOCIAL CONFIDENCE BETWEEN CHINA AND KOREA

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**Abstract**

Today the world is facing a period of rapid change of the 4th Industrial Revolution. To cope with the age of rapid change, we need to stabilize society. Social capital is an essential element in pursuing social stability and responding to change in a reasonable way. Putnam (1995;2000) said trust, norms and networks are important components of social capital. Among the factors that make up such social capital, social trust is important in China and Korea recently. For example, The Chinese government has stabilized under the slogan of “credit society construction” and responded calmly to the Fourth Industrial Revolution, Korea also considers the implementation of “fair society” as an important national policy. China and South Korea both focus on “trust” and are striving to stabilize the country and respond to change. This study seeks to explore social capital in the Korean and Chinese sense. Korea and China are traditionally influenced by Confucianism, but, the development system of society is different due to the influence of different political and economic institutions after modernization. This study considers these social characteristics of Korea and China to analyze social trust in Korea and China.
For analysis, I will use the data from the Korean Academic Multimode Open Survey (KAMOS) and the Chinese General Social Survey (CGSS).

**Keyword:** Social Capital, Social Confidence, China, Korea. Kamos

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**HEALTH LITERACY AMONG OLDER ADULTS: A STUDY AT TONTAL COMMUNITY, THAILAND**

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**Abstract**

This study was descriptive research aimed to examine health literacy among older adults at Tontal community in Thailand. A sample of 46 older adults aged 60 years and older who live in Total community and participate the elderly club of the community was recruited by random sampling. The Demographic Questionnaires and the Thai Health Literacy Scales were completed through face-to-face interviews. Data were analyzed by descriptive statistics, percentage, mean, and standard deviation. T-test was employed to test the difference between groups. The results revealed that most of participants ranged in age from 60-94 years with a mean age of 70.65 (SD = 7.33). Most of them were female (78.3%), feeling of health status at good (80.4%), and having sufficiency with economic status (73.9%). Overall mean score of health literacy of participants was at good level (mean = 4.09, SD = 0.58). Percentage of participants with health literacy at good level was 80.4% (mean = 4.35, SD = 0.39) and fair level was 17.4% (mean = 3.36, SD = 0.26). The comparison of mean score revealed significant of health literacy among older adults with different gender \( t = -2.477, p < 0.05 \), whereas, there were not significant difference of health literacy mean score among different marital status, education level, having chronic diseases, and feeling of health status. This study provided information that can be used as a guideline to create a program to improve health literacy for older adults.

**Keyword:** health literacy, older adult, community, Survey

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THE CHARACTERISTICS OF THE BRAND COMMUNITY ON SOCIAL MEDIA OF THE DIGITAL CAMERA USER COMMUNITY IN THAILAND

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Abstract

Brand communities are a form of brand users gathering. They have a preference for the same brand and have a bonding with that brand and make acquaintance with each other. The small network gradually grows until it becomes a community. This research aimed to study the characteristics of the brand community of digital camera Facebook users in Thailand. Result from a preliminary analysis of Facebook of three digital camera brand users communities in Thailand revealed the following three components of brand community; 1) the same feeling of brand users from their brand loyalty; 2) having a group culture and rules of community living, the form of tradition in both written and popular forms of practice, even if no provision has been made; and 3) having shared responsibility in the community such as generosity in community groups.

Keyword: brand communities, social media, digital camera
HEALTH PERSONNEL DEVELOPMENT STRATEGIC POLICY: VIEWS FROM HUMAN RESOURCE (HR) EXPERTS

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Abstract

This qualitative study aimed to investigate the situation of health personnel development on health in Health Region 9 Comprising Nakhonratchasima, Chaiyaphum, Burirum, and Surin provinces. Documentary review and in-depth interview were used for data collection. Key informants consisted of 26 people who were executives on personal resource development, heads of Personally Resource Development Affairs, and practitioners. Results of the study revealed that Health Region 9 had development of manpower on health as follows: 1) Policy and direction of health personnel development implementation at the regional and provincial levels. This was under the policy on service plan system and task management of the Health Region. 2) Regarding the managerial administration, it was found that the health personnel development plan at the regional level had input data covering the planning process based on participation of concerned personal in every province mentioned. The main budget for man power development was allocated by Ministry of Public Health. 3) For system and mechanism supporting, health personnel development, it was found that there was
movement in the central i.e. the policy on development plan on health service system; the policy on public health task management, the policy on analysis of a number of staff by using FTE. 4) Regarding Knowledge and Technology, it was found that the regional level had the development of the Excellence Center (Level 1). For information technology, it was found that agencies of all levels had a data filing system on personnel development.

**Keyword:** Health Personnel Development Strategic Policy, Health Region 9, Human Resources (HR)

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**SHIFTING PUBLIC OPINION RESEARCH FROM OFFLINE METHODS INTO BIG DATA-BASED ONLINE METHODS (A CASE STUDY OF MEASURING PUBLIC OPINION ON THE CHOICES OF INDONESIAN PRESIDENT IN 2019 BASED ON BIG DATA)**

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**Abstract**

Social media has an important role in shaping public opinion, especially in presidential or legislative elections. Social media is one platform that is used by political communicators to build parasocial bridges that connect leaders and followers. Political communication uses mass channels that can play a role in changing voting, the perception of the public on political actors, the level of public support for policies. The formation of public opinion is not only formed through the interpersonal communication (face to face), mainstream media (TV, radio, newspapers) but also through social media. This is the basis of the important argument that social media is an effective, efficient and low-cost means of forming public opinion. The method of public opinion research in the digital era experienced a shift. This is related to the formation of public opinion no longer dominated by mainstream media (TV, radio, newspapers) but dominated by social media. Social media with its applications undergo changes following user trends and display new features that were never imagined before. As long as these changes occur, so far the form of understanding, evaluation, and analysis of social media as a means of forming public opinion also undergoes changes. Today's measurement of public
opinion is still mostly done with traditional methods (surveys) without involving the use of big data on social media. Public opinion research methods can no longer use survey methods that are offline but must be online. The characteristics of social media data related to the amount of data (volume), variety of types of information (variety), and speed of information flow (velocity) triggered a change in public opinion research methods from offline (survey method) to big data-based social media online methods: Through a case study on the use of social media big data about presidential elections in Indonesia in 2019, it turns out that big data-based public opinion research methods can help researchers to 1) Explain the formation of the phenomenon of public opinion due to issues related to the presidential election in Indonesia in 2019. 2) Helping to explain the position, profile, and behavior of social media users in discussing issues of the Indonesian presidential election in 2019. 3) Helping to compare actors and system network structures in shaping public opinion related to issues of the Indonesian presidential election in 2019. 4) Helps to describe changes in public opinion about the presidential election after new things or new issues on social media. 5) Helping policymakers to provide quick feedback on the occurrence of public opinion that occurs on social media.

**Keyword:** public opinion, social media, big data, communication network, Indonesia

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A STUDY OF STROKE NURSE SPECIALIST TRAINING PROGRAM IN BCNS FOR THE DEVELOPMENT OF STROKE COMPETENCIES

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Abstract

The purpose of this evaluation research was to study the effect of BCNS stroke nurse specialist training program for the development of stroke nursing care competencies. Study respondents (n = 34) participated in this research and provided information through a Stroke Nurse Competency Questionnaire that comprised of 37 items and through informal personal interview on the convenient time of participants which was done until saturation. The participants consisted of 19 stroke patients, 5 nurse supervisors, and 10 staff nurses. Five nursing supervisors and other staff nurses selected from different hospitals from Region 4. The data were analyzed using descriptive statistic and content analysis. Results revealed that stroke nurse specialists who graduated from BCNS class 1st were satisfied in all 8 domains of stroke nursing competencies, including 1) stroke knowledge, 2) assessment and management in emergency, 3) management in thrombolysis medication, 4) nursing care for stroke patients in the stroke unit, 5) discharge plan and continuing care, 6) communication and coordination competencies, 7) stroke care at home, and 8) utilization of evidence based nursing and stroke guidelines for stroke patients and caregivers. Five views of their superiors and colleagues revealed that new graduate stroke nurse specialists improved their hospital work within 3-6 months after graduation. Newly graduate stroke nurse specialists expressed their confidence to assess stroke patients and give the anti-thrombolytic drug to their patients. Moreover, they paid more attention to stroke patients. It was recommended that Stroke Nurse Specialist
Training Program be continuous in order to continue to provide advanced skills in neurological assessment to all the nurses who would be interested.

**Keyword:** Stroke Nurse Specialist, Nursing Competency, Stroke Competency, Program Evaluation

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**THE ATTITUDE OF NURSES TOWARD COMMUNITY NURSING CAPACITY BUILDING**

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**Abstract**

The aim of this survey research was to determine the attitude of nurses toward community nursing capacity building. Samples were 130 nurses whom were purposive selected from nurses who were working at primary care level in which 97 were working at Health Care Promotion, 17 were working at Primary Care Cluster and 34 were working at others. Data were collected by demographic form, prioritizing of community nursing care, and attitude toward community nursing capacity building. Questionnaires were sent to three experts for content validity and try out with 30 nurses for reliability in which Cronbach’s alpha coefficient was .98. Descriptive statistics were utilized to describe the findings.

The findings were shown that majority of samples were female (93.8%), age between 30-45 years (39.2%), working at Health Care Promotion Hospital (60.8%), and worked as a nurse for 6-10 years (24.8%). Most of samples mentioned that promote health was the first priority in working as community nurses (74.6%). The highest mean scores on the personal characteristic was community nurses should have good relationship (M=4.22, SD =.63). Regarding to the health care promotion, the highest mean scores was health status screening (M=4.11, SD = 0.59). Regarding to the network of health care, the highest mean score was empowering families and
communities in collaboration on self-care and/or change health care behaviors (M=3.94, SD = 0.68). Regarding to the research and knowledge management, the highest mean scores was developed clinical practice guideline (M=3.64, SD = .70).

The suggestions from the findings are that in raising community nurse capacity should be focused on the health care promotion, network, community and family empowerment. More importantly capacity raising should be focus on research development with the aims of enhancing health care status of people, family, and community.

