



# ASIAN CONGRESS FOR MEDIA AND COMMUNICATION

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**The ASIAN CONGRESS FOR MEDIA AND COMMUNICATION (ACMC)  
2018 International Conference Taiwan**  
*in partnership with the*  
**College of Communication, National Chengchi University, Taiwan**  
**27-29 October 2018 Taipei, Taiwan**

Theme: **Examining the Socio-Political Economy of Communication**

## Day 1 | 27 October 2018 | Saturday

- 10:00–1:00 Registration
- 1:30–3:00 OPENING CEREMONIES  
Entrance of Flags  
National Anthem of Taiwan
- Welcome Remarks  
DR. EDWARD H. CHOW  
President of National Chengchi University
- Opening Remarks  
DR. RACHEL E. KHAN  
Chair of the Board  
The Asian Congress for Media and Communication
- Acknowledgement of Delegates  
DR. SMITH BOONCHUTIMA  
Vice President, ACMC
- Introduction of Keynote Speaker 1  
DR. AZMAN AZWAN AZMAWATI  
President, ACMC

Keynote Speech 1  
 PROF. ZAHAROM NAIN  
 Director, Centre for the Study of Communication and Culture  
 University of Nottingham, KL campus

Introduction of Keynote Speaker 2  
 PROF. HERNG SU  
 Dean, National Chengchi University College of Communication

Keynote Speech 2  
 DR. WEI-WEN CHUNG  
 Professor Emeritus of the Journalism Department, National Chengchi University

Open Forum

3:00–3:30 Coffee Break

3:30–5:30 PARALLEL SESSIONS A

<u>Name of Author/s</u>	<u>Title of Paper</u>	<u>University Affiliation</u>
A1: Commercialization of Communication		
<i>Panel Chair: Wil McCarthy, University of Adelaide</i>		
Fanny Fong Yee Chan	Product placement clutters in television programs and its implications	Hang Seng Management College
Wen-Ling Wang Tsung-Jen Shih	The Influence of Informational SNS Use on Political Participation Among Taiwanese Voters: The Role of Cross-cutting Discussion and Opinion Leadership	National Chengchi University
Carl Ian S. Lagar Jerome L. Lingon	Social Media as a Tool for Marketing and Brand Awareness: The case of Marinduque	Marinduque State College
Gilang Desti Parahita	Mapping the Theoretical Debates on Connective Remembrance on Social Networking Sites	Universitas Gadjah Mada
Ana Coritha J. Desamparado	Commercialization of Communication Political Economy: Perspective from the Ground	University of the Philippines Diliman
Mochammad Kresna Noer	Mobile Spectrum Commercialization (Comparison of Indonesia and Taiwan)	Universitas Multimedia Nusantara
Marielle Andrea C. Lacuesta	An Analysis on the Information Sources and Climate Knowledge of Selected National Capital Region (NCR) Respondents	Adamson University
A2: Power, Politics and the Media		
<i>Panel Chair: Ru-Shou Robert Chen, NCCU</i>		
Belinda F. Espiritu	The Digital Battle between Online Trolls and Critics of President Duterte and its Impact on the Health of the Democracy in the Philippines	University of the Philippines - Cebu
Muria Endah Sokowati Fajar Junaedi	Alternative Media for Youth: The Production of Content, Editorial Policy, Identity and Politics in Cyber Era	Universitas Muhammadiyah Yogyakarta

