

CAPORCI AJPOR Virtual Workshop
Supporting the Continued Development of Public Opinion Research in Asia

January 16, 2023 | 09:00 am - 12:40 pm (Bangkok time UTC+7)

Bangkok, Thailand and Virtual Workshop

Workshop Announcement and Call for Papers

The Asian Journal for Public Opinion Research (AJPOR) is hosting a free virtual workshop for PhD students and scholars to help support the continued development of public opinion research in Asia. This event is sponsored by ANPOR Korea and CAPORCI.

Presentation

Digging Deeper – This session will include presentations by AJPOR co-editors and/or other experts in the field. It will help graduate students as they begin to submit to international journals. Topics may include:

1. What does it mean when an editor says that a paper “lacks theoretical implications?”
2. How do we incorporate theoretical implications into papers and why do we need to?
3. How do both the literature review and the discussion sections help fulfill this requirement and make papers stronger?
4. How to present your data and its analysis results?

Interactive Session

Emerging Voices in Public Opinion Research (PhD student session) – Graduate students from throughout Asia will be invited to present their current research projects. AJPOR co-editors and/or editorial board members will act as commentators, giving suggestions for strengthening these research projects.

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FREE WORKSHOP

DIGGING DEEPER: ENHANCING THE WRITING COMPETENCY FOR INTERNATIONAL JOURNAL SUBMISSION

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REGISTRATION:

WWW.ANPOR.NET



MONDAY, JAN 16TH

09.00-11.00 BKK TIME (UTC+7) | VIRTUAL WORKSHOP

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- How to present your data and its analysis results?

SPEAKERS:



SUNG KYUM CHO
Co-Editor/Publisher
of AJPOR



BRIAN BANTUGAN
Co-editor of AJPOR



**SARAH PRUFFOFF
LOCASSIO**
Managing Editor of AJPOR

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PROGRAM SCHEDULE

Time (UTC+7)	Topics
09:00-09:10	Greetings! from 1. Jantima Kheokao , ANPOR President 2. John M. Kennedy , Editor-in-Chief AJPOR, Indiana University, USA
09.11-10.30	Session 1: Moderator: Dorien Kartikawangi , School of Communication, Atma Jaya Catholic University of Indonesia, INDONESIA
	Presentation 1: Methodology Mistakes: Clarifying Your Work from Sampling to Analysis Sung Kyum Cho , Chungnam National University, SOUTH KOREA
	Presentation 2: Integral Alignment in Research Brian Bantugan , St. Paul University Manila, PHILIPPINES
	Presentation 3: Why Should We Care? Building Theoretical Implications with Your Literature Review Sarah LoCascio , Managing Editor AJPOR, USA
10.31.10.40	Break
10.41-12.30	Session 2: Digging Deeper Moderator: Brian Bantugan , St. Paul University Manila, PHILIPPINES Discussants: 1. John M. Kennedy , Indiana University, USA 2. Hongna Miao , Nanjing University, CHINA
	Workshop 1: Social Order, Political Power and Face Dynamics: Challenges of New Forms of Digital Communication in Opinion Journalism in Bangkok Alexandra Colombier-Vanijaka , University of Le Havre, FRANCE
	Workshop 2: Analysis of Level of Threat to Face During Political Parties Leaders' Debates during the 2022 Election Campaign in Japan Yuriko Kono , Doshisha University JAPAN

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	Workshop 3: "Campaign Materials on Voters" A Study of Third Person Effect Using the Social Distance Corollary and Social Identity Theories Faiswal Kasirye, International Islamic University, MALAYSIA
	Workshop 4: Colorism in Tiktok: Investigating the Role of Skin Color Among Filipina Content Creators Anansa Dijan Consumido, Taylor's University, PHILIPPINES
	Workshop 5: Leveraging Crisis Communication to Overcome COVID-19 Based on Situational Crisis Communication Theory Imran Ssemu, International Islamic University, MALAYSIA
12.31-12.40	Closing