**Keyword:** Capacity, Community Nurses

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AN ASSESSMENT ON COMPETENCIES OF GRADUATE NURSES FROM BACHELOR OF NURSING SCIENCE PROGRAM, BOROMARAJONANI COLLEGE OF NURSING SARABURI, ACADEMIC YEAR OF 2018

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**Abstract**

**Objective:** The objective of this research was to assess competencies of graduate nurses from Bachelor of Nursing Science Program, in Boromarajonani College of Nursing Saraburi, Academic Year 2018.

**Methods:** This research used a descriptive research design. Data collection was done using a Survey Questionnaire and Higher Education Standards Questionnaire of Boromarajonani College of Nursing, Saraburi. Samples consisted of 89 participants. Data collection was done in the academic years 2017 and 2018 respectively. The content validity was done by three 3 experts. The IOC value is greater than or equal to 0.60 and with the results of trials in 30 similar samples, it found that the Cronbach's alpha coefficient was 0.92. Data was collected by answering online questionnaires between June and August 2019.
**Results:** Results revealed that the overall level of competencies of graduate nurses from Boromarajonani College, Saraburi, academic year 2018, was very good ($X = 4.45, \text{ S.D.} = .55$). Communication and the use of information technology ($X = 4.68, \text{ S.D.} = .54$) was found to be very good; followed by knowledge skills ($X = 4.21, \text{ S.D.} = .54$); and intellectual skills ($X = 4.20, \text{ S.D.} = .55$).

**Conclusion:** In the light of the results of this study, curriculum improvement should focus on the promotion of cognitive skills and academic knowledge in order to achieve the goals of the course.

**Keyword:** Assessment, Competencies, Bachelor of Nursing Science

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**FACTORS AFFECTING ON ATTITUDE IN BUYING DIETARY SUPPLEMENT PRODUCT IN A RURAL AREA**

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Abstract

Consumer age, advertisement has influence on consumer buying decision even though people in the rural village. This cross-sectional survey study has been done to investigate factors especially advertising media that effect on attitude in buying dietary supplement product among people in a rural village, Northeast of Thailand. 93 villagers were selected by using simple random sampling from 1,530 who aged 18-80 years and have lived in a rural area. All selected participants who were willing to join in the research were visited at home and interviewed. 69.9% of total samples were female, 11.8% aged 18-25 years, 63.4% aged 26-60 years and 24.7% aged >60 years. 49.5% of them were rice farmers and 64.5% had average monthly income of less than 5,000 THB (164 USD). 68.8% was used to consume dietary supplement products, 33.3% are current users. The indication of dietary product that mostly used was body nourishment (75.3%). The media that samples perceived the dietary information and advertisement were television (66.7%), radio (19.4%) and printed media (14.1%). The distribution channels for selling were the direct sale (34.4%) and grocery store in community (32.4%). The most influential person on buying attitude was their family and close relative (43.3%). The significant factors affecting on dietary supplement buying were consumer’s age (>60 years, p=0.006), their occupation (housewife, p=0.016). Radio was a significant media that had effect on attitude of buying dietary supplement (p=0.015). From these results, we can conclude that family and close relative, older age, housewife and two media including radio and television had effect on consumers’ buying attitude in the rural area. The educational campaign about dietary supplement product in elderly who was alone at home or their family in the rural area is needed. The content of advertisement on radio and television should be examined and proved by regulatory authority in that area.

Keyword: buying attitude, dietary supplement, advertisement, consumer, radio, television
FACTORS PREDICTING HAPPINESS AMONG ELDERLY PEOPLE

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Abstract

Factors Predicting Happiness among Elderly People Thidarat Kanungpiarn, Supitra Selavattanakul This research was a predictive correlation study targeting to determine the predictive factors of the happiness among Elderly People. Subjects were 102 town municipality members aged 60 and older adults living in Surin province that was chosen by cluster sampling. General health questionnaire, self-esteem assessment, demographic questionnaire and Thai happiness indicator were used as tools for data collection. The reliability of questionnaires were 0.82-0.94 by using Cronbach’s alpha coefficient. Percentage, mean, standard deviation, correlation and multiple regressions were used for data analysis. The results indicated that most of the samples had a poor level of happiness and health, Income. The results showed that health and self-esteem together could predict happiness with 14.2% (R2=.142, P<.001). In addition, Income could predict happiness with 6% (R2=.06, P<.01). The recommendations from this study suggest that mental health care provider should concern about self-esteem, health and income of the older persons in regard to develop appropriate intervention or activities in order to promote the continuum of happiness among the older adults who live in town municipality.

Keyword: Happiness, Elder, Health, Self-esteem

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AWARENESS OF AND ADHERENCE TO THE HEALTHY LIFESTYLE OF THAI AND INDONESIAN NURSING STUDENTS

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Abstract

The purpose of this survey research study was to investigate if Thai and Indonesian Nursing students are aware of a healthy lifestyle, explore the degree to which they adhere to it, and examine if there are significant differences between the demographic variables and awareness as well as adherence to the healthy lifestyle. A healthy lifestyle was measured by eating and drinking behavior, relaxation and sleep, exercise and physical activity, meditation, stress management, health care behavior watching television or using computer for long hours, and smoking behavior. The participants (n=491) included 208(42%) Thai nursing students from Boromarajonani College of Nursing, Saraburi; 185(38%) Indonesian Nursing Students from Stikes Fort De Kock College; and 98(20%) Indonesian Nursing Students from STIKES Mataram College who represented a range of ages, gender, educational background of parents, current residence, health problems, financial problems, and religion. It was hypothesized that Thai and Indonesian nursing students would highly believe in a healthy lifestyle, and always adhere to it. It was found that Thai and Indonesian nursing students are aware of a healthy lifestyle, and adhere to it with some variations. Generally Thai undergraduate nursing students are more aware and adhere more to the healthy lifestyle than their fellow Indonesian nursing students. This study is
consistent with the findings of some past research done in the area of nursing education regarding theory-practice gap and skill acquisition. The application of self-determination theory, as well as motion theory should be of help in bridging the gap between theory and practice in terms of nursing education, and, between awareness and adherence to the healthy lifestyle of Thai and Indonesian nursing students.

**Keyword:** A Healthy Lifestyle, Awareness, Adherence, Thai Nursing Students, Indonesian Nursing Students

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SYNTHESIS OF RESEARCH ON THE STUDY OF LIFESTYLES ACCORDING TO AIO’S IN THAILAND

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**Abstract**

The purpose of this research synthesis was to collect, analyze, and classify the components of lifestyle in accordance with the AIO framework. The samples comprised of 14 research articles published in TCI journals. The finding revealed that the sample used in the research can be classified into 11 groups with the three study of the elderly (60 years and over). It was found that there were 5 components of lifestyle which consisted of 1) daily activities, 2) leisure activities, 3) entertainment component 4) social activity and 5) expenditure, respectively. In terms of interests, there were 10 components which include 1) family, 2) own-self, 3) household, 4) community, 5) tourism, 6) clothing, 7) food, 8) technology, 9) Work, and 10) success, respectively. On the opinion element, there were 9 components, which included the components of 1) economy, 2) politics, 3) business, 3) education, 5) product, 6) future, 7) culture, 8) technology, and 9) moral, respectively.

**Keywords:** Lifestyle, activities, interests, opinions, trends
COMMUNICATION FOR THE END OF LIFE CALLED "GOOD DEATH"

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Abstract

This study aimed to review three concepts that are related to death; 1) the meaning of death, 2) end of life plan, and 3) open discussion of death and dying in the family. Document analysis was used to glean information from related books, articles, online resources. The findings revealed the following concepts.

1. In Thai and foreign society, there was a strong belief that conversations about death and dying while the family member was sick are considered unfortunate matters and should not be discussed. However, it was found that, at present, it deems appropriate in Thai society to speak of family deaths and dying as a precautionary measure and to accept death as a natural process of life.

2. End of life plan should be made for the patients with chronic decease, elderly people in order to pave ways and opportunities for fulfilling the last phase of life, leading to grace dying or the death with dignity that is happy death or good death.

3) It was found that discussion about death of family member was encouraged. The nature of birth and death education is needed to increase a positive perspective and attitude about death of the people with emphasis on the disclosure of "Don't to be afraid to talk about the death in your family."

Keyword: meaning of death, end of life plan, death and dying discussion

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127
INTRINSIC RISK FACTORS RELATED TO FALLS IN ELDERLY PEOPLE, THAILAND

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Abstract

This study aimed to explore risk rate of falls and intrinsic risk factors related to falls in elderly people in northeastern Thailand. The sample group consisted of 1,609 people who were 60 years old and above. They were from provinces having index of aging between 100.0 -119.9 (Ubon Ratchathani and Khonkaen, two communities each) and that of 80.0 – 99.9 (Maha Sarakhan, Udon Thani, Nakhonratchasima, and Surin, two communities each). General data record from and geriatric screening form were used for data collection during April – May, 2018. Obtained data were analyzed by using frequency, percentage, mean, standard deviation and inferential statistics. Also, chi-square test, Fisher's exact test and multiple logistic regression were employed for analyzing the relationships. The relationship value was presented by Odds ratio and 95% reliability. Results of the study revealed that 47% elderly people in this study (30%) were risky to falls. It was found that an increase in age had an opportunity to be risky to falls for 1.2 times (95% CI = 1.1 – 1.3, p < .01). Elderly people reading a newspaper in a distance of 1 foot had no opportunity to be risky to falls for 1.8 times (95% CI = 1.4 – 2.4, p < .01). Elderly people having deficiency in knowing how to think had a opportunity to be risky to falls for 2.3 times (95% CI = 1.7 – 3.1, p < .01). Also, elderly people whose had a knee ache had an opportunity to be risky to falls for 1.6
times (95% CI = 1.3 – 2, p < .01). The following were suggestion, elderly people should check their eyesight at least once a year; those having a knee ache should see a doctor and must follow his suggestions; and medical staff should check the brain of elderly people every time they go to the hospital. This aims to prevent internal risk factors related to falls in elderly people.

