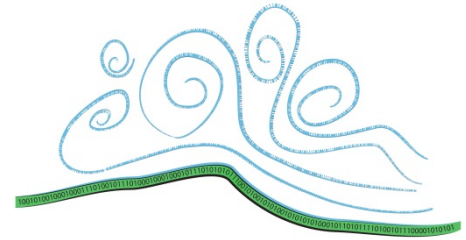


# Conference Agenda

Eighth International Forum on Public Relations and Advertising (PRAD)  
Strategic Communication in the Digital Age



## Day 1: Monday 25<sup>th</sup> January 2016

**Venue:** Massey University, 63 Wallace Street, Wellington (pre-conference symposium) & Te Papa Museum, 55 Cable Street Wellington (Welcome reception and registration).

Time	Programme	Location
2.00 pm – 5.00pm	Postgraduate Symposium & Early Career Researchers Workshop	5C18 Massey University, 63 Wallace Street Wellington
5.30 pm – 7.00 pm	Welcome reception and early registration	Icon, Level 2 Te Papa Museum 55 Cable Street Wellington

## Day 2: Tuesday 26<sup>th</sup> January 2016

**Venue:** Te Huinga Center Level 3, Te Papa Museum, 55 Cable Street, Wellington

Time	Programme	Location
8.00am – 8.30am	<b>Conference Registration Open</b>	Te Huinga Centre Foyer
8.30am – 9.00am	<b>Opening ceremony</b>	Rangi Marie 1
9.00am – 10.00am	<b>Keynote Speaker 1: Professor Jim Macnamara</b> <i>Illuminating and addressing two 'black holes' of public communication</i> (Facilitator: Dr Jenny Hou)	Rangi Marie 1
10.00am – 10.30am	Morning Tea	Icon
10.40am – 12.00pm	<b>Parallel Session 1 (English) - Rangi Marie 1</b> <b>Chair/discussant:</b> Dr Elizabeth Gray, Massey University, New Zealand	
	1. Dr Donald Alexander (Charles Sturt University, Australia): <i>What digital skills are required by future public relations practitioners?</i>	
	2. Professor Junchao Wang (Tsinghua University, China): <i>How alienation of technology works through "new media event"</i>	

	<p>3. Professor Jessica Yi-Chieh Lin (National Cheng Chi University, Taiwan) <i>Time and the self: nostalgia, creative ageing and imagined futures for image branding of Taipei city</i></p>
	<p>4. Dr Ying Li (University of Macau, Macau SAR China) <i>Scenario planning for digital public diplomacy on the maritime Silk Road in 2025</i></p>
	<p><b>Parallel Session 2 (Chinese) – Rangi Marie 2</b> <b>Chair/discussant:</b> Professor Ting-Ming Lai, Shih Hsin University, Taiwan</p>
	<p>5. Professor Changfeng Chen (Tsinghua University, China): <i>Social media era of government crisis PR and image transmission: bombing in Tianjin, for example</i></p>
	<p>6. Professor Yi-Ning Katherine Chen (National Chengchi University, Taiwan): <i>Food crisis coverage by traditional and social media: A case study of the waste oil scandal in Taiwan</i></p>
	<p>7. Professor Xianhong Chen (Huazhong University of Science &amp; Technology, China), Professor Ni Chen &amp; Dandan Liu (Macau University, Macau SAR China): <i>A comparative study of brand crisis communication and management by Chinese and international corporations from a strategic communication perspective</i></p>
	<p>8. Professor Ning Zhang (Sun Yat-Sen University, China): <i>Game and interaction: A research on alternative actions of citizen participation and its media access in Guangzhou</i></p>
	<p><b>Parallel Session 3 (English) – Rangi Marie 3:</b> <b>Chair/discussant:</b> Dr Flora Hung-Baesecke, Massey University, New Zealand</p>
	<p>9. Ms Catherine Jane Archer (Murdoch University, Australia): <i>Prosumers with passion: The six motivations of mum bloggers</i></p>
	<p>10. Dr Joanne Chen Lyu (Hong Kong Hang Seng Management College, Hong Kong): <i>Effect of CSR record on the public's reaction to CSR initiatives: The mediating role of motive attribution</i></p>
	<p>11. Ms Sharon Schoenmaker (Charles Sturt University, Australia): <i>Connecting and relating in online communications</i></p>
	<p>12. Dr Christopher Galloway (Massey University, New Zealand): <i>Public relations in its own words</i></p>
	<p><b>Parallel Session 4 (Chinese) – Angus Rooms 1 &amp; 2</b> <b>Chair/discussant:</b> Professor Shu-Hwa Chiu, Shih Hsin University, Taiwan</p>

