



**SEARCH Journal of Media and  
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Abstract Proceedings

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# **SEARCH Journal of Media and Communication Research (SEARCH)**

## **ABOUT THE JOURNAL**

### **Aims & Scope**

The aim of the *SEARCH Journal of Media and Communication Research* is to promote and enhance research development and debates in the field of media and communication research. It also serves as a forum for researchers and industry players who use research as the frame for social awareness and change. We welcome any submission of manuscripts throughout the year. Authors are invited to submit scholarly works on communication such as International Relations, Media Management, Film and Media Arts, Digital Education and Communities, Communication and Policies, Globalization and Social Impact, Youth and Media, Audience and Perception Analysis, Democracy and Integration, Media Literacy and Education, Media and Development, Health Communication, Politics, Hegemony and the Media, Gender and Sexuality, Social Media and Subcultures, Popular Culture and Society, Media and Religion, Media and Identity, War/Peace Journalism, Conflict and Crisis Communication, Strategic Communication and Information Management, Digital Media, Advertising and Persuasive Management, Public Relations and Crisis Management, Global Journalism and relevant areas from the standpoint of media and communication research.

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# ABSTRACTS

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DAY 01 MONDAY 11 NOVEMBER 2024

**SESSION 1: Media and Technological Disruptions**

ROOM 1

## **Online Hate Speech, Social Media and Racism: A Systematic Review**

Siti Anis Aimi binti Ismail, Romlah Ramli, Norhafezah Yusof

*Universiti Utara Malaysia, Malaysia*

Social media platforms serve as dynamic spaces for online communication, user engagement, and the dissemination and acquisition of information. Nevertheless, hate speech related to racism on social media poses significant communication issues with just a few clicks. The issue involves communicative behaviour that is considered aggressive communication, not utilising polite language when posting and commenting, increasing racial tension. This study analyses the pervasive issue of hate speech on social media by analysing its patterns, linguistic indications, and implications based on 15 qualitative synthesis studies from the Scopus and Web of Science databases, reviewed using the PRISMA framework. The findings reveal the diversity of issues in hate speech, influenced by cultural context and propaganda. In addition, linguistic mode aggravates the spread of hate speech. This study provides insights into how discriminatory content is communicated, impacting user ethics, and enhances knowledge underlying hate speech related to racism. Furthermore, there is a need to establish strong networking among respective stakeholders to enhance awareness of the negative impacts of hate speech in Malaysia. Moreover, government agencies should collaborate with technology companies to develop applications to monitor online hate speech. Correspondingly, these findings may enhance knowledge of user interaction and ethical usage of social media.

**Keywords:** *Hate speech, racism, social media, language usage, online communication*

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## **Unleashing the Soul of a Film: A Case Study of Liao Ching-Sung's Editing Approach in Creative Collaboration**

Martin Chong Yuh Lin, Normaliza Abdul Rahim

*Taylor's University, Malaysia*

This study focuses on renowned Taiwanese film editor Liao Ching-sung and his collaborative editing approach, with an emphasis on shared creative vision. Despite the significant impact of Liao's work, there is a lack of comprehensive research exploring his editing approach and its contribution to creative collaboration in film production. The study employed a qualitative research approach, utilizing Collaborative Creativity Theory with a particular emphasis on Integrative Collaboration. Integrative Collaboration was chosen as it underscores the importance of shared vision among collaborators and allows for a deeper understanding of how Liao's editing style is not merely a technical process but a creative dialogue that shapes the film's narrative and emotional resonance. The study highlights the importance of creative collaborations with directors in Liao's work, which are characterized by an understanding of shared vision that can be exchanged, refined, and collectively nurtured, resulting in an artistically cohesive final cut. Further research could explore the impact of Liao's editing approach on the evolution of the creative vision

during the collaborative process by conducting in-depth interviews with Liao and his collaborators. This would provide deeper insights into the evolving creative vision and the mechanisms of creative collaboration.

**Keywords:** *Film editing, creative vision, integrative collaboration*

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## **Awareness and Mindfulness: Two Core Elements in Media Literacy**