**Keyword:** Related factors, Falls, elderly people

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DOMESTIC AND IMPORTED VEGETABLE CONSUMPTION IN THE HOTEL AND RESTAURANT INDUSTRIES IN BATTAMBANG PROVINCE

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**Abstract**

Both domestic and imported vegetables are used by the hotel and restaurant industries in Battambang province. There is insufficient supply of domestic vegetables to fill demand over the course of a whole year and imported vegetables are needed to fill the gap. As a result domestic vegetables producers and wholesalers have a challenge in demonstrating reliability of supply. The location of this study is Battambang town in Battambang province. The main goal of this research is to compare domestic and imported vegetable supply in Battambang province. To achieve this goal, four specific objectives include: to identify the types and sources of vegetables used in hotels and restaurants; determine vegetable demand; evaluate the factors that affect purchasing and sourcing of vegetables; and study on perception of hotel and restaurant owners or managers in using domestic vegetables in future. Because of time and capacity limitations, the study focuses only on vegetable demand in hotels and restaurants in Battambang province. In the study, a sample of thirty-six hotels and restaurants and ten vegetable middlemen were
interviewed. The study found that many types of vegetables are used in restaurants and hotels. Cucumber, water convolvulus, potato, carrot, leaf lettuce, cabbage, and Chinese kale are used most often in hotels and restaurants. Potato is more popular than cucumber. Both domestic and import vegetables are used. Most domestic vegetables are from Battambang province (Prek Proub, Samlot district, Thmor Kol district, Komping Poury district and other districts), Phnom Penh and other provinces such as Kandal province. Approximately 60% to 80% of cucumber, water convolvulus, potato, leaf lettuce and cabbage are domestic with the remainder imported from Vietnam, Thailand and Malaysia. The sources of vegetable used in hotels and restaurants fluctuate throughout the year. In Battambang town, on average a hotel or restaurant uses approximately 143 kilograms of vegetables per week, such as: 20 kilograms of cucumber, 13.58 kilos of potato, 19 kilos of cabbage, 14 kilos of carrot and 18.3 kilos of water convolvulus. Good taste and healthy product are the factors affecting purchasing decisions, in choosing domestic vegetables. Otherwise, hotels and restaurants chose imported vegetables because of availability (31%) and appearance (30%). Hotel and restaurant owner have similar ideas as middlemen in that they are willing to use domestic vegetables. They report that if there were proper supply chain linkages with timeliness, consistency and availability throughout the year, domestic vegetables would be chosen. In addition, hotel and restaurant owners and middleman report that reasonable pricing and improved vegetable qualities are important factors in purchasing decisions.

Keyword: Vegetable Consumption, Industries, Battambang

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VEGETABLE MARKETS IN BATTAMBANG PROVINCE

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Abstract

In general, farmers planted vegetables for family eating and sold the surplus in the market. Therefore, vegetable marketing happens throughout Cambodia. The vegetables in the markets are both Cambodian and imported product. An understanding of the reasons for the high level and large variety of imported vegetables can be found in studying the problems of vegetable marketing in Battambang city. In this thesis “Vegetable Markets in Battambang City”, there is a focus on how to improve the productivity of vegetable marketing in Battambang City. The four objectives of this study are (1) to study the locations and kind of places that support vegetable marketing in Battambang City, (2) to understand the quantity of vegetables needed to fill market demand in Battambang City, (3) to learn the market prices of vegetables in Battambang City, and (4) to discover how to best support the marketing of domestic vegetables to gain a greater market share. In order to address the objectives clearly, the research questions will attempt to understand the real impact of vegetable imports on the vegetable market in Cambodia. In order to carry out this research, samples are based on the simple random sampling method. The research is conducted in three phases. In the first part interviews were conducted at the commission markets in Boeug Chhuk and Thmey. In the second part, vegetable producers were interviewed in Vatkor Commune (Ksachpoy and Ballang Villages) and Tamoeun Commune (Thmey and Tasey villages). Wholesalers and retailers were interviewed by using questionnaire. The results show that in vegetable markets in Battambang City, domestic producers encounter problems competing against outside producers. Local growers produce in smaller
quantities and use older growing techniques that are not as modern as the larger competitor farms. The research showed that three popular vegetables out of five - cabbage, bell pepper and tomato - are almost all imported during June through August of this year. This study included that the imported vegetable from neighboring countries do not seriously impact on the vegetable market in Battambang town. The reason is local vegetables have more valuable than the imported one on the market, but producers could not get high price from retailers.

**Keyword:** Vegetable, Market, Battambang

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**THE CORRELATION ANALYSIS OF INFANT MORTALITY IN WEST SUMATRA PROVINCE (CASE STUDY OF INFANT MORTALITY IN 2015 - 2017)**

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**Abstract**

Infant mortality rate is the numbers of babies die before reaching 1 year old per 1000 KH. The highest infant mortality rate in West Sumatra Province was in 2015-2017. In 2016, there were 111 babies and the lowest cases found in 2015. The purpose of this research was to determine factors related to IMR in West Sumatra province in 2015 to 2017. This research used non-reactive by using secondary data on Health Profile West Sumatra. The type of this research was quantitative with cross sectional approach. The populations were all regencies / cities in West Sumatra Province for the past 3 years as much as 57 had been chosen as the samples. The variables studied were LBW, pregnant women first visit, fourth visit, delivery assisted health workers and Tetanus Toxoid (TT) immunization of pregnant women toward IMR. The data were analyzed by correlation spearmen with \( \alpha = 0.05 \). The results of this
research found that there was a relationship between LBW (sp = 0.607), first visit (sp = 0.640), fourth visit (sp = 0.604), helper delivery by health personnel (sp = 0.644) toward IMR. Meanwhile, TT immunization in pregnant women (sp = 0.544) had no relationship to IMR. In short, LBW is the strongest variable related to IMR in West Sumatra Province. It is expected to the health workers to improve their services for all pregnant women and activities to reduce IMR.

**Keyword:** Infant Mortality Rate, correlation

 jogador de futebol

ANALYSIS OF FACTORS WHICH CAUSED WASTING EVENTS IN AGE 0-59 MONTHS IN PASAMAN REGENCY AND BUKITTINGGI CITY IN 2019

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**Abstract**

**Background:** Wasting is a condition of acute lack of nutrition where the weight of a toddler does not correspond to height or zscore value of more than < -3 SD to < -2SD. The target of reducing the wasting rate in the world is 7.8% with a 2025 achievement target of 5% which requires a reduction of 40% from now. The general objective of this study was to obtain a description, analysis and interpretation of the incidence of wasting in children under five (059 months) in Pasaman and Bukittinggi City in 2019.

**Method:** This research is an analytic survey research with case control design with mixed methods. The study was conducted at the Puskesmas of Pasaman Regency and Bukittinggi City, in May-June 2019. Quantitative sample of 216 Intake. Data analysis was carried out through three stages, namely univariate and bivariate chi-square test.

**Results:** Statistical test results showed that there was a significant relationship between the incidence of wasting with maternal education (0,000, OR 5,447), maternal age at delivery (0.020, OR 2,273), infectious
diseases (0.025, OR 2,526) in Pasaman Regency and there was a significant among wasting events with maternal education (0.026, OR 2.739), maternal age at delivery (0.038, OR 2,627), infectious diseases (0.027, OR 2,681) in Bukittinggi City. The problem of lack of human resources in this case nutrition workers cause a lack of information about the importance of nutrition, especially wasting obtained by mothers of children under five.

**Conclusion:** The results of research on the influence of food diversity and the provision of MP-ASI to children under five with wasting events, so it is suggested for the health department to be more active in promoting and preventive about the importance of food diversity and providing MP-ASI for toddlers in Pasaman Regency and Bukittinggi City. Keywords: wasting, malnutrition, thin nutrition.

**Keyword:** wasting, malnutrition, thin nutrition
APCA Abstracts
SECURE “THE CULTURE”: REFLECTION ON 1990S’ CHINESE TV CRITIQUES

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Abstract

A wave of criticism on the prospering television broadcasting merged in the Chinese academic circle in early 1990s. Reflecting on these “television cultural critiques” today will not only shed light on the potential positive effects of television broadcasting and television culture of 1990s on Chinese society in general, but also reveal the theoretical limitations, especially the misemployment of the Cultural Industry theory, of the cultural critics of that time. Through a close inspection on these cultural critiques of Chinese television of 1990s, this study will bring a typology to these critiques, as well as provide a provisional explanation to the phenomena of television cultural detestation by the intellectuals, by a re-contextualization of these critiques with a social-historical perspective.

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HOW TO TELL GOOD CHINESE STORIES: CHINESE POSITION, DISCURSIVE TACTICS AND COMMUNICATION STRATEGIES

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Abstract

Since the "One Belt, One Road" initiative was put forward, the emotional and cognitive state of distrust and fear has spread throughout the interaction between China and other countries, forming an obstacle to understanding. Emotional and emotional relationships are the most primitive drivers of cooperative will, which affects behavior and cognition among groups. “Emotionality” is characterized by understanding the other side. It can be used as a communication method to cross-cultural communication in the “Belt and Road Initiative” initiative, promoting the establishment of a positive emotional atmosphere and relationship between the state and the nation, helping them to break through their language, culture, and The barriers of values and so on, realize dialogue and circular interaction, and then eliminate borders, reach consensus, realize the establishment of identity relations, and empathy communication is a possible path to break through the current "Belt and Road" initiative to explore the dilemma.

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REORIENTATION: EXPLORING THE SIGNIFICATION-PRODUCTION AND COMMUNICATION MODELS OF CHINA’S NATIONAL IMAGES CONSTRUCTED BY EUROPEAN HIGH FASHION TEXTS AND RITUALS OF CHINESE STYLE (1968-2018)

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Abstract

This article explores what and how the significations of China’s national images has been produced and communicated by the Chinese-style imagery texts and rituals of European high fashion of Haute Couture since 1968 to 2018 of 13 classic fashion brands. To do so, (1) this article examines the information system’s features of the imagery texts: when European high fashion encoders produce European Chinese style, what symbols and messages has been used prominently and generally, and what China’s national images and impressions have been produced by these symbols and messages? What European view of China can be reflected, when European high fashion encoders select and use the Chinese symbols? Furthermore, has such European view of China been evolving or stagnant for years? (2) It also examines the signification-production process of China’s image by a semiotic analysis on the imagery texts of Chinese style from European Haute Couture since 1968. (3) It also analyzes the communication model of China’s image in Chinese-style fashion rituals of European top fashion weeks in two theoretical aspects: space performance and ritual communication.