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ABSTRACTS

**Methodology Mistakes:
Clarifying Your Work from Sampling to Analysis**

Sung Kyum Cho

Co-editor, AJPOR

Chungnam National University, SOUTH KOREA



This presentation addresses some mistakes that are frequently seen in the methodology section of submissions to AJPOR. A careful consideration of what information needs to be included in your methodology and results sections will allow readers and reviewers to understand exactly what you have done and evaluate the quality of your research. When information about a survey, such as the sampling frame, sampling method, survey mode, or response rate is missing, it is difficult to assess the quality of the data collected. The information that needs to be included in the results will vary depending on the type of analysis used. This presentation discusses what must be considered. For example, often it is necessary to check certain assumptions prior to conducting some statistical tests. Knowing when these tests are needed, which ones should be used, and how to adequately summarize the results further helps readers assess the quality of your analysis. Finally, how to present this information, in the text, a table, or a chart, will make your paper easier to understand. If you keep a careful and complete record of your methodology and metadata and assess what needs to be included and how, you will be able to use your data much more effectively.

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Integral Alignment in Research

Brian Bantugan

St. Paul University Manila, PHILIPPINES



The presentation covers the different layers of alignment that a PhD student has to be conscious of when preparing to write a dissertation or an article version of the same. Not all studies are shaped by a theoretical framework; however, every study influences a discipline that shapes theory. As a systematic process, research does not only seek an organized process informed by theory, it also seeks to achieve to the extent possible integral alignment that has theoretical implications. It is hoped that the presentation helps a PhD student grasp the necessity of alignment in research design, execution, and writing that will inevitably inform the process of writing for research journal publication.

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Why Should We Care?

Building Theoretical Implications with Your Literature Review

Sarah Prusoff LoCascio

Managing Editor, AJPOR, USA



This presentation addresses some of the most common reasons papers submitted to AJPOR are rejected or extensive revisions are requested – that the paper is out of scope, lacks theoretical implications, or that the literature review is incomplete. These issues are closely related and can often be addressed by a good literature review. A well-constructed literature review will let readers know why they should care about a paper and how it is connected to the topic covered by the journal. It will clearly establish the work that has already been done in the area and show the gap in the previous research that this new paper is meant to fill. A literature review can also provide the basis for hypotheses to be tested in the paper. Building hypotheses in this way makes the paper more compelling and logical. Finally, the literature review will be the basis for the discussion section following the results. Contextualizing the results and letting readers know how the results presented in the paper support or do not support results or theories presented by others clarifies your paper's contribution to the knowledge about a topic.

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Social Order, Political Power and Face Dynamics: Challenges of New Forms of Digital Communication in Opinion Journalism in Bangkok

Alexandra Colombier-Vanijaka

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Media diversity in Bangkok is real, but the media treatment is not, leading to increasing societal fractures. An important reason is that political coverage by opinion journalists entangles political figures and power holders, resulting in the questioning of the media's role in society.

Opinion journalists who uphold the power structure are suspected of being involved in public relations for the powerful. Those critical of the power structure are accused of being "nation haters" who spread "fake news."

Amid this polarizing situation, the digital age sees these opinion journalists becoming social media influencers and, therefore, they themselves are power players. They have celebrity status and far-reaching influences. But at the same time, they are still part of the rigid social order. Whether voluntarily or involuntarily, their role is still subjected to the hierarchy of "poo-yai" (social superior) and "poo-noi" (social inferior) and the "face culture" that dominates the Thai social mindset.

The media remains the main channel for circulating political speech and the multiplication of communication and news online media increases their impact on society. They are the ones interpreting political speeches, political news, and political happenings. Nonetheless, traditional values seem to still keep them within the boundaries of what is considered "appropriate" for a Thai person.

At the crossroads of several disciplines, including information and communication sciences, sociology, and language sciences and by articulating the socio-history of the media in Thailand, the analysis of discourse and semiotics and by drawing the portrait of opinion-leader journalists in Bangkok, questioning their perceptions and their constructions, this project questions the way in which opinion journalism in Thailand struggles between the globalized digital age and the persisting traditional values. To understand how the phenomena guide the behaviors and practices of opinion journalists and how this set of standards affects.

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**Analysis of Level of Threat to Face During Political Parties Leaders' Debates
during the 2022 Election Campaign in Japan**

Yuriko Kono

Doshisha University, JAPAN

This paper focuses on the threat to face during broadcasted political party leaders' debates in Japan. In this research "face" is regarded as one's social standing, reputation, and dignity. The aim of the study reported in this paper is twofold: To examine the characteristics of political party leaders' debates in Japan; and to identify the effect of threat to face on elements related to the leaders, including affiliation with ruling or opposite parties, and their tendency to fully reply to interviews' questions. The data at the center of this research was collected during the 2022 Japanese election campaign with the participation of nine political parties' leaders in two broadcasted debates.