Donna Chu

*The Chinese University of Hong Kong*

This paper aims to question and expand the meaning of “awareness” in media literacy literature. Commonly understood as general knowledge or perception of certain situations and facts, awareness is hardly ever a negative trait. Quite the contrary, it is almost always desirable and beneficial to have more awareness rather than less. The underlying question is, however, what should one be aware of? In the field of media education, awareness of the influences and impacts of media is of utmost importance. Yet, given the wide range of possible influences, what do we exactly mean when we advocate for increased awareness of media impact? How can such awareness be translated into concrete actions in terms of teaching and learning? These remain challenging questions for media education practitioners, and the answers have significant implications for both curriculum and pedagogy. It becomes even tougher as technologies continue to change at a rapid pace. In this disruptive era, it becomes more unclear what one should be aware of after all. To gain an updated understanding of the kinds of awareness researchers call for, this study initiated a basic search in the Web of Science database using “awareness” and “media literacy” as keywords. The first search yielded a total of 782 academic publications that included all these words in their abstracts. The next search was narrowed down to the field of communication, resulting in 90 publications. Upon initial examination, 9 out of these 90 were not directly relevant to media literacy and were excluded from the present analysis. This study further examined the abstracts of these 81 journal articles, conference papers, and book chapters, along with the full papers in some instances, with the aim of identifying the major patterns regarding the different uses of the word “awareness” in the literature. Despite the exploratory nature of this very limited scoping review, it produced a few illuminating observations reflecting grave concerns about changing media environments, disinformation, health literacy, digital literacy, and civic and social justice. In view of the absence of concerns for “self-awareness,” this paper proposes to complement the notion of “awareness” with “mindfulness.” Mindfulness has continued to receive attention in discussions and practices regarding positive well-being over the past few decades. Through a comprehensive review of relevant literature, the key concerns and practices of mindfulness will be discussed. A dual framework of awareness and mindfulness in media literacy is presented.

**Keywords:** *Awareness, mindfulness, media literacy, digital literacy, information literacy*

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## **#Bintangemonbestboy: Fan Participation and Digital Movement**

Cendera Rizky Anugrah Bangun, Angga Ariestya

*Universitas Multimedia Nusantara, Indonesia*

The phenomenon of the Hallyu that has spread throughout the world forms fandom groups. This fandom is not only a group of K-pop culture lovers, but are also digital

activists. In Indonesia, this movement can be seen when Bintang Emon was reported to be involved in drugs, K-Popers immediately worked hand in hand to help by warding off the issue and raising the hashtag #BintangEmonBestBoy into a trending topic on Twitter. Fans can mobilize many people through small groups in each fan base. Using a mixed method, quantitative and qualitative approach, this research began with a Social Network Analysis to get an overview of the structure and pattern of relationships between actors in a network of K-Pop fandom accounts. The results of this study show that the movement in the hashtag #BintangEmonBestBoy is unstructured, rhizomatic, and not ideologically collective. In conclusion, even though fandom digital activism is unstructured, this phenomenon shows that K-pop fans can form a movement to support freedom of opinion, criticize the authorities and fight against the anti-criticism shown by the authorities.

**Keywords:** *Fans' activism, social networked analysis, Bintang Emon, digital activism*

## SESSION 1: Media and Technological Disruptions

ROOM 2

### Unveiling Data Journalism Education in Malaysia: Challenges and Opportunities

Iffat Ali Aksar

*Xiamen University, Malaysia*

The news industry has flourished, and data-driven stories are being communicated visually around the globe. Though data journalism is no longer a new term, its practices and education in Malaysia are still in their infancy. However, the journalism departments continue to introduce new courses and programs to keep pace with the evolving industry. The current qualitative study was carried out to understand the status of data journalism education in Malaysia and the challenges of teaching data journalism. Purposively, eight journalism faculty members from public and private universities were recruited for in-depth interviews. The participants have industry experience and more than five years of teaching experience. All the participants only teach journalism courses. The in-depth interviews were conducted online, lasted for one hour, and later analysed thematically. The analysis reveal that journalism departments do not fully adopt data journalism education, and there are several challenges in introducing data journalism programs, such as a lack of specialized faculty in data journalism, budget constraints, and inadequate infrastructure. However, the participants of the study recommended that data journalism presents an opportunity to revitalize journalism education. The study provides insightful recommendations for higher educational institutions, policymakers, and industry stakeholders to collaborate and foster data journalism education in Malaysia, making the audience feel included and part of the solution.

**Keywords:** *Data journalism, journalism education, Malaysia, journalism faculty, data-driven journalism*

### Exploring the Political Narrative Construction in Malaysian Tamil Newspaper

G. Manickam Govindaraju

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The media, particularly the press, plays an essential role in shaping and spreading information through news to the public, thereby aiding in the formation of opinions on



various issues. Repetitive coverage has the power to influence and persuade the public to adopt and act on the news presented. In Malaysia, the Tamil newspaper industry took root in the 1870s and has since thrived with a multitude of Tamil vernacular news outlets. Despite social media's popularity among the Indian youths, mainstream Tamil newspapers still hold relevance among the Indian community, especially for political, social, education and economy opportunity news. However, there is a common believe that the news writing is generally swayed by political and commercial influence. Hence, this study aims to discern whether Tamil newspapers shape their political news content around political or media logic based on the mediatisation theory. Qualitative content analysis was employed to examine the data from a Tamil newspaper, Malaysia Nanban for the duration between 2017 to 2018. The research revealed that the coverage in this newspaper was influenced by both political and media logic. Nevertheless, a thorough examination indicates that political logic predominated over media logic in the crafting of political news during this period. This study contributes to the field of political communication by elucidating the interplay between media and political logic in news reporting. Additionally, it aims to heighten readers' awareness on how political news is presented, encouraging a more discerning consumption of news among the Indian community in Malaysia.