Francis Arackal Thummy	Spin-doctoring as a Tool of Political Communication, in the Age of the Internet, in India	Amity University
M. Sufyan Abdurrahmanm Catur Nugroho	PR Policy in Forming Positive Image of Government Institutions: A Cast Study of the West Java Provincial Government	Telkom University
Kamla Zyra G. Lavadia	Investigation on the Hagging Behaviour and the Dramaturgy of Negotiation at the Marketplace	University of the Philippines-Los Baños
Tai Hugo	Agenda Setting of Political Discourse of Political Leader on Social Media: Case Study of the Chief Executive Officer in Hong Kong	National Taiwan Normal University
Samantha M. Gabronino Brian Angelo C. Sereneo Benedict Samuel M. Salazar John Lester F. Cruz	Ka-DDS: The Online Community of OFW Duterte Supporters	University of the Philippines - Diliman
<b>A3: Women, Gender and Empowerment</b>		
<i>Panel Chair: Nien-Hsuan Fang, National Chengchi University</i>		
Azman Azwan Azmawati	Gender Discourses and the Socio-Political Economy of the Malaysian Print Media: The Takes and Makes	Universiti Sains Malaysia
Neil Arwin R. Mercado John Mervin L. Embate	My Type of Woman: (Re)Production of Archetypes of Women Based on their Portrayal in Filipino Primetime Ads	University of the Philippines - Los Baños
Shamali Achala Abeykoon	Use of more-than-voice mobile services by the female heads of households, Trincomalee, Sri Lanka	University of the Visual and Performing Arts
Carmencita Y. Robles	Being Woman in Gendered Situations: Dilemma of the Ilonggo Women Journalists	West Visayas State University
Marsudi	Reality Construction of Feminism Distortion in New Media	University of Persada Indonesia YAI
Allison Anne G. Atis	Beauty and the Beat: Thoughts on Female Radio DJs, Media Convergence, and the Proliferation of Media's Idea of Beauty	Polytechnic University of the Philippines, University of the Philippines Diliman
Allyjah Viene L. Ogad Redge Marie R. Maliksi Richelle Anne E. Joson Joan B. Buston Michael Elis G. Espiridion Juneau Villanueva	An Analysis of Female Commuters in Quezon City's Intention to Report Street Harassment Cases	University of the Philippines - Diliman
<b>A4: Freedom of Information and Literacy</b>		
<i>Panel Chair: Aswad Ishak, Universitas Muhammadiyah Yogyakarta</i>		
Thuku Joyce Wanja	Agenda Setting and the Role of the Print Media in Reproductive Health Reporting: A Case Study of the Daily Nation Paper of Kenya	MOI University, Kenya
Jim Duran	Philippine Democracy and Moral Disengagement in the Art of Digital Propaganda	Far Eastern University
Archana Kumari Nidhi Slathia	Free speech in Social Media vs Mainstream Media: Journalists' perspective	Central University of Jammu, Rahya-Suchani, India

Crina E. Tañongon	Free space fiasco: How the public in Philippine social media turns into a mob ganging up on progressive ideas	University of the Philippines - Cebu
Evangelos Voulgarakis	The mocking mainstream: revisiting satire news' contribution to the public's political awareness	Independent Scholar-University of Kent, UK
Patricia Elaine O. Serrano Justin Adriel V. Bucana Marc A. Pacoma	Unlocking Digital Divide: Evaluating Rural-Urban Communities' Internet Access and Digital Literacy	Adamson University

5:30 – 6:00 Networking

6:00 – 8:00 Photo Opportunities

**Welcome Dinner and Cultural Presentation at the Sing Liang Dian Garden Banquet, 6F**

*courtesy of the College of Communication, National Chengchi University Taiwan*

## Day 2 | 28 October 2018 | Sunday

8:30 – 9:00 Registration/Coffee

9:00 – 9:05 **Introduction of Plenary Speakers**

Khairiah Rahman  
Secretary for Media Studies, ACMC

### PLENARY SESSION

9:05 - 9:25 **Beyond the Socio-Political Economy: Communication as a Pan Discipline**

Dr. Alexander Flor  
Dean, University of the Philippines, Los Baños

### Progressive ICT Development: The Taiwan Model

9:25 – 9:55 Dr. Yi-Ning Chen  
Commissioner, Taiwan National Communication Commission

### Popular Nationalism vs International Norm: The Case of Rohingya

9:55–10:15 Dr. Nobuto Yamamoto  
Professor, Keio University, Japan

10:15-10:30 Open Forum

10:45–12:00 **PARALLEL SESSION B**

B1: Public Relations in the Digital Era		
<i>Panel Chair: Smith Boonchutima, Chulalongkorn University</i>		
Genina Mariel M. Arceo	Now Serving the Social Filipino Customer: The Customer Care Management of 7-Eleven Philippines on Facebook and Messenger	Polytechnic University of the Philippines Open University
Khairiah A Rahman	Reputation Management in an Age of Social Media Madness	School of Communication Studies AUT University