Combining qualitative and quantitative analysis approaches in complementary fashion, the research first identifies 31 questions that leaders of parties asked other parties' leaders. It further details the relationship between threat to face and the attributes of the leaders, the way questions were asked, and each leader's question to their counterparts in other political parties.

The results reveal that, in comparison to political interviews on the TV program in Japan, the level of threat during such debates was high in the 2022 election campaign. The higher level of threat affects politicians' tendency to provide clear and detailed replies. Moreover, opposition parties leaders' questions were aimed strategically to appeal for their own policies or to attack the ruling party policies. As a case study, this research calls for further examination of political debates in Japan in order to explore the various aspects of the content and nature of political communication in Japan.

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"Campaign Materials on Voters" A Study of Third Person Effect Using the Social Distance Corollary and Social Identity Theories

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Politicians and political parties are essential in strategizing how to win over the opposition during elections. The publicist's job is to design persuasive campaign messages such as election manifestos, fliers, brochures, and newspaper content. While all the messages are essential, voters may have differences in how they perceive the messages used during campaigns. Therefore, it is essential to assess voters' perception of the effects of political campaign materials on the self, family, same party supporters, and the perception of the influence of the campaign materials on others, opposition parties and undecided supporters which signifies the third person effect (TPE) theory that assumes that the public downplays the media's influence on themselves but perceive the same influence to be higher on others. However, when the perceiver desires the message, the influence is greater on themselves, and a "reverse" TPE emerges, marking the 'first-person effect.' Davison's (1983) TPE hypothesis has been studied for close to four decades, and the effects keep emerging differently for every subject with which it is studied, such as media violence, stereotyping, pornography, advertising, and political communication. Therefore, the current study will examine the third-person effect using social distance corollary and social identity theories. The study will be based on voters' perception of the effects of political campaign materials used in a recent election on themselves, family members, and same-party supporters, and their perception of the influence on others, including the opposition parties and the undecided voters. A quantitative research design using survey questionnaire as the data collection method will be employed. A sample of about 800 respondents is expected to be drawn from Selangor voters using a random sampling technique. The study's results will add significantly to TPE theory building by using the social distance corollary and identity theories that have not been used to measure TPE in the Malaysian context. In addition, the study findings will also help the public understand how media messages are categorized as desirable/positive and undesirable/negative toward them and others.

Keywords: campaign materials, political parties, self, others, third-person effect (TPE), voters

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Colorism in Tiktok: Investigating the Role of Skin Color Among Filipina Content Creators

Anansa Dijan Consumido

Taylor's University, PHILIPPINES



In the US, Tiktok, a popular social media app that allows users to create, watch, and share short video clips, recently has been criticized for inequitable treatment of creators of color. Even brands partnering with content creators are seen to prefer those with lighter skin. While the pervasiveness of colorism or giving preferential treatment of same-race people based on skin color (Walker, 1983) in the natural world is already a common scholarly topic globally, there is a lack of attention given to investigating how it operates in the virtual community. This proposed study will investigate how colorism operates in Tiktok and will identify the role of skin color among selected Filipina content creators. Through in-depth interviews, this study hopes to support the call for diversity and safe spaces for women with darker skin tones in the online community.

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Leveraging Crisis Communication to Overcome COVID-19 Based on Situational Crisis Communication Theory

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Overcoming any crisis requires people to get the right communication at all times. Many writers have addressed how governments and people approached the crisis of COVID-19 as the dynamics of how the pandemic evolved. This paper explores the use of crisis communication to understand how COVID-19 was overcome. This study will use a survey with an equal number of Malaysian and non-Malaysian respondents. The situational crisis communication theory (SCCT) will be employed to understand the communication approaches across platforms during COVID-19. This paper aims to explore the ways in which crisis communication was used in overcoming COVID-19 crisis and how risk communication principles were applied.

The concept of crisis communication addresses these issues that occur during crisis situations. Specifically, this paper intends to use crisis communication theory to investigate whether the communication employed was appropriate to address COVID-19. This paper will suggest how crisis communication and the effectiveness of situational crisis communication theory can be key tools to use in resolving and overcoming crises such as COVID-19.

Keywords: COVID-19, crisis communication, situational crisis communication theory, reputation, risk communication