	13. Professor Min Du (Shaanxi Normal University, China): <i>On the national discourse spread and the internationalization of social science journals in a digital age</i>	
	14. A/Prof An-Chi Hsu (Shih Hsin University, Taiwan): <i>The fan's communication on Taiwan HPA's Facebook</i>	
	15. Mr Huawei Zhang (Jilin University, China): <i>Study on the universal reconstruction of Chinese culture through the Confucius Institute</i>	
	16. Ms Xiao Yang (Huazhong University of Science and Technology, China): <i>The images of China and the effects of intercultural experience, knowledge and media exposure: Youths' perception</i>	
12.00pm – 12.50pm	Lunch	Icon
1.00pm – 2.00pm	<b>Keynote Speaker 2: Professor Carl Botan</b> <i>Strategic communication: Co-creation and ethics</i> (Facilitator: Dr Christopher Galloway)	Rangi Marie 1
2.10 pm – 3.30 pm	<b>Parallel Session 5 (English) - Rangi Marie 1</b> <b>Chair/discussant:</b> Dr Jeannie Fletcher, Massey University, New Zealand	
	17. Dr Johanna Fawkes & Ms Roslyn Cox (Charles Sturt University, Australia) <i>Understanding paracrisis: Responding to crises in the digital age</i>	
	18. Ms Aruneewan Buaniaw (Massey University, New Zealand): <i>The strategies of mental health communication programmes in mass violence crisis in southern Thailand</i>	
	19. Professor Hong Chen (East China Normal University, China) <i>Trust in government new media platforms</i>	
	20. Ms Bolin Cao (City University of Hong Kong, Hong Kong SAR China): <i>Parsing benign confrontations: Strategies in the interactions between conflicting groups</i>	
	<b>Parallel Session 6 (Chinese) - Rangi Marie 2</b> <b>Chair/discussant:</b> Dr Flora Hung-Baesecke, Massey University, New Zealand	
	21. Professor Kun Zhang & Professor Mingxin Zhang (Huazhong University of Science & Technology, China): <i>Cross-cultural communication skills and national communication strategies</i>	

	<p>22. Professor Xuemin Jing (China Communication University) &amp; Professor Huiling Shi (Beijing Jiaotong University, China) <i>Resonance of political civilization and china strategy in international political communication</i></p>
	<p>23. Handong Wang &amp; Dr Xiangyue Yun (Wuhan University, China): <i>European diasporic television analysis and our strategies in the context of globalization</i></p>
	<p>24. Ms Yujiao Fu (AdMaster, China): <i>What are we really talking about when we come to the “big data” topic?</i></p>
	<p><b>Parallel Session 7 (English) – Rangi Marie 3</b> <b>Chair/discussant:</b> Dr Mimi Hodis, Massey University, New Zealand</p> <p>25. Dr Susan Fountaine (Massey University, New Zealand) <i>Small business, shifting boundaries: A case study of strategic communication in the digital age</i></p> <p>26. Dr Angus Cheong &amp; Ms Euphemia Lam (Macao Polling Research Association, Macao SAR China): <i>A new approach for public consultation: A holistic framework</i></p> <p>27. Dr Jiayin Lu (Sun Yat-Sen University, China) &amp; Dr Guosong Shao (Shanghai Jiaotong University, China) <i>The impact of social media on political participation, and moderation effects of government monitoring in China</i></p> <p>28. Dr Yan Yi (East China Normal University, China): <i>“To the masses” : New political public relations strategies in the Xi Jinping era</i></p>
	<p><b>Parallel Session 8 (Chinese) - Angus Rooms 1 &amp; 2</b> <b>Chair:</b> Professor Debbie Yi-Chen Wu, Fu-Jen Catholic University, Taiwan <b>Discussant:</b> Professor Xianhong Chen, Huazhong University of Science &amp; Technology, China</p> <p><b>* Panel Discussion:</b> <b><i>Emerging issues in risk communication of climate change and alternative energy</i></b></p> <p><b>29. Presenter 1:</b> Professor Mei-Ling Hsu (National Chengchi University, Taiwan): <i>Public perception and policy support concerning alternative energy options</i></p> <p><b>30. Presenter 2:</b> Professor Yie-Jing Yang (Shih Hsin University, Taiwan): <i>Corporate communication of energy-related issues: A news representation and framing analysis</i></p> <p><b>31. Presenter 3:</b> Professor Tsung-Jen Shih (National Chengchi University, Taiwan): <i>The role of various forms of perceived efficacy in public communication of climate change</i></p> <p><b>32. Presenter 4:</b> Professor Cheng-Neng Lai (Shih Hsin University, Taiwan): <i>Infographics in renewable energy promotion: How does it re-shape publics’ cognition and response?</i></p>