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RESEARCH ON SHORT VIDEO USER’S PARTICIPATION BEHAVIOR IN CITY IMAGE COMMUNICATION: MEDIATED BY USER ENGAGEMENT

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Abstract

The short video of the city image is widely recognized by building online popular cities such as Xi’an and Chongqing. Exploring the participation behaviors such as browse, interactive creation of the short video users is beneficial to improve the city image through short video. The research innovatively links the user participation behavior with some variables such as usage scene, perceived value and user engagement. The authors use questionnaires and SEM methods. The study shows that the picture in the usage scene and emotional value in perceived value play significant positive roles in the participation behavior. The algorithm recommendation in the usage scene only positively promotes the interactive creation behavior, and the enjoyment value in the perceived value only positively promotes the browse behavior. The interface layout suppresses the interactive creation behavior, and the functional value of perceived value also inhibits the participation behavior. The mediating effects of user engagement on positively promoting relationships are significant.
IMAGINED NATIONS, CYBER-NATIONALISM AS RHETORIC PRACTICE: A FANTASY THEME ANALYSIS OF BULLET SCREEN OF ONLINE VIDEO CHANGE OF CHINA'S TERRITORIES IN THE PAST DYNASTIES

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Abstract

With the development of globalization and Inevitable international friction, nationalism in contemporary China has gradually become narrative expression recently, including the public imagination to the national identity and complicated emotions of reality. This paper, based on the rhetorical analysis method of fantasy theme, explores how young people share the national fantasy through the chain-out of symbols such as the origin of civilization, historical figures and important events when watching video Change of China's Territories in the Past Dynasties. The rhetoric network is woven with the two legitimate discourses of patriotism and national unity, so that the image of modern China can be presented in the process of map viewing. People shared history glorious and face suffering, eventually forming the rhetorical vision the great rejuvenation of the Chinese nation, the formation of national identity in our daily life, which shaped national identity.
THE RESEARCH OF COMMUNITY CONSTRUCTION AND SCIENCE COMMUNICATION WITH CHINESE CHARACTERISTIC OF CITIZEN SCIENCE

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Abstract

Citizen Science is a science communication activity in which researchers invite the public to participate in scientific research projects. By teaching scientific knowledge and research methods, they collect or analyze scientific data, conduct research discussions and solve scientific problems together. It is helpful to improve the scientific literacy of the public, improve the public’s understanding of scientific issues and their enthusiasm to participate in science. Citizen science is the inevitable result of the development of "user-centered" consciousness in science communication, and it is an important means and effective way for equal dialogue and interaction between scientific community and the public.
CULTURAL DIFFERENCES AND SOCIAL MEDIATED DIPLOMATIC DIALOGUE: MEASURING DIALOGUES OF SIX EMBASSIES ON WEIBO (2015-2018)

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Abstract

Since the launch of Weibo in 2009, the embassies of various countries in China have settled in Weibo have initiated dialogues with the Chinese netizens as so called "microblogging diplomacy." Most of the prior research along this line was from a Western perspective, and rarely focuses on intercultural dynamics. This study uses the dialogue theory of public relations (Kent & Taylor, 1998, 2002, 2004, 2014) as a framework, re-examined it in the context of Weibo diplomacy, and developed the dialogue scale to measure how the six countries sampled use dialogic strategy to interact with Chinese netizens during 2015 to 2018. And the study further explored whether and how cultural factors (e.g. power distance, individualism, etc.) have correlated with their specific dialogic model. Consistent with previous research, this study found that “dialogic loop” is the least used strategy for every sampled country. Furthermore, we found that the US Embassy, although with the highest score in the dialogue model, replies more frequently on political issues rather than other types of inquiries ($\chi^2=34.50$, df=1, $p=.000<0.05$). Besides, in the cultural dimension, power distance score negatively correlated with dialogue; however, individualism positively correlated with dialogue.
ASIA AS METHOD?: PROMISES AND CHALLENGES

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Abstract

In his influential work Asia as Method: Toward Deimperialization, cultural studies scholar Kuan-Hsing Chen (2010) proposes Asia as a way of approaching the ongoing challenges of colonialism and imperialization. As much as Chen’s proposal not only presumes but also calls for shared resonance among Asian scholars, however, Chen himself also “felt strongly the physical tension, anxiety, and restlessness between friends living in different locales ” when he travels across Asia. Then what exactly is the shared resonance about? And what are the sources of the “tension, anxiety, and restlessness”? To tackle these questions, I follow Sun Ge (2019)’s discussion of East Asia--more specifically, why Chinese scholars display a “lack of East Asia awareness”, to identify some of the forces that promise to bring together or threaten to divide us as Asian scholars

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METHODS AND PATH: RESEARCH ON ASIAN IMAGE COMMUNICATION

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Abstract

Image is a kind of construction of structural code, a symbol of image nature. It applies a genetic similarity between signifiers and references, which mimics or even repeats some visual features of things. Asia is the most diverse cultural body in the world with the most diverse natural conditions, the largest resident population and the most complex communication pattern, so
the images of Asia are among one of the most diverse, and the theoretical research of image communication in Asia is the most difficult around the world. Thanks to the complexity of this discipline, it adds a lot of fun to the study of structural dynamics of image communication in Asia.

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A STUDY OF ASIAN IMAGE COMMUNICATION AND CULTURAL MEMORY

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Abstract

Visual image writing is the effective tool for the communication and communication of Asian culture, as well as the academic community. They all use visual media to construct a civilized building for Asian society development, a visual symbol in reality, and a social theme in the literature. Compared with the text medium, the image medium has more prominent “global meaning”, it has an incomparable “readability”, is a world language. This paper attempts to construct a new kinetic energy system of Asian culture communication through the cross-cultural, non-country, non-class world visual language system. To expand and deepen the academic connotation of Asian communication, promote the establishment and formation of Asian communication school, and then systematically sort out the development of Asian visual civilization and image communication, promote the foundation of localization of Asian communication, the construction of reason, so that visual image media, a precious historical and cultural heritage, can continue to play its role in the new development period of Asia. To construct the Asian school of image communication, to obtain the right to speak in world image communication, and to make it an important academic source of world image communication.

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THEORY OF CONTEMPORARY CHINESE CLASS WAR FILM AND TELEVISION SPREAD AND DEVELOPMENT IN THE ASIA-PACIFIC REGION

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Abstract

War films have been playing an important role in the research of genre films. With the continuous development of opening up to the outside world, Chinese war films, on the basis of constantly absorbing relevant advanced shooting technologies and creative ideas from abroad, have also gone abroad to begin the overseas communication journey led by commercialization. It is certain that certain dissemination effects have been achieved by the Chinese war films in the Asia-Pacific region. On the other hand, how the audiences with different cultural backgrounds interpret and reconstruct the performance of the war is quite different with the original intention of the film makers. This is particularly common among countries that are close to China or had wars or military conflicts with China in modern history. This paper is to analyze the current situation of the external communication of Chinese war films, and to provide some countermeasures to improve the existing problems.
COMPROMISE AND INCORPORATION: THE PRESENTATION OF ROCK CULTURE IN THE CONTEXT OF CONTEMPORARY ASIA

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Abstract

In addition to being a kind of music, the development of rock music is more like a social movement with very prominent cultural attributes. In western countries, rock music plays a very important role, while it is in a relatively marginal position in Asia. After years of participatory observation and field research by the authors, on the one hand, it stems from the confrontational, enlightenment, ritual sensation and other characteristics of the rock culture itself and the incompatibility with the contemporary Asian context. On the other hand, it is closely related to the openness of different cultural zones in Asia and the influence of religion in Asia. In such circumstances, Asian rock deconstructed themselves by weakening antagonism and rebelliousness, sharing part of the meaning space with the mainstream ideology and creating new "national fables", in an attempt to reach a compromise between rock music and mainstream culture.

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SNS PARADOX: THE CURRENT SITUATION AND PROBLEMS OF SOCIAL MEDIA USE AND SOCIAL ADAPTATION OF ASIAN STUDENTS IN GUANGZHOU

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Abstract

With the high development of social informatization in China, the integration of social media led by WeChat with communication, entertainment, e-commerce and e-government has further deepened. Therefore, the proficiency in using social media to obtain useful information is a necessary condition for foreign students to adapt to life in China. A survey of 258 Asian students in Guangzhou found that media literacy factors (Chinese proficiency, Internet use skills, use motivation, equipment conditions) and length of stay in China, as well as personal character are the main factors affecting their use of social media, and students from different countries show some group characteristics. Generally speaking, people who can skillfully use social media have higher social adaptability in cognitive and behavioral dimensions. However, in emotional dimension, there has been a serious polarization in favor of China. It can be seen that the use of SNS to improve social adaptability has certain negative effects and risks.

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THE ELITE CONSPIRACY OF AUSTRALIAN PUBLIC OPINION ON CHINA—A COMMUNICATION APPROACH

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Abstract

During 2014-2018, China-Australian relations trended downwards after a period of honeymoon. 2017 saw anti-China rhetoric from Australian government and media continue to ferment. However, researches on public opinion during this period are missing. Based on data from 13 polls, this paper analyzes the characteristics and change of Australian public opinion on China from three dimensions: economy, safety, bilateral relations/general feeling. The paper found that as China rises, the paradox between sense and sensibility in Australian public opinion becomes obvious, echoing with the coexistence of greed and fear among political elites. Taking a communication approach, the study critically studies the agenda-setting and framing of the polls, demonstrating that “response effect” are at play. This paper also takes South China Sea disputes and Chinese political infiltration as examples to examine how, controlled by their “invasion anxiety”, the “power/knowledge community” formed by Australian governments, media and think tanks/polling institutions created specific China Knowledge and collude to produce knowledge of China and shape Australian public opinion on China.
SOCIAL PRESENCE AND NETWORK SELF-DISCLOSE OF CHINESE RURAL RESIDENTS: AN EMPIRICAL STUDY BASED ON NETWORK DEPENDENCE AS A MEDIATOR

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Abstract

Based on the theory of social presence, the questionnaires collected data. The empirical analysis showed that the Chinese rural residents with higher social presence felt more inclined to self-disclose when using social networks. In addition, the impact of social presence on the self-disclosure of Chinese rural residents’ networks can be positively influenced by the mediating effect of network belonging. The results of this study indicate that the psychological perception of media use plays an important role in the behavior of users. At the same time, it can also lead to discussion. When considering the research from the perspective of technical determinism and traditional cultural determinism, the social psychology perspective used by new media should also become a new interpretation path.