Suk Chong Tong Fanny Fong Yee Chan	The practices of market-oriented relations in Hong Kong in the digital era	Hong Kong Shue Yan University and Hang Seng Management College
Siz Siz Lim Cheng Ean Lee Tek Pheung Chuan	Impacts of social and emerging media use on public relations practices: Public relations practitioners' perspectives	Tunku Abdul Rahman University
Yeni Rosilawati	Corporate Social Responsibility Communication Through Websites: Analysis of Telecommunication	Universitas Muhammadiyah Yogyakarta (UMY)
Michaela Ysabel P. Comia Arianne Daphne M. Celucia	A Content Analysis of Brand Placements in Selected Philippine Films	Adamson University
<b>B2: Education in the Digital Era</b>		
<i>Panel Chair: Elena Pernia, University of the Philippines</i>		
Bradley C. Freeman Pedro Sellos	Can't put it down: Mobile phones, happiness, and scholastic achievement in Dubai	American University in Dubai
Edmund Centeno Edgar Bagasol Jr. Samantha Johanna Timbreza	Development and Implementation of a Distance Learning System on Documenting Local Culture and Indigenous Political Structures of an Aeta Community in Zambales, Philippines	University of the Philippines-Los Baños
Peter D. Carter	Presentation boot camps for communication students' career development	Kyushu Sangyo University
Wayland Chang	New Paradigms in Communication Education	National Taiwan University
Rosevelle G. Galvez	Comics: A Health Communication Strategy To Improve Knowledge, Attitude, and Practices among Patients with Tuberculosis	West Visayas State University
Dobrinka Peicheva Lilia Raycheva Valona Mucha	E-Reading and New Media Ecology in frame of the new educational paradigms	South-West University, University of Sofia, & Aleksandër Xhuvani University
Anna Roffel Ornedo Lozada	Implementation of Journalism Literacy Project of Marinduque State College: Basis for Trainees Journalistic Writing Skills Enhancement	Marinduque State College
<b>B3: Culture as Commodity</b>		
<i>Panel Chair: Gilang Desti Parahita, Universitas Gadjah Mada</i>		
Wil McCarthy	Disneyland as an online and in-person third place	University of Adelaide
Soni Sadono Catur Nugroho	Inheritance and Utilization of Golek Puppet Art Culture as Communication Media in Indonesia	Telkom University
Jasmin Oertel Ru-Shou Robert Chen	"#刺青" - An Exploratory Study of Social Media's Influence on Tattoo Culture in Taiwan	National Chengchi University
Shiela Mae C. Quero	Communicating Taiwan's History and Culture through a Storybook: Perception of the Digital Generation	West Visayas State University
Yi-Hua Kelly Lin Ru-Shou Robert Chen	Perceiving Cultural Differences in Glove Puppetry: A Case Study on Audience Reception of Thunderbolt Fantasy in Japan	National Chengchi University

Khristin Allison S. Almario Maria Francesca Catherine R. Meneses Aundrei Gabriel G. Vallar	A Study on the Interaction Effect Between Youtube Beauty Vlogger and Her Audience	University of Santo Tomas
<b>B4: Campaigns and Persuasive Communication</b>		
<i>Panel Chair: Walter Yudelmo, Trinity University of Asia</i>		
Aswad Ishak	Effects of Persuasive Communication on Cigarette Smoking on the Youth	Universitas Muhammadiyah
Annelyn Juntoria-Deasis	Communication Media and Food Nutrition Awareness Among Mothers	Iloilo State College of Fisheries
Tamil Chellvan	The Impact of Mobile Advertising on Social Media among College Youth	INTI International University
Agnieszka Barczyk- Sitkowska, Mateusz Krzekotowski	Roles of audiovisual advertising from the perspective of the recipient – conclusions formed on empirical research	University of Lodz
Nina Isabella D. Bello Nadine Gerald E. Lacuerta Brian Angelo C. Sereneo	The Effectiveness of Online-Released Government Infographics	University of the Philippines - Diliman
Clarisse Faith G. Buday Kyla Hope A. Lagman Francis Elliot B. Natividad Vince Marcus M. Nobleza Alexandra Gabrielle I. Ofina Precious S. Pantoja	A Study on the Co-cultural Communication Orientation of Kasambahays' Negotiation of Days-off	University of the Philippines
Kyla Hope A. Lagman Redge Marie R. Maliksi Clarisse Faith G. Buday Charvin Jules A. Manongsong	A Quantitative Content Analysis of the Truthfulness of Health Claims in Advertisements Aired on Philippine Free Television	University of the Philippines - Diliman