	<b>33. Presenter 5:</b> Professor Win-Ping Kuo (Chinese Culture University, Taiwan): <i>Making slow-onset climate hazards visible: A corpus analysis of media reports on droughts</i>	
3.30pm – 4.00pm	Afternoon Tea	Icon
4.10pm - 5.30pm	<b>Parallel Session 9 (Chinese) - Rangi Marie 1</b> <b>Chair/discussant:</b> Dr Hsiang-Wen Hsiao, Shih Hsin University, Taiwan	
	34. Professor Chin-Chih Chiang (National Chengchi University, Taiwan): <i>Science knowledge in TV news interviews: A multimodal analysis</i>	
	35. Ms Xiangyi Tao (Fu-Jen Catholic University, Taiwan): <i>The interpretation of knowing audiences of the Chinese adapted reality TV show “Running man”</i>	
	36. Mr Di Zhan (Shenzhen University, China) <i>The evolution of China’s video industry and the transition of its main part</i>	
	37. Mr Jian-Hong Chen (Shih Hsin University, Taiwan): <i>Young generation's preliminary about the effect of Pxmarts economic aesthetics serial advertisements in 2015</i>	
	<b>Parallel Session 10 (English) - Rangi Marie 2</b> <b>Chair/discussant:</b> Dr Susan Fountaine, Massey University, New Zealand	
	38. Ms Liqing He (Communication of China Nanjing, China) <i>The game relationship between social media and brand crisis communication via the viewpoint of celebrity effect</i>	
	39. Dr Mehmet Mehmet (Charles Sturt University, Australia) <i>Appraisal: An attitudinal understanding of digital media data</i>	
	40. Ms Cheng Hong & Dr Cong Li (University of Miami, USA) <i>What factors influence consumers’ evaluations of a company’s corporate social advocacy? A test of a triad-relationship framework</i>	
	41. Dr Catherine Strong & Mr Norman Zafra (Massey University, New Zealand): <i>Backpack, drone and data journalism trends are changing strategic crisis communication</i>	
	<b>Parallel Session 11 (Chinese) - Rangi Marie 3</b> <b>Chair/discussant:</b> Dr Jiayin Lu (Sun Yat-Sen University, China)	
	42. Ms Bolin Cao (City University of Hong Kong, Hong Kong SAR China): <i>Private use or public use: How college students behave on WeChat</i>	
	43. Professor Zhuo Zhang & Dr Zhanyong Wu (Wuhan University, China): <i>The cultural logic and local value of TV format importing in China</i>	

	44. Ms Siqi Zhang (Jilin University, China): <i>Narrative Characteristics of New Media News Documentary “Under the Dome” as a sample</i>
	45. Professor Xiaohong Wan (Wuhan Sports University, China): <i>The media mobilization and agenda building in crisis public relation of sports games: The incident of Li Na's retirement at Wuhan Open Game as an example</i>
	<b>Parallel Session 12 (Chinese) - Angus Rooms 1 &amp; 2</b> <b>Chair/discussant:</b> A/Prof Subai Chen (Xiamen University, China)
	46. Dr Nei-Ching Yeh (Shih Hsin University, Taiwan): <i>Multidimensional analysis of meanings of the living library</i>
	47. Dr Minghua Xu (Huazhong University of Science and Technology, China): <i>Analysis of problem of a lack of sense of responsibility among reporting frame of new media on food safety incidents</i>
	48. Dr Taolian Yang (Donghua University, China): <i>A case study: Privacy divulgence and crisis management in the “UNIQLO” incident</i>
	49. Ms Xiaoyan Fu (Nanjing University, China): <i>On Chinese youth’s “path dependence” Behavior in the process of online shopping</i>
7.00pm – 10.00pm	Conference dinner (Optional) Address: The Crab Shack, Shed 5, Queens Wharf, Wellington Waterfront