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THE CHARACTERISTICS OF POLITICAL COMMUNICATION AND ITS INTERNATIONAL INFLUENCE ON THE BASIS OF CHINESE PARTY POLITICS

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Abstract

China at present is still the one that insists on the “one-party ruling” socialism, a unique party politics in the world. The trinity of political parties, the state, and the government determines the characteristics of China’s political communication: “political unified communication.” Due to it, China has such a political communication pattern with “political propaganda” as the axis and border.

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RESEARCH ON THE CONSTRUCTION STATUS AND PROMOTION PATH OF CHINA’S INTERNATIONAL COMMUNICATION POWER IN ASEAN REGION FROM THE PERSPECTIVE OF CULTURAL IDENTITY

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Abstract

This paper takes Myanmar as an example and combines in-depth interviews to summarize the current situation and problems of China’s international communication in Myanmar, and proposes ways to improve the international communication effect of China to Myanmar from the perspective of cultural identity. The study found that the international practice of our country is still
in initial stage, there is a lack of both the communication effect evaluation system and systematic, continuous and integral international communication strategy, so China haven’t built a real and attractive national image to the Burmese through the media, which makes the Burmese people feel identity anxiety to China in the process of globalization and modernization.

Therefore, we can pay attention to the “everyday life” of Burmese people, play the role of Chinese media and enterprises with the discourse path of dialogue, and further explore the cultural memory resources between China and Myanmar, so as to build the cultural sharing system and enhance the cultural identity between China and Myanmar.

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HIGHLIGHTS, TRENDS AND PATTERNS IN ASIAN INTERNATIONAL COMMUNICATION RESEARCH IN THE 21ST CENTURY

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Abstract

In the context of dominance of Eurocentricity in social science, some scholars call for enquiry into IC from an Asian perspective which is invested in abundant cultural heritage with which complementary contributions have been made to IC as an interdisciplinary field derived from Western social theory. This article tries to map the updated topics, trends and patterns of Asian international communication research and test the impetus behind its shaping. This is done through reviewing the key relevant research outputs about Asian IC by Asian IC scholars, including from within Asian diaspora as in the West. The aim is to illustrate the landscape of Asian IC research, including the Asian values that scholars have sorted out, the patterns of Asian scholarly contribution to the Western originated research foci, and the challenges facing the scholarly development of international communication research with an Asian perspective.
ROLES, MOTIVATIONS AND RISK PERCEPTIONS: A STUDY OF PARTICIPANTS IN CYBER MANHUNT

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Abstract

As an approach of online engagement and public supervision in China, cyber manhunt has become increasingly fierce these years. It is a kind of information gathering process that is participated by a certain number of online netizens, which integrates the individual’s related knowledge, social relations or other clues, with strong value prejudgment and emotional tendency. This paper analyzes the roles, motivations and risk perceptions of netizens in cyber manhunt from 600 valid questionnaires. Results show that the user roles in cyber manhunt incident differ from latent, bystanders, minor participants, and major participants. They significantly differ in the acceptance of using cyber manhunt to maintain justice, but there is no obvious difference in their perception of cognition to judicature and privacy concern. Gender, legal literacy and salary may also affect users’ choice to roles in a cyber manhunt incident.
THE HALO OF INDIGENOUS CULTURE IN GLOBAL DIGITAL CONSUMERISM: THE INFLUENCE OF GOLDEN-MEAN THINKING AND CONTRADICTORY ATTITUDE ON THE PERSONAL INFORMATION EXCHANGE BEHAVIOR OF CHINESE NETIZENS

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Abstract

Through in-depth interviews with Chinese Internet users, this paper applied grounded theory to reveal the behavioral classification, psychological motivation, influencing factors and decision making patterns and inter-group differences of personal information exchange among Chinese Internet users in the real situation of providing and exchanging personal information for value-added services. Through a questionnaire survey, this paper examined the effect of the multi-party thinking, integration, harmony and other Golden-mean thinking on the personal information exchange behavior of Chinese Internet users. In the reality of the interweaving of indigenous Internet consumerism and traditional social and cultural psychology of Chinese Internet users, this paper explained the unique mechanism for the evolution and resolution of contradictory attitudes in personal information exchange decisions. From the perspective of practice, this paper put forward strategies and suggestions for personal information protection, social responsibility regulation of enterprises and user information management.
RESEARCH ON THE CONSTRUCTION OF ASIAN VISUAL IMAGE

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Abstract

Since three of the four ancient human civilizations originated in Asia, with many relics, a long history and rich historical data, these precious historical and cultural heritages provide sufficient academic space for the study of visual image communication in Asia. We know that visual image media has become an effective media in our daily life, ranging from material production to the spiritual symbol of human society. The appearance of image representation means is much earlier than text representation. Image media is a more direct and effective cultural inheritance code than the written materials. Its narrative advantages and communication advantages are very obvious, which can weaken people’s cognitive differences and partially eliminate cultural prejudice. It is conducive to enhancing understanding among people of different ethnic groups. Especially in the process of Asian visual image construction, visual image writing is more suitable than text language writing. This paper attempts to explore the possibility of constructing Asian visual image communication through the research and analysis of micro-Asian visual image. The study of the image heritage in the evolution of Asian visual civilization, excavating the visual cultural labels showing Asian characteristics, screening the visual schema of Asian cultural images, analyzing the unique historical and cultural connotation of Asian image civilization can demonstrate the splendid Asian culture.
ECONOMIC AND EMOTIONAL UNDERSTANDING: CHALLENGES AND OPPORTUNITIES FOR CHINESE HEALTH BROADCAST

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Abstract

Contradictions exit in Chinese Health Broadcast between people’s increasing concern over their physical, psychological health and the mounting pressure which may lead to diseases. Now we have come into an “era of ears”, which health broadcast can do help. The article aims to analyze the challenges and opportunities facing Chinese health broadcast from economic, emotional and communication perspectives. The government should refresh their idea that health broadcast is not only media but a kind of social governance tools, and the health broadcast should optimize its content and broaden its scope of application with science and technology.

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COMMUNICATION GAME AND NEGOTIATION IN INTERNATIONAL DISPUTES: A STUDY BASED ON THE OFFICIAL AND FOLK OPINION FIELD IN THE SINO-KOREAN SADE DISPUTE

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Abstract

This study takes the Sade dispute between China and South Korea as examples to analyze how the official and non-governmental public opinion fields of China and the confronting countries construct the national image in the dispute, how the two countries in dispute resort to the international community, the relationship between the emotions of their nationals and the media, and the formation mechanism of the game pattern. Through
framework construction and discourse package analysis. From the data, it can be found that there is identity splitting behind the public opinion game in international disputes. There are emotions and tendencies in the discourse of disputes, as well as strong interaction between self-identity and moderate others. At the same time, the relationship culture in international disputes is constantly shaping, the mutual mechanism of image shaping between countries is constantly improving, and the subject isomorphism in international disputes under the new media context is constantly developing.

THE ROLE OF MESSAGE FRAMING AND ENVIRONMENTAL CONCERN APPEALS IN INFLUENCING PEOPLE’S RECYCLING INTENTION IN CHINA

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Abstract

As a developing country of the largest population in the world, China is facing serious environmental problems and has recently taken an effort to set up pilot zones to implement garbage sorting and recycling. This research examined the effects of message framing (gain vs. loss) and appeal types of environment concern (egoistic vs. altruistic vs. biospheric) in advocacy advertising on people's attitude and behavior intention toward recycling in China. In the first laboratory study, it was found that loss frames and altruistic appeal is more effective in activating favorable recycling attitude and behavior intention. Interaction effects suggested that gain framed message is more effective with altruistic and biospheric appeals, while loss framed message worked better with egoistic appeal. The second laboratory experiment further explored mechanism driving the interaction effect by finding message processing fluency as the mediating factor. Collective culture and construal-level theory were adopted to explain these findings, and practical implications were discussed.
"INTERNET SELF-ORGANIZATION" EMBEDDING AND TRANSFORMATION OF RURAL COMMUNITY GOVERNANCE STRUCTURE: BASED ON A FIELD SURVEY IN A RURAL AREA OF WESTERN CHINA

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Abstract

Taking a mobile Internet practice in a rural area of western China as an example, this paper studies the dynamic Internet communication system “Internet self-organization” based on social media, as the function and mechanism of rural new “social organization” in community governance. The self-organization of the Internet has become an important pole of grassroots social governance and has been embedded in the rural social structure, adding a new subject to rural governance. The reason why Internet self-organization can participate in rural governance lies in its public opinion guidance as a means, taking public affairs participation as the foundation, and using social media to integrate the village multi-subjects into the cooperative governance network, promoting public growth and grass-roots social solidarity. Thereby "unifying" the rural society. In this process, the traditional “single-center” governance structure with the “mandatory order maintenance” led by administrative power is transformed into a new governance structure of multi-subject negotiation and integration. This is a multi-subject cooperative governance model based on the leadership of the two village committees, the self-organizing of the Internet, and the extensive participation of villagers. This model takes coordination and integration as the core idea, and social reorganization as the practical logic, which is in line with the current concept of “co-construction and sharing” community development proposed by the state, which provides a new perspective for rural community governance and rural revitalization.

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RESEARCH ON THE SPREAD OF ASIAN CONTEMPORARY ART

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Abstract

The Asia Pacific Triennial of Contemporary Art, which began in 1993, provides unprecedented visibility to artists from all over Asia. In the 21st century, the Asian contemporary art market has grown dramatically, indicating that Asian contemporary art has gained its own place in the territory of contemporary art in the world.