12 – 1:30

**Lunch**

1:30 – 3:00

**PARALLEL SESSION C**

<b>C1: Social Media Practices and Pitfalls</b>		
<i>Panel Chair: Yeni Rosilawati, Universitas Muhammadiyah Yogyakarta</i>		
Zvenyika Eckson Mugari	Melding boundaries: How Zimbabwean Newspapers negotiate terms of incorporation of new media	Midlands State University
Walter Yudelmo	People Nearby Application and HIV Awareness	Trinity University of Asia
Yu-Ting Sun Shih-Hsien Hsu	The impact of News reversal on online opinion development: Examining the competing frames between the official and we-media on WeChat in the case of the Beijing RYB Kindergarted Event	National Taiwan University
Feijun Tan	An Analysis of Media Framing of Google Leaving China Coverage by US and Chinese	University of Southern California
Kharisma Nasionalita Nissa Nurmauliddiana Catur Nugroho	Communication Network Analysis of Cyber Prostitution in Twitter: An Indonesian Case Study	Telkom University

Ms. Clarisse Faith G. Buday Trisha Jasmine C. Lampa Charvin Jules A. Manongsong Vince Marcus M. Nobleza	Meme-ing Making: A Critical Discourse Analysis of Social Media Memes on the Duterte Administration	University of the Philippines
<b>C2: Identity and Media Representation</b>		
<i>Panel Chair: Chang-De Liu, National Chenchi University</i>		
Benamina Paula Flor	Convict communication, inmate conscientization: a socio-political model for reformation	University of the Philippines-Los Baños
Kwangho Lee Jinah Lee	Media Consumption and Diasporic Identity among Korean Migrants in Buenos Aires : A Geography of Homeland Media	Keio University and Tokyo Woman’s Christian University
Tanushree Sharma, Suruchi Shirish	Indian Millennials and Fragmented Identity	Indraprastha College for Women, Lady Shri Ram College for Women, Delhi University
Alexander J. Klemm	Representations of Cold War Thailand in U.S. Army Documentaries and British Pathé News Reports 1955-1970	Webster University of Thailand
Khairiah A Rahman Duyen Dang Nelly Martin	Negotiating the Diasporic Asian Identity	Auckland University of Technology
Cecilia Kang	Exploring the media consumption and self- identity of Korean drama fans in Taiwan media market	National Chengchi University
Joan B. Buston Emilio Paolo Q. Fodulla Dominique Louise Z. Martinez Centenia Danielle M. Resoso Arjay M. Torno	A Study on Metro Manila Youth’s Opinion about the Death Penalty	University of the Philippines Diliman
<b>C3: Science, Environment and Technology</b>		
<i>Panel Chair: Bradley C. Freeman, American University in Dubai</i>		
Shuzo Yamakoshi	New situation of the media environment and “crisis” of journalism in Japan	Keio University, Japan
Elena Pernia, Ph.D., Geomyr D. Delarmente, Imelda Veloso-Beltran, Jamie Lyn F. Loristo	From Prometheus to Proteus: Typologies and Trajectories of Science Journalism in the Philippines	University of the Philippine Diliman
Haryo Pambuko Jiwandono	Failed State Rapture – Manifestation of Objectivism and Evaluation of Governance Failure in BioShock	University of Brawijaya, Indonesia
Nimrod L. Delante Juliet Lerios Calda Maria Trixia Tanala-Ofemia	Natural Disasters Reconstruct the Self: A Semiotic Exploration of Youth Survivors’ Views on Haiyan and Its Impact in Reconstructing the Sense of Self, Family and Spirituality	James Cook University, Singapore Leyte Normal University, Philippines Tunga National High School, Philippines
Chiung-Wen Hsu	I care, I share, and I prepare: explore the relationships between media usage and the risk perception and preparedness	National Chengchi University