### Day 3: Wednesday 27<sup>th</sup> January 2016

Time	Programme	Location
8.30am – 9.00am	<b>Conference Registration Open</b>	Icon
9.00am – 10.00 am	<b>Keynote Speaker 3: Professor David McKie:</b> <i>Managing Ambiguities: The Asian Century, the Digital Age, and Big Data</i> (Facilitator Dr Cathy Strong)	Rangi Marie 1
10.00am – 10.30am	Morning Tea	Icon
10.40am – 12.00pm	<b>Parallel Session 13 (Chinese) -- Rangi Marie 1</b> <b>Chair/discussant:</b> Professor Chao-Mou Huang, Shih Hsin University, Taiwan	
	50. Professor Jing Yu (East China Normal University, China) & Ms Jiajie Wang (East China Normal University, China): <i>Exploring the content model and control measures of online scientific rumours</i>	

	<p>51. Professor Yungeng Xie (Shanghai Jiao Tong University, China): <i>Research on Chinese social media users' communication behaviors in public emergency events</i></p>
	<p>52. Dr Hsiang-Wen Hsiao (Shih Hsin University, Taiwan): <i>The measurement scale of media health literacy among adolescents</i></p>
	<p>53. Mr Xiaofeng Zhang &amp; Ms Xiangning Wang (The University of International Business and Economics, China): <i>Study of international communication of higher education in MOOCs era</i></p>
	<p><b>Parallel Session 14 (English) - Rangi Marie 2</b> <b>Chair/discussant:</b> Dr Mimi Hodis, Massey University, New Zealand</p>
	<p>54. Dr Katharina Wolf (Curtin University, Australia) &amp; Ms Catherine Archer (Murdoch University, Australia): <i>Cross-cultural skills for strategic communicators: first hand insights into a global learning experience</i></p>
	<p>55. Dr Jenny Hou (Massey University, New Zealand): <i>Managing social media for strategic university-student relationship building: Evidence from a case study</i></p>
	<p>56. Mr Reza Jarvandi (University of Canterbury, New Zealand) <i>Political economy of Facebook: How socio-political powers try to control Facebook. A comparative study between Iran and New Zealand</i></p>
	<p>57. Dr Mingsheng Li (Massey University, New Zealand): <i>The strategic communication imperative: managing supervisor-supervisee relationships and role expectations in doctoral supervision</i></p>
	<p><b>Parallel Session 15 (Chinese) -- Rangi Marie 3</b> <b>Chair/discussant:</b> Dr Jiayin Lu, Sun Yat-Sen University, China</p>
	<p>58. Professor Chunhui He &amp; Qinjing Zhao (Zhejiang University, China): <i>A study on city brand positioning of typical Chinese cities</i></p>
	<p>59. A/Prof Subai Chen (Xiamen University, China): <i>Privacy concerns on psychological effects of behavioral targeted advertising: An empirical study of post-90s generation in China</i></p>
	<p>60. Ms YaQiong Li (Shih Hsin University, Taiwan): <i>Framing merger and acquisition news of multinational corporations: a content analysis of multinational newspapers about Microsoft acquired Nokia</i></p>
	<p>61. Mr Po-Hao Chiu (Shih Hsin University, Taiwan): <i>Relationships between Regulatory focus and advertising appeal research</i></p>