The expression of Asian contemporary art is deeply influenced by contemporary life and globalization. Artists are good at expressing their spiritual appeals to the contemporary people through their own observations. It is the witness of the times and the inscription of the spirit. It survives, spreads and evolves in the changes of public life and the society. It is an excellent means of spread for understanding Asian civilization and inspiring the spirit of Asia. This paper attempts to explore the Asian spirit behind the works and find the new direction of Asian art spread by studying the development of Asian contemporary art.
EMPOWERING AND REMAPPING: POPULARIZATION OF SHORT VIDEOS OVER SOCIAL MEDIA IN CHINA

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Abstract

This article will illustrate characteristics of short-video platforms in global universally and distinguisingly in China (such as TikTok and Kuaishou), concerning with story-telling pattern and producing process. Furthermore, its functions for users individually and socially will also be discussed by qualitative research. In fact, the length to differentiate short videos with traditional longer-form videos is obscure ranging from 15 seconds to 5 minute. On the one hand, time limit decreases video making difficulty and attract a great number of users. On the other hand, limited time also leads to fragmentation tendency so that topics in-depth are not suitable in short-video content. Meanwhile, the motivations for using short-video social platforms are time-consuming, entertainment, commercial aims (especially for vloggers) as well as self-presenting ritual of embedded daily life (self-recording). Grass-root groups could act as KOL (Key opinion leaders) in short-video social media by uploading de-professional UGC (users-generated content). Whereas, in real world, their bottom-up voice is unlikely to be heard. Therefore, in this sense, short-video producers empowering themselves via visualization.

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BRIDGING COMMUNITY AND INTERCULTURAL COMMUNICATION: A CASE STUDY OF THE RECEPTION OF JOURNEY TO THE WEST STORY OVERSEAS

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Abstract

This article reviews and reflects on classic theories of intercultural communication, proposes the concept of “bridging community”, and adopts the method of theoretical grounding to explore the role of this community in the reception of the Journey to the West story overseas. Centering the bridging community, the study constructs a "power-consciousness-strategy" model of cross-cultural communication, and argues that the dual identity is an exclusive cultural resource possessed by the bridging community; effective cross-cultural communication practices must create an almost “immersive” acceptance experience; intercultural communication practiced by the bridging community is a microscopic, contextualized, two-way model; effective intercultural communication through bridging communities is greatly constrained by the cognitive basis and communicative potentials of the story per se in different cultures.
THE CONSTRUCTION AND TRANSITION OF THE AMERICAN TRANSNATIONAL CORPORATIONS DISCURSIVE POWER IN THE SINO-US FOREIGN RELATIONS-PAST, PRESENT AND FUTURE

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Abstract

This paper aims to explore the American transnational corporations’ influence towards the government, the media and the public from the perspective of Discursive Power to explore how they set up and implement the effective dialogues with the target audience in order to execute their power of influencing policies during certain historical stages, and further to track the changes after Trump’s anti-globalization standpoint and changing policies towards China. The study will combine qualitative study with quantitative research by analyzing five dimensions of discursive power: discourse subject, audience, content, platform and effects in the context of three cases of RMB exchanging rate, BIT and Tariff. The research time frame will be from 2008 to 2018, under three American administrations.

BEING A DIFFERENT “ME” AND NARCISSISM: A STUDY ON HOW SELFIE TAKING BEHAVIORS REVEALS DIGITAL IDENTITY AMONG CHINESE URBAN YOUTH

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Abstract

Through the lens of Goffman Dramaturgical Theory and User and Gratification Theory, the research views selfies as multifaceted culture and seeks to scrutinize the construction of digital self-representation through selfies, thus
more focusing on selfie taking and editing, behaviors before posting. Research has proved that cultural factors caused Chinese users less keen to share private information online as compared to American users. The research surveyed 420 Chinese youth population on their selfie-related behaviors and narcissism. The result indicated a huge difference in selfie taking frequency and selfie sharing frequency between Chinese young males and females. Both means of selfie taking frequency and selfie sharing frequency for males are lower than females. Difference was found in narcissism, whereby the mean obtained by males for narcissism was also lower than females. The research also suggested the relationship between motives self-approval, documentation and socialization for selfie taking frequency, as well as motives attention seeking and entertainment for selfie editing frequency.

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ANALYSIS OF INFLUENCING FACTORS OF FOOD RISK INFORMATION DISSEMINATION IN SOCIAL MEDIA

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Abstract

Social media has become an important channel for the public to obtain or disseminate information on food risks. As one of the social media with a large number of users, Wechat plays an important role in the process of food risk communication. Based on the qualitative and quantitative analysis of the impact of food risk information dissemination in Weixin on users’ cognition, emotion and behavior, this paper explores the influencing factors of food risk information dissemination in social media.

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ACADEMIC CENTERED OR NON-ACADEMIC CENTERED? TWO EXPLANATORY FRAMEWORKS FOR THE SELECTION OF ADMINISTRATORS IN JOURNALISM OR COMMUNICATION SCHOOLS AT LEADING UNIVERSITIES IN MAINLAND CHINA

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Abstract

School administrators play crucial roles in the contemporary transformation of journalism and communication education. How to select the most appropriate school administrators and deans has received strong public scrutiny. To explain the selection behavior of school leaders, the present study proposes two frameworks: the academic-centered and the non-academic-centered framework. The sample for this empirical research on the selection of journalism and communication school leaders consists of 204 job candidates in Mainland China. The results indicate that we should attach importance not only to the academic-centered framework but also to the non-academic-centered framework and should integrate them to better explain school leadership selection. In the selection of journalism and communication school leaders in Mainland China, academic attributes are prerequisites, while non-academic attributes, especially government service experience, are important factors, and demographic attributes (innate characteristics) are necessary factors.
UNDERSTANDING CHINA’S 5G POLICIES AND LAWS: FROM A HISTORICAL PERSPECTIVE AND WITH LATENT DIRICHLET ALLOCATION METHOD

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Abstract

From a historical perspective and based on Latent Dirichlet Allocation Model, this paper identifies the distribution of topics about China’s telecommunications policies and laws. With the extraction of topic words and literatures, we set the indicators of the first and the second levels to study China’s telecommunications policies and laws to find that at the national level, China’s telecommunications policies and laws focus on four aspects, which are universal service of telecommunications, subjects of telecommunications policies and laws, standards of telecommunications industry and network communication technology. Further text analysis of China’s telecommunications policies and laws indicates the following: First, China’s 5G service will be included in the policies of universal service of telecommunications in the future, which means that all users would enjoy 5G service anytime anywhere with Non-discrimination policy concerning price and quality. Second, as telecommunications companies being the main subjects of liability, Chinese government has issued 5G policies especially for monopolistic telecom companies such as China Telecom, China Unicom and China Mobile. Third, some Chinese telecommunications companies have obtained the network access license of 5G telecommunications equipment
through strict testing, which indicates that the quality of Chinese 5G equipment has been preliminarily recognized. Fourth, China pays more and more attention to network security and has regarded network security as part of national security from the national policy level.

STUDY ON THE PRACTICE OF INTERNATIONAL COMMUNICATION OF THE INTERNATIONAL PROPAGANDA OFFICE DURING THE ANTI-JAPANESE WAR

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Abstract

The International Propaganda Office is an important foreign communication agency of the Chinese Government during the Anti-Japanese War, and the International Propaganda Office has made various efforts to win the support of public opinion for China to make the world's anti-fascist camp stronger, but at the same time, it has gradually put itself at a disadvantage by trying to cover up the struggle with the Communist Party of China. As an important part of global communication during the Second World War, the international communication practice of the International Propaganda Office has made the news of China’s war of resistance widely disseminated in the world, and has also promoted the flow of information and talents around the world.
"DAYDREAM" AND AWAKENING ROAD: THE COMMUNICATION OF CHINESE NETWORK LITERATURE AND ART IN SOUTHEAST ASIA

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Abstract

Chinese network literature and art has developed rapidly in recent years. They are also very popular in Southeast Asia. This phenomenon is an important regional case of overseas communication of contemporary Chinese culture. These cultural communications not only include popular culture such as films, TV plays and games, but also include network literature which provides content for popular culture, expands boundaries and conducts social experiments in mind. These cultural and ideological explorations, based on the indigenous Asian culture, are creating a way of gender liberation different from that in the West.

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ASIAN BUDDHISM IMAGE SPREAD FOOTPRINT: FROM INDIA TO CHINA

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Abstract

It has been nearly two thousand years since Buddhism spread from India to China. Besides the distinctive system and tight of the spread of Buddhism, it has close relationships with the good application of words, voice and images. Spreading pictures is especially outstanding in Buddhism. Picture spread is one of the most important reasons for Buddhism's quick circulation. Buddhism picture is not only an important way of promotion, but a very
characteristic component in Buddhism culture. This paper analyses the procedure of Buddhism picture in India, the Maurya Dynasty’s picture belief—Intentional Symbols, the differences between the Kushan Dynasty’s Gandhara Style and Miluo Style, the Gupta Style from the Gupta Dynasty’s natural realism which integrated into traditional classic Indian arts. After the spread of Buddhism was sent to China, it is impossible for the development of its definition and image to be simple superposition. It is a recreation for the combination of the external excellent culture and traditional Chinese arts. So, the procedure of Buddhism pictures in China is actually a one of learning, absorption, fusion and even nationalization and localization. The development history of Buddhism pictures is the same as Buddhism, which is a procedure of Chinesization and secularization. What’s more, its changing development highly reflects Buddhism’s change in China. Analyzing different features in different history stages of Buddhism image and the footprint from India to China to reveal the mutual relationships between Chinese and Buddhism cultures.

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THE COMMUNICATION OF ASIAN FINE ARTS AND THE STUDY OF REGIONAL CULTURE

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Abstract

Asia is broad in land, population, ecological diversity, long history, rich in civilized form and variety of art. As a whole, compared with western art such as Europe and the United States, Asian art obviously has some common or similar Asian regional cultural characteristics, but the art of different countries in the same region has its own local cultural identity, characteristics and advantages. It can be said that Asian art is not only one but also pluralistic, symbiotic and complementary, "harmony in diversity". In the process of spreading Asian art, light each other, colorful, created a variety of programs. Since modern times, due to the lack of cultural communication of Asian art works, The effective means of broadcasting, so far most audiences
do not know much about modern art works and regional culture in Asian countries. This paper attempts to explore how to strengthen the dissemination and exchange of art works among Asian countries; through the analysis of the communication form of Asian art, find out the way to construct Asian visual civilization; form the academic community of Asian visual civilization, transcend cultural estrangement with art exchange, transcend regional conflict with art mutual learning, jointly promote the development and prosperity of Asian civilization, and continue to write a new chapter in Asian art.