Catherine Joy C. Dimailig John Mervin L. Embate	Disaster Risk Communication and the Decision-making Processes of Residents in Coastal Areas of Oriental Mindoro	University of the Philippines - Los Baños
<b>C4: Globalization and the New Media</b>		
<i>Panel Chair: Lilia Raycheva, St. Kliment Ohridsky Sofia University</i>		
Theodore Fernando	Selfies from Pope to Obama Girls	The Open University of Sri Lanka
Rachel Khan	Challenges in Cyber Wellness: A Literature Review	University of the Philippines - Diliman
Kenneth C.C. Yang Yowei Kang, Ph.D.	Global Communication Educators' Responses to the New Media Landscape: A Text Mining Approach to Understand Trends and Future Developments in Communication Curricula Around the World	The University of Texas at El Paso National Taiwan Ocean University
Fang-Ting Chiu Shih-Hsien Hsu	Digital Transformation Effects of Modern Newsroom	National Taiwan University
Marc Agon Pacoma Joel Santos Zaporteza Jean Lery Belarmino Carl Christianne Dizon	In the Eyes of the Public: Decoding Trust and Confidence through User Comments in Resorts World's Facebook Page	Adamson University Manila Tytana Colleges De La Salle University
Lihyun Lin Yuan-Hui Hu Chang-De Liu Hui-Wen Liu Yu-Jhih Tian	Evaluating the performance of news media's Facebook fan pages: the Perceptions of Editors	National Taiwan University, National Chung Cheng University, National Chengchi University

3:00 – 3:30 Coffee Break

3:30 – 5:30 **PARALLEL SESSION D**

<b>D1: Love, Life and the Media</b>		
<i>Panel Chair: Benamina Flor, University of the Philippines, Los Baños</i>		
Fumie Mitani	Populism and Voices in the Mass Media: How mass media reported public's voices on the comfort women issue in 2012	Nihon University, Japan
Nien-Hsuan Fang	The Discourse Analysis of the Immigrant-Made Variety Show in Taiwan	National Chengchi University
Ryan Nervin P. Cruz Ellison T. Sipin Jamela Kay R. Solajes	Rainbow Parenthood: A Study on LGBT Parenting as Depicted in selected Filipino-Gay Themed Films	Adamson University
Md Abdur Razzak	Sexting and aspiration of associations in China: a case of wechat	Shanghai Jiao Tong University (SJTU)
Redge Marie R. Maliksi Richelle Anne E. Josen	Babe! Pa'no na Tayo?": A Qualitative Study on the Comparison of the Relational Schema on Commitment of Homosexuals between their Past Mixed-Orientation Relationships and Present Homosexual Relationships,"	University of the Philippines - Diliman
<b>D2: Race, Religion and Ethnicity</b>		
<i>Panel Chair: Theodore Fernando, Open University of Sri Lanka</i>		
Michael Joe T. Delizo	The Philippines in Suis Exes: An Analysis on the Image of the Philippines in English-Language Chinese Media	University of Santo Tomas Graduate School



