

7th Honours Symposium for Asian PhD students in Communication Research

Department of Media and Communication, City University of Hong Kong

November 19-20th, 2016

Symposium Programme (updated Nov 11th)

Saturday, November 19th, 2016

09:00 – 09:30 Registration & opening remarks

09:30 – 10:45 Session 1: Mobile Communication

Chair: Seongcheol Kim, Korea University

Min Sung Kim, Junghwan Kim and Seongcheol Kim: Impact of privacy policy on loyalty to a mobile messenger

Jieun Park and Seongcheol Kim: Comparing mobile technology standards of China and Korea: TD-LTE and WiBro from the actor network perspective

Xin Pei, Arul Chib and Rich Ling: Mobile communication at the intersection of redoing gender and class: The case of rural-urban female migrant workers within China

10:45 – 11:15 Break

11:15 -12:30 Session 2: Organisational Theory and Social Media

Chair: Young Min Baek, Yonsei University

Lei Vincent Huang and Liping Liu: Ties that work: Investigating the relationships among coworker connections, work-related Facebook utility, online social capital, and employee outcomes

Eun Kim and Seongcheol Kim: Factors affecting creators' loyalty to multi-channel networks

Quan Zhou: Using social media for formal learning: An investigation of self-regulated learning and satisfaction

12:30 – 14:00 Lunch break

14:00 – 15:15 Session 3: Media, Communities and Identities

Chair: Christopher Cummings, Nanyang Technological University

Liping Piper Liu and Lei Vincent Huang: Using netnography research method in lesbian Wechat groups to reveal the underlying Chinese lesbians' social relationship development: An everyday-life perspective

Ariffin Kawaja: Arousal based messages for Malay diabetes patients in Singapore

John Robert Bautista, Trisha T.C. Lin, Yin Leng Theng and Sonny Ben Rosenthal: Predicting hospital nurses' use of personal mobile phones at work: Towards a research model based on Theory of Planned Behavior & Organizational Support Theory

15:15 – 15:45 Break

15:45 – 17:15 Session 4: News, Values, and the Public sphere

Chair: Hun-Yul Lee, Korea University

Nan Zhang and Minwei Ai: Second-level agenda setting in China: a comparison of media frames and online public frames in a disaster context

Dani Madrid-Morales: An exploratory study of news values and norms at CCTV-Africa

Sang Jung Kim: Why do we react differently to national flag in campaigns? An experimental study on the mechanism how the political ideology of both parties and citizens moderates the effect of national flag exposure on candidate evaluation.

Sunday, November 20th, 2016

09:00 – 10:30 Session 5: Media Effects and Acceptance

Chair: Marko M. Skoric, City University of Hong Kong

Heejun Lee: Advergame Personality

Xiaohui Wang : Understanding the acceptance of video games: A meta-analytic review

Chun Yang: Differential media use and political trust: A multilevel and cross-national analysis

Yi Wu and Fei Shen: Predicting attitude polarization: The role of bias perception and Internet news use

10:30 – 11:00 Break

11:00 – 12:00 Academic Job Search Workshop

12:00 – 17:00 Social activities for students

12:00 – 14:00 Faculty meeting and lunch