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Abstract

Marxist theory is the guiding ideology of the Communist Party of China. Engels is one of the founders of Marxism. 2020 marks the 200th anniversary of Engels’ birth. In this paper, the semantic analysis method is used to study the literature reported by the Party newspapers and periodicals from 2000 to 2019. The paper also analyzes the theme change of Engels' report and the change of organization in the party newspaper. It is found that in the past 20 years, the Party newspaper's reports on Engels have formed three different stages: linear communication, annular propagation and reticular propagation. It not only reflects the change track of the mainstream ideology of the party newspaper in the past 20 years from the traditional era to the whole media era, but also outlines the realistic consideration of the party newspaper radiating the socialist thought with Chinese characteristics and setting the social and political agenda in the public communication discourse system.

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ANALYSIS OF 5G AS A DRIVING FORCE FOR COMMUNICATION STUDIES AND THE CONSTRUCTION OF NEW THEORIES IN THE CHINESE CONTEXT

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Abstract

The development of 5G mobile communications technology has been a driving force for a general reconstruction of communication studies and the relationships linked by information networks. According to retrospections on the history of the Communication field, media technology, from print media, audio-visual media to the Internet and social media, has undoubtedly become a key factor in the growth of the whole discipline. The popularization of the Internet of Things (IOT) based on 5G will first of all, place individuals in a more complex information system in terms of communication content, and make "permanent online" and "interconnection of all things" become reality. Secondly, as far as the role communicator is concerned, the emergence of MGC (Machine Generated Content) will be non-negligible. Finally, from the perspective of the human-machine relationship, it faces the transition of isomorphism and symbiosis. Hence, the discipline of communication has never been faced with the revolutionary task of expanding and reconstructing as it is today.
CULTURAL MISPLACEMENT AND FUSION: THE PRESENTATION OF THE “FEITIAN” SYMBOL IN THE GAME

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Abstract

The Tencent Games and Dunhuang Research Institute will integrate Dunhuang’s rich historical heritage into the game in the form of hero skin of the "Strike of Kings" × Dunhuang Cultural Cross-border Cooperation Program in 2018. The bold integration of traditional "Feitian" elements and modern video games brings a visual aesthetic experience. From the perspective of cultural studies, the author’s concern is as a cultural symbol with profound connotation and rich meaning. Does the “Feitian” transplantation of game culture products reflect the deviation between the signifier and the signified? How Yuhuan Yang's role achieve the misplacement and fusion with "Feitian" elements in the game, analyzes and discusses the causes and effects.

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DIGITAL CONFRONTATION IN CHINA: DISCURSIVE REPRESENTATION AND SELF-IDENTITIES: A CASE STUDY OF "SHENZHEN NCEE IMMIGRATION INCIDENT"

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Abstract

Drawing on a case study from "Shenzhen NCEE Immigration Incident", a typical digital confrontational incident which involved the online confrontation among three parties in Mainland China, this research endeavors to unveil the discursive representation and self-identities of Mainland Chinese netizens in digital confrontational incidents. Through discourse analysis of some representative comments, the study points out both parties appropriated various rhetorical devices such as metaphors, exemplars, catch-phrases, depictions to criticize the unfair practice of the local bureau, the improper manipulation of immigrants, the unjustified National College Entrance Examination (abbreviated to NCEE) or the urban-rural dual gap, and ultimately to appeal for fairness and justice. Based on Social Identity Theory, the research argues that the two opposing parties portrayed themselves as victims and another side as the privileged. This study holds that the sense of relative deprivation accounts for their victim narrative and the self-identities. Furthermore, by contextualizing this incident alongside the context of Mainland Chinese society where local authorities are more likely to deal with the incidents when facing the pressure from public opinions, the research indicates the victim narrative is utilized by netizens to legitimize their appeals and push forward the resolution of this dispute.
THEORIZING MODERNITY FOR ASIAN CIVILIZATION COMMUNICATIONS: CHALLENGE AND APPROACH

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Abstract

Dialogue among Asian civilizations has become a hot topic in China. Asian countries have been aspiring to become modernized and prosperous through cross-cavillation contact with the outside world for centuries. But in communications among and beyond Asian civilizations, connections between tradition and modernity, relations between westernization and modernization, Asian contributions to the overall modernity, Asian communications flow deficit and values behind communications all should be reexamined. Modernity is vital in Asian civilization communications, and only if Asian countries gain substantial self-awareness on modernity inter-subjectivity, can a new civilization communication order be achieved.

INDUSTRY STRUCTURE AND CULTURAL FLOW OF REGIONAL TELEVISION BROADCASTING

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Abstract

A new television broadcasting trend is emerging: many national or regional television system is exporting their products to neighboring regions, across the traditional geography boarder. The “regional television broadcasting” refers to television into multi-country markets linked by geography, language and culture. This might more accurately be called the “geo-cultural” or “cultural linguistic” markets. The research develops along two routes:
industry structure and cultural flow. From the perspective of industry structure, the economy structure, technic infrastructure, and organizational factors are discussed. Issues including TV format, internet television, broadcasting regulations and different broadcasting systems are significant. From the perspective of cultural flow, the cultural negotiation, cultural politics and national images are discussed. Issues like cultural hybridization in joint TV drama production, regional and national identities, entangling with capital logic, are interesting topics worth paying attention to.

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SOCIAL MEDIA USE, RISKY SEXUAL ONLINE BEHAVIOR AND PARENT-CHILD SEXUAL COMMUNICATION OF EMERGING ADULTS

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Abstract

This study focuses on the use of social media, risky sexual online behavior and parent-child sexual communication. By a questionnaire survey of 715 college students and in-depth interviews with 24 college students, the current situation of risky online behaviors of emerging adults is worrying. Boys, groups with strong dependence on social media and low level of parent-child sexual communication have higher frequency of risky sexual online behaviors. However, parents are seriously absent in their children’s sex education, especially rural families and families with low education, their levels of parent-child sexual communication are low. By reducing social media dependence and improving parent-child sexual communication, risky sexual online behaviors of emerging adults can be effectively reduced.

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CONCEPT OF VISUAL COMMUNICATION AND DESIGN: THE CONVERGENCE AND EVOLUTION OF CHINESE VISUAL DESIGN CONCEPTS SINCE THE REFORM AND OPENING UP

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Abstract

The penetration and influence of the concept of visual communication on the field of visual design has lasted for at least 30 years in China and is still evolving. This is highlighted in the intertwined and game of several core concepts such as graphic, visual communication, 平面 and 视觉传达. It not only shows the complicated historical evolution process of Chinese visual art design, but also reveals the significance and value of visual communication thought to Chinese visual design, and inscribes the unique era imprint of Chinese visual art design.

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"CHINA MODEL" AND "CHINA STORY" IN THE PERSPECTIVE OF COMMUNICATION AMONG CIVILIZATIONS

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Abstract

In the last decade or so, the "China Model" has become a popular concept in the Western and international community to discuss China’s development and build China’s national image. From the perspective of communication among civilizations, the evaluation of the China model by Western countries is fundamentally based on their specific ideology and civilized standpoints, and is the product of the world-historical view of Big-Power competition, showing
their civilized conceit. The application of this concept in China's international
communication is not only for the needs to response to international
discourse and compete for the right to interpret the "China model" , but also
for the demands to tell the “China Story” clearly and demonstrate for the
civilized self-confidence. When using the "China model" to tell the Chinese
story, we should proceed from the new world-historical view of dialogue
among civilizations which based on long-term and in line with the essence of
the history of human civilizational communication so as to break through the
discourse dilemma brought about by the old world-historical view of Big-
Power competition based on the short-term and the characteristics of modern
Western civilization, better explain the historical orientation and value
pursuit of “Modern China”, reflect China's self-concerned civilization, prevent
to fall into the trap of Big-Power competition and civilization conflict and
shape a good image of a big power in the world.

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SAGES AS MEDIUM: RESEARCH ON THE IDEAL PERSONALITY
OF CHINESE CULTURE FROM THE PERSPECTIVE OF
COMMUNICATION

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Abstract

The sage personality was the ideal personality in ancient China, which was
born out of the concept "heaven-human induction" in the ancient times of
mythology. As worship of god turned to worship of sages, sages became the
incarnation of the universe ontology. As a medium of communicating between
heaven and man, “sage” is actually composed of groups of people (the
intellectuals), messages (discourse and knowledge mainly based on
Confucianism) and sharing mechanisms (systems of memory, storage and
circulation, such as the classics, the academies and the imperial examination).
The overall medium behavior has enabled the core value that “heaven and
man are united as one” advocated by Chinese traditional culture be converted into real material force and power, and had a wide and far-reaching influence on political governing and moral educating of Chinese traditional society.

************ANIMATED MOVIE AND CHINESE CULTURE COMMUNICATION IN THE VIEW OF GLOBALIZATION************

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Abstract

As a carrier of culture, film has a great influence on the development of human culture. Because of the vividness and richness of animated films in the digital media era, it is very popular among viewers. This article will take “Ne Zha” and others as examples to probe the relationship between animated movie and Chinese cultural communication, analyze the cultural symbols and culture communication from the excellent Chinese and foreign animated movies, and explore the creative paths of animated movies with rich Chinese connotation and spirit of the times in the view of globalization, thus to tell the Chinese story well, spread the Chinese culture and build our cultural confidence.

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DRAMA MEDIA: GREEN CHANNEL FOR CROSS-CULTURAL COMMUNICATION

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Abstract

In international cultural exchanges, drama, with its transcendence over national languages, has become a green channel for cross-cultural communication. Drama is a special medium of communication. It is not only a technical means of communication, but also the dissemination of information itself. Studying the production of cross-cultural drama from the perspective of communication can explore the depth and breadth of intercultural nature among different nationalities. As a modern theatre in Yangzhou, Qingmaifang has staged many cross-cultural dramas such as Sino-British, Sino-Russian, Sino-Korean and Sino-Japanese. It embodies distinct cultural blending characteristics in creative skills and adaptation ideas.