Emely M. Amoloza Denielle M. Amoloza	Understanding the Role of Knowledge Sharing in a Palliative Care Unit: The Case of Madre de Amor Hospice Foundation, Incorporated	University of the Philippines Open University, Benguet State University
Chiung Hwang Chen	Internet as a Battleground: Challenging and Reasserting Mormon Authority in the Digital Age	Brigham Young University-Hawaii
Marc Agon Pacoma	Rated SPG [Surv-EYING PARENTAL GAP]: An Exploration of the Understanding on MTRCB's TV Classification System and Parents' Mediation of Selected Relocateses in Adopted Communities	Adamson University
Cheryl P. Bensa	Differences Utilization of Social Media (Comparison between Indonesia and Taiwan)	Universitas Multimedia Nusantara
Bianca Nicole C. Urrutia Alyssa P. Viquiera Alyssa	Family types, environmental concern, and pro-environmental behavior as determinants of high school students' pro-environmental communication	University of the Philippines - Diliman
<b>D3: Human Rights and the News Media</b>		
<i>Panel Chair: Francis Arackal Thummy, Amity University, India</i>		
Lilia Raycheva Nelly Velinova Dobrinka Peicheva	The Debates over Faking the Civil Rights in the Bulgarian Media Ecosystem	The St. Kliment Ohridsky Sofia University, Bulgaria and South-West University "N. Rilski"
Yohanes Widodo Lukas Deni Setiawan Theresia Diyah Wulandari	Impunity Practice in the Cases of Violence to Indonesian Journalists	Universitas Atma Jaya Yogyakarta
Geomyr D. Delarmente Christine Ann R. Amante Ethel-Lyn Bangal Kimberly Dian M. Guerrero Lynette B. Carpio-Serrano	News Room vs. War Room: Mapping Journalistic Roles in Reporting War and Conflict	University of the Philippines - Diliman and UP Los Baños
Lin Pei-Yu	Investigative Journalism in Jordan: Development and Challenge in post-Arab Spring era	National Chengchi University
Framelia V. Anonas	S&T Post Magazine: Conventional Channel of Science Information in this Digital Age	DOST-Science and Technology Information Institute
Nicole Yang Lai Fong Ramachandran Ponnar Antoon Gewijde Herwig De Rycker	The South China Sea Disputes and Malaysia-China Bilateral Relations: a comparative analysis of Malaysian and Chinese newspapers	Taylor's University
Allyjah Viene L. Ogad Kaye Angela Pabico Charmaine Ann Padilla Centenia Danielle M. Resoso Naomi Czar B. Quiachon	Does the North Remember?: Opinion Formation of Ilocano Youth Residing in Metro Manila regarding the Martial Law Era through Social Media as More Knowledgeable Others (MKOs)	University of the Philippines
<b>D4: Youth Engagement and the Media</b>		
<i>Panel Chair: Kwangho Lee, Keio University</i>		
Jon Benedik A. Bunquin	A Profile of the Political Communication Network of the Filipino Youth	University of the Philippines - Diliman
Wu Shih-Chia	What values motivate Millennials to share in social network sites?	The Chinese University of Hong Kong

Kai-Lan Hsu Shih-Hsien Hsu	It's "Instagrammable": A content analysis of Instagram hashtag during The 2017 Taipei Universiade	National Taiwan University
Rovina B. Dinapo Michael Elis G. Espiridion Steffi Arantxa R. Gianan Patrick Adrian N. Goleta	GRABe, it's UBER-rated: An Exploratory Study of Filipino Young Professionals' Experiences when Using Ridesharing Applications	University of the Philippines - Diliman
Joan B. Buston Emilio Paolo Q. Fodulla Dominique Louise Z. Martinez Centenia Danielle M. Resoso Arjay M. Torno	A Study on Metro Manila Youth's Opinion about the Death Penalty	University of the Philippines
Alissa Boado Beatrice Sophia Lopez Kenneth Darlucio	Netizens' Responses to posts of Presidential Communications Facebook Page on War against Drugs in the Philippines	Adamson University, Philippines

### Day 3 | 29 October 20 | Monday

8:00 – Registration

9:00

9:00 –

10:30

#### PARALLEL SESSION E

E1: Media Platforms and Public Perceptions		
<i>Panel Chair: Belinda Espiritu, University of the Philippines, Cebu</i>		
Maria Cecilia C. Ycong	Mother tongue-based Multilingual Education: Lessons Learned and Ways for Moving Forward	Trinity University of Asia
Dr. Tri Hastuti Nur Rochimah Raditia Yudistira Sujanto	News Construction on Oil Palm in Indonesia on National Media	University of Muhammadiyah Yogyakarta & University of Aisyiyah Yogyakarta
Roslyne Anne D. Navarro, Rhine Krystel R. Nery, Jary Cedrych, Pangcog, Anne Celine Rubinas, Veronica Rainne Setias, Arjay Torno	PNP: Power Ng Pulis- The Culture of Power of Philippine National Police as presented in GMA's 24 Oras	University of the Philippines - Diliman
Gene Lim Jing Yi Shanthy Balraj Baboo Shanthy Farhah Fuadi Binti Jamil Azhar Siti	Creative Arts Students' Attitudes on Social Media: A Perspective of Creative Arts Lecturers and Creative Arts Students	Universiti Sains Malaysia
Cady Lene A. Perez	Actor or Agent: The Role of International Media in defining International Security	University of the Philippines
E2: Policy and Discourse in New Media		
<i>Panel Chair: Carmencita Y. Robles, West Visayas State University</i>		
Hamilton Cheng	A Comparative Study on PSB between Southeast Asia and Taiwan --Revisiting state broadcasting policy by the political economy remaking	FuJen Catholic University