	<b>Parallel Session 16 (English) - Angus Rooms 1 &amp; 2</b> <b>Chair/discussant:</b> Professor Frank Sligo, Massey University, New Zealand	
	62. Professor Ansgar Zerfass (University of Leipzig, Germany) <i>Value contribution and measurement in strategic communication: An international comparison</i>	
	63. Dr Aimei Yang (University of Southern California, USA) & Professor Maureen Taylor (University of Tennessee, USA): <i>A conceptualization model of strategic engagement</i>	
	64. Dr Flora Hung-Baesecke (Massey University, New Zealand), Dr Yi-Ru Regina Chen (Hong Kong Baptist University, Hong Kong SAR China), Professor Jim Macnamara (University of Technology in Sydney, Australia), Professor Ansgar Zerfass (University of Leipzig, Germany), Mr Ben Boyd (Edelman Public Relations, USA), & Professor Ning Zhang (Sun Yat-Sen University, China): <i>Social media competence and public trust in the Chinese speaking region and the Oceania: A comparison study</i>	
	65. Dr Margalit Toledano & Alex Maplesden (University of Waikato, New Zealand) <i>Online surveys in the current digital environment: Participants engagement in data collection</i>	
12.00 pm – 12.50 pm	Lunch	Icon
1.00 pm – 2.00 pm	<b>Keynote Speaker 4: Professor Zhou He:</b> <i>Who sets whose agenda in the social media: An analysis of big data on agenda setting and implications for PR</i> (co-authored with Pianpian Wang) (Facilitator: Dr Flora Hung-Baesecke)	Rangi Marie 1
2.00 pm – 2.30pm	Afternoon Tea	Icon
	<b>Parallel Session 17 (Chinese) - Rangi Marie 1</b> <b>Chair/discussant:</b> Dr Mingsheng Li, Massey University, New Zealand	
	66. Dr Pan Chen (The Chinese Society of Editors) & Professor Tingjun Wu (Huazhong University of Science & Technology, China): <i>Study on the United Front Work in the field of new media</i>	
2.40pm – 4.00pm	67. Professor Zhiyong Wu & Mr. Qingzhou Li (East China Normal University, China): <i>What is expected from new media terminals? An interview-based research on young users from Shanghai</i>	
	68. Professor Weidong Li (Huazhong University of Science and Technology, China): <i>Study on the development of a new network application mode</i>	



	<p>69. Mr Mengqi Li, Ms Yiying Liu, Ms Ran Li &amp; Ms Liujing Lee (University of Macau, Macau SAR China): <i>How dissent voices shape China's Image: An analysis of the comments of "under the dome" on YouTube</i></p>	
	<p><b>Parallel Session 18 (Chinese) - Rangi Marie 2</b> <b>Chair/discussant:</b> Dr Minghua Xu, Huazhong University of Science &amp; Technology, China</p>	
	<p>70. Mr Yan Li Chou (Shih Hsin University, Taiwan): <i>Internet public relations and social media interaction strategy</i></p>	
	<p>71. A/Prof Mangmang Tian, Ms Lianlian Li, Ms Zihan Liu &amp; Ms Lulu Sun (Jilin University, China): <i>Social media use and public participation among the visually impaired: Based on an investigation of 357 visually impaired subjects in the northeast of China</i></p>	
	<p>72. Mr Yunfeng Xi (University Malaysia Sabah, Malaysia) <i>Drawing the thinking atlas of UGC agenda setting on the micro-blog: The lost of Malaysia flight MH370 incident</i></p>	
	<p>73. Ms Shih-wei Yang (Shih Hsin University, Taiwan): <i>The source credibility and advertisement effect of animated spokes-Character type and product involvement</i></p>	
	<p><b>Parallel Session 19 (Chinese) - Rangi Marie 3</b> <b>Chair/discussant:</b> A/Prof An-Chi Hsu, Shih Hsin University, Taiwan</p>	
	<p>74. Mr Chun-Che Chen (Shih Hsin University, Taiwan) <i>How the Internet reviews message frames that impact on consumer purchase intentions</i></p>	
	<p>75. Dr Jing Zhou, Yingshi Du &amp; Xiaoxuan Wu (South China Normal University, China): <i>A research study on the communication strategy of news APP visualization</i></p>	
	<p>76. Ms Ruyuan Cui (Huazhong University of Science and Technology, China): <i>Chinese public's attitudes toward Europe and their influencing factors: An empirical study on cross-cultural communication</i></p>	
	<p>77. Ms Wei-Chi Lee (Shih Hsin University, Taiwan): <i>The effect of persuasion knowledge and source credibility on product attitudes and intention to purchase</i></p>	
4.10 pm – 4.40 pm	<b>Closing Ceremony &amp; Announcement</b>	<b>Location:</b> Level 3, Rangi Marie 1

#### **Day 4: Thursday 28<sup>th</sup> January 2016**

Wellington One-day Tour (Optional): Please contact the guide Dr Paya Hsu (M: 021 02739930)

#### **Important notes:**

1. Every presenter should verify the name, institution, co-authors and title of presentation and email [prad2016@massey.ac.nz](mailto:prad2016@massey.ac.nz) by 15<sup>th</sup> January 2015 for any necessary changes.
2. *PRism* Special Issue call-for-papers will be announced in the closing ceremony.