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A BRIEF DISCUSSION ON LOCAL ORIGINALITY OF CHINESE MEDIA CRITICISM SYSTEM

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Abstract

Xi Jinping emphasizes the originality of the Chinese academic system. The construction of the original Chinese media criticism system is based on the humanistic spirit of Chinese traditional culture. In the characteristics and styles of the media criticism system, we must follow the Chinese style and
Chinese mood which was emphasized by General Secretary Xi. The principle of De-westernization is based on China’s cultural soil and news communication reality, and is one important step on the road of exploring China's original criticism system.

AS MEDIA OF "HAI SI" CULTURE: THE HISTORICAL CHARACTERISTICS AND REALISTIC ENLIGHTENMENT OF CHINA'S EXPORT PORCELAINS

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Abstract

By reviewing the history of China's export porcelains, it is found that they were the combinations of Chinese and foreign elements, and the period of rise and fall and the areas of transmission were almost the same as the Maritime Silk Road. Therefore, they have become excellent windows to show the "Haisi" culture. The export porcelains have media functions, since the utensils carry the cultures and the objects convey the sentiments of the people. In the new era, the export porcelains have great potentials for the dissemination of "Haisi" culture, but the three major relationships between history and reality, domestic and international, content and communication should be correctly handled.
THE SPIRITUAL COMMUNICATION OF URBAN SPACE IN MODERN CHINA FROM THE PERSPECTIVE OF MISSIONARIES: TAKE CHONGQING WEST CHINA CHURCH NEWS AS AN EXAMPLE

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Abstract

Since modern times, the activities of missionaries in founding newspapers and periodicals in China are closely related to the history of cities, religions and journalism, and they are in an important position. The Church News of West China, founded in January 1899, has become a closely connected and dynamic whole for the city and missionaries of Chongqing in modern China. On the basis of emphasizing the connection between city and newspaper, it reinterprets the path of Christian communication and its position and role in the cultural exchange between China and foreign countries in modern times, and promotes the city history and foundation. The study of the history of religion and the media of newspapers and periodicals.

THE CONFLICT AND DIALECTIC BETWEEN GLOBAL AND LOCAL CONCEPTS

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Abstract

The conflict and dialectic between global and local is an important issue that has always been faced since the introduction of globalization. The concept of glocalization by Roland Robertson attempts to provide a framework for combining the two extremes. However, in practice, no matter whether globalization or localization, it seems that it is impossible to avoid the
dominant path with direction from Europe to Asia and from developed countries to developing ones, which forms a “global/western—local” dimension with hegemonic feature and power relations. As a discourse configuration, the initiative and practice of "One Belt, One Road" not only reflects the essential characteristics of the glocalization, but more importantly, it dispels the western centralism tendency in globalization and highlights the dimension of "local—global" with a new direction. This attaches a new meaning to the glocalization and enriches the issues of Asian communication research.

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FROM EMPEROR BAR EXPEDITION TO “FAN” CIRCLE EXPEDITION: THE STUDY ON THE DEVELOPMENT OF CHINESE CYBER NATIONALISM ACTION UNDER THE COMMUNICATION THEORY

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Abstract

With the development of the Internet and social media, cyber nationalism is becoming a political participation force in China that we cannot ignore. "Expedition" is a new type of cyber nationalism action mode full of Chinese characteristics. It has received extensive attention because of its influence, order, and form. This thesis uses the theory of communication to analyze the formation logic of the two actions of emperor bar expedition and “fan” circle expedition. Secondly, it analyzes the interactive strategy of this kind of cyber nationalism action in the comparison including the commonalities and differences, and finally summarizes the development trend of Chinese cyber nationalism action.
DIFFERENT APPROACHES, EQUALLY SATISFACTORY RESULTS:
THE DIALOGUE BETWEEN ZHUANGZI’ THOUGHTS AND
MCLUHAN’S MEDIA THEORY

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Abstract

McLuhan was deeply aware of the “self-amputation” of human senses caused by printing, while Zhuangzi also realized the harm of technology to human autonomy. McLuhan put forward the "media extension theory", holding that medium is an extension of human body. On the other hand, Zhuangzi school puts forward the theory of "media assimilation", whose theoretical significance lies in the importance of protecting one’s own integrity, striving to maintain the harmony between self and others, and even realizing the benign interaction between self and the world through the inner spiritual transcendence of oneself. From this point of view, both Zhuangzi school and McLuhan are believed to essentially propose the thought of "media symbiosis theory". Media and people are the ones that have to face each other. Only by symbiosis can people live poetically on the earth.

A REVIEW OF "HUAXIA COMMUNICATION" RESEARCH

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Abstract

The research on Huaxia communication is about discovering, amending, and studying communication activities and communication concepts in Chinese history and tradition. It is becoming an emerging topic. However, there are obvious limitations existing in research methods, directions, and scopes of this topic. Thus, we should improve research from these three aspects in
order to explore in-depth insights into the ideological resources of Chinese traditional culture. By doing so, it will efficiently enhance understandings of the values embodied in Chinese traditional culture.

A PRELIMINARY STUDY ON THE "WORD-OF-MOUTH COMMUNICATION" PATH OF CHINESE ANIMATED FILMS UNDER THE CONTEXT OF SOCIAL MEDIA: TAKE THE CHINESE ANIMATED FILM "NEZHA'S MAGIC CHILD" FOR EXAMPLE

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Xi CHEN
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Abstract

In the age of intelligent media, the iterative innovation of technology and the transformation of communication mode bring vitality to the innovation and development of traditional animation art, raising a wave of word-of-mouth communication of Chinese domestic films. From the perspective of word-of-mouth communication of Chinese animated films, this paper preliminarily analyzes its communication path.
STUDY ON THE LOCALIZATION OF NARRATIVE OF ASIAN TV DRAMAS IN THE CONTEXT OF GLOBALIZATION

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Abstract

With the deepening of the globalization process, the production of TV series shows the characteristics of "localization", which is called "glocalization". "Glocalization" is not the contradiction between "globalization" and "localization", but the "cooperation" that integrates the two and maximizes their benefits. For the production of TV dramas, "Glocalization" highlights the changes in narrative and strategy of TV dramas, and emphasizes that TV dramas absorb and learn from the successful experience of global TV dramas and then localize and re-create. The reason for this phenomenon also lies in that countries and regions are inevitably affected by "globalization", by which their local culture will be swallowed up by globalization, so they have certain guidance in making relevant cultural policies. This orientation changes the narrative content and strategy of TV dramas. On the one hand, they should tell "local" stories well; on the other hand, they should tell stories in accordance with the rules of the world, and deliver more universal values.
## AUTHOR INDEX

<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aat Ruchiat Nugraha</td>
<td>80</td>
<td>Dongqiang YANG</td>
<td>167</td>
</tr>
<tr>
<td>Acarima Nanthanasit</td>
<td>85</td>
<td>Dorien Kartikawangi</td>
<td>71</td>
</tr>
<tr>
<td>Agus Rusmana</td>
<td>69</td>
<td>Evi Hasnita</td>
<td>133</td>
</tr>
<tr>
<td>Akinori Seki</td>
<td>103</td>
<td>Fan ZHANG</td>
<td>184</td>
</tr>
<tr>
<td>Allauddin</td>
<td>90</td>
<td>Fang Donggaung</td>
<td>113</td>
</tr>
<tr>
<td>Anchalee Pichedpan</td>
<td>112</td>
<td>Fang RAO</td>
<td>154</td>
</tr>
<tr>
<td>Andika Vinianto Adiputra</td>
<td>105</td>
<td>Feng WU</td>
<td>164</td>
</tr>
<tr>
<td>Apinya Kiawsumtia</td>
<td>122</td>
<td>Fengping LI</td>
<td>151</td>
</tr>
<tr>
<td>Apiradee Sooksangdow</td>
<td>116</td>
<td>Gerardo Guiuan</td>
<td>101</td>
</tr>
<tr>
<td>Asep Suryana</td>
<td>106</td>
<td>Girlie Guiuan</td>
<td>101</td>
</tr>
<tr>
<td>Atwar Bajari</td>
<td>62</td>
<td>Guido Benny</td>
<td>64</td>
</tr>
<tr>
<td>Azami bin Zaharim</td>
<td>93</td>
<td>Guoming YU</td>
<td>170</td>
</tr>
<tr>
<td>Azmariana Binti Azman</td>
<td>93</td>
<td>Haiwen LI</td>
<td>179</td>
</tr>
<tr>
<td>Azrul Hisyam Wakichan</td>
<td>95</td>
<td>Hao TIAN</td>
<td>161</td>
</tr>
<tr>
<td>Babita Gaur</td>
<td>78</td>
<td>Haruethai Kongmaha</td>
<td>128</td>
</tr>
<tr>
<td>Brian Saludes Bantugan</td>
<td>98</td>
<td>He GONG</td>
<td>143</td>
</tr>
<tr>
<td>Bussababun Chaisiri</td>
<td>127</td>
<td>Hengjiang JIN</td>
<td>150</td>
</tr>
<tr>
<td>Catur Suratnoaji</td>
<td>117</td>
<td>Herlina Agustin</td>
<td>88</td>
</tr>
<tr>
<td>Chackapong Chaiwong</td>
<td>87</td>
<td>Hermin Indah Wahyuni</td>
<td>65</td>
</tr>
<tr>
<td>Chairun Nasirin</td>
<td>125</td>
<td>Honglui LIU</td>
<td>155</td>
</tr>
<tr>
<td>Chan Kakada</td>
<td>131</td>
<td>Hongsong Liu</td>
<td>63</td>
</tr>
<tr>
<td>Chanuntha Ploylearmsang</td>
<td>109</td>
<td>Hongyan XUE</td>
<td>177</td>
</tr>
<tr>
<td>Chao DUO</td>
<td>164</td>
<td>Hui JIANG</td>
<td>148</td>
</tr>
<tr>
<td>Chao LIU</td>
<td>154</td>
<td>Huiling SHI</td>
<td>151</td>
</tr>
<tr>
<td>Chengbo, GONG</td>
<td>181</td>
<td>Huiming YANG</td>
<td>168</td>
</tr>
<tr>
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