Choirul Fajri	The Effectiveness of Communication Development of Yogyakarta Government in the Construction of the New Yogyakarta International Airport	Universitas Ahmad Dahlan-Indonesia
Jan-Wen Peng	Unequal Net Neutrality Management Policy in Cyberspace	Chunghwa Telecommunications
Redge Marie R. Maliksi Via Alexandra C. Advincula Precious S. Pantoja	A Comparative Study on the Level of Influence of Human Sources on the Opinion of Metro Manila Male and Female Youth about Death Penalty	University of the Philippines
Isiaka Zubair Aliagan	News trading: Exploring the journalists' socialization with official news sources and its implications	Kwara State University
<b>E3:Commerce and the Media</b>		
<i>Panel Chair: Nicole Yang Lai Fong, Taylor's University</i>		
Yowei Kang Kenneth C. Yang	A Text Mining Exploration of Mainstream and Social Media Discourses on Internet Censorship and Privacy-Invasive Information-Communication Technologies (ICTs) in China: A Cultural Ecological Analysis	National Taiwan Ocean University and The University of Texas at El Paso
Dean Airo Salvador E. Dancel	Interstitial: A Story In-Between	University of the Philippines - Diliman
Soni Sadono Catur Nugroho Kharisma Nasionalita Rruth Mei Ulina M	Cultural Tourism Based On Local Weaving (Ethnographic Study Of Weaving Ulos Toba Sibandang, North Tapanuli, North Sumatera, Indonesia)	Telkom University
Chang-De Liu Hui-Wen Liu Lih-Yun Lin Yuan-Hui Hu Yu-Jhieh Tian	"Journalistic professionalism in social media? A preliminary research on the construction of evaluation index for news media's Facebook Fan Pages	National Chengchi University, National Taiwan University, National Chung Cheng University
Smith Boonchutima Panusak Nunpakdee	Effectiveness of the slow-paced flight safety video on Youth without flight experience	Chulalongkorn University
Inco Hary Perdana	Consumer Behavior Analysis in Online Motorcycle Transportation Users	Universitas Multimedia Nusantara
Love Cabrera Asis	Effect of Social Media in Philippine Animation Production	De LaSalle College of Saint Benilde and Lyceum Philippines University
<b>E4:Challenges in Media Literacy</b>		
<i>Panel Chair: Marc Pacoma, Adamson University</i>		
Rica Marcet G. Obsequio	Equality Through Literature: A Phonological Analysis on Nizar Qabbani's poems in Girls of Riyadh	West Visayas State University, Iloilo
Yutan Liu	Communication and Interaction: A Study of the "Myth" Phenomenon of Network Game	National Taiwan University
Paromita Bhattacharjee	A Case Study on Organizational Communication –Challenges faced, Current Scenario and Future Improvements	West Visayas State University
Nicko R.A Warsono	Government on Social Media: Promoting Citizen Engagement in Indonesian Smart Cities	The Australian National University

Arifudin Hermin Indah Wahyuni F. Trisakti Haryadi	Resonance by both society and media toward haze disaster in Indonesia	Universitas Gadjah Mada
Nina Isabella D. Bello Nadine Gerald E. Lacuarta Brian Angelo C. Sereneo	The Effectiveness of Online-Released Government Infographics	University of the Philippines - Diliman
Dani Fadillah	New Media for increasing participation in Indonesia	Universitas Ahmad Dahlan Diliman

10:30- 11:00 Coffee Break

11:00 – 12:30 **CLOSING CEREMONIES**

Summary of Conference  
DR. THEODORE A. FERNANDO  
Secretary of Business and Finance, ACMC

Responses from Delegates (2 mins. each)  
Presentation of Certificates

Closing Remarks  
DR. HERNG SU  
Dean, NCCU

DR. AZMAN AZWAN AZMAWATI  
President, ACMC

12:30 – 1:30 Lunch

**Departure for Optional Tour**

***Advance reservation only***

*Option 1: Shifen Waterfalls and Chinese Lantern (40 pax)*

*Option 2: Sun Yat Sen Memorial and Taipei 101 (40 pax)*

*Registration for tours still OPEN*