**Keywords:** *Mediatisation theory, media logic, political logic, Tamil newspaper, politics*

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## **Domesticating Smartphones: Exploring the Four Dimensions of Technology Use Among Mothers in Palembang**

Nurly Meilinda

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The purpose of this study is to answer the question of how the use of smartphones can relate to the empowerment of mother from low-class families in Palembang, Indonesia. This study employed domestication technology as its theoretical framework and examined four stages of technology use: appropriation, objectification, incorporation, and conversion. This study used a narrative approach, drawing on in-depth interviews as the primary mode of data collection with a sample of 5 female participants. The findings indicate that the appropriation stage of smartphones is influenced by social and economic factors, including the need to maintain communication with relatives and to get additional income. The objectification stage is influenced by the informant's personal purposes and thus restricts the availability of space for technology usage at home. The incorporation stage appears in the informants' technology routines, which are categorised into personal routine that are used for entertainment purposes, family routine for communication purposes, and professional routines for the promotional goals. Meanwhile, the conversion step illustrates the connection between the mother's identity in the digital realm and her affiliation with the family. This research introduces a new perspective to the notion of technology domestication, which addresses the adoption of technology in a community by considering its capital, contextual, cultural, and structural dimension. This finding represents a valuable addition to the growing understanding of the notion of technology domestication and provide insight for policy makers, community development practitioners, and technology designers to develop solutions that are more inclusive and responsive to the needs of marginalized groups.

**Keywords:** *Smartphone usage, technology domestication, mothers, low-class family*

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## **Dilemmas and Opportunities for Chinese Broadcasters and Presenters in the Era of Media Convergence**

Zhang Yuchan

*Taylor's University, Malaysia*

With the development of new media, AI, VR, algorithms, and other technologies, presenting a challenging and disruptive era of media convergence, radio and television practitioners face the challenge on how to use new technologies to enhance the dissemination of news and turn the dilemma into an opportunity. There are not many studies on how media practitioners can balance the relationship between technology and people, and how broadcasting can achieve cultural and value output while delivering information. This study explored the front-stage workers-presenters and broadcasters in the media convergence environment. Firstly, the study identified the changes in news operations in the media convergence environment, such as the communication platform-"central kitchen"-which combines multiple resources exchange and sharing, and the Omnimedia journalists-which combines multiple business competencies-"backpack journalists". Secondly, the study determined how broadcasters and presenters can push the boundaries of differentiated reporting of homogeneous resources and differentiated commentary representing their viewpoints. This study used the media convergence theory and Chinese broadcasting theory to conduct a collective case study of positive examples of barrier-breaking, analyzing different presenters and their programs. The study analysed the impact of changes in the way audiences receive information, the relative lag in the speed of communication, the limited forms of communication, and the decline in communication influence on the communication of broadcasters and moderators in terms of media responsibility, the current state of communication, and the requirements of professionalism, and at the same time, it makes positive suggestions in terms of leading public opinion, reinforcing one's influence, adapting to the forms of communication, and transforming the style of language. This will provide lessons for the career development of broadcasters and presenters, thus promoting the development of the radio and television industry in the era of media convergence.

**Keywords:** *Media convergence era, broadcasters and presenters, dilemmas and opportunities, radio and television, digital technology*

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## **Strategic Communication and the Role of Food Bank Organizations in Civic Activism Through Social Media during the COVID-19 Pandemic**

Sylvia Tan Huey Wen, Muhammad Zaiamri bin Zainal Abidin, Md Azalanshah bin Md Syed, Rosya Izyanie binti Shamshudeen

*University of Malaya, Malaysia*

This study investigates the strategic communication and evolving roles of food bank organizations in civic activism during the COVID-19 pandemic, facilitated through social media. Using a qualitative approach, it analyzed 309 social media posts and conducted 15 in-depth interviews with key members of Foodbank Malaysia and Yayasan Foodbank Malaysia. The findings reveal four critical roles that food bank organizations played during the pandemic: (1) building synergistic bridges among stakeholders, (2) supporting grassroots-driven initiatives, (3) providing innovative CSR solutions, and (4) advocating for civic activism. These roles positioned food bank organizations as central hubs in

civic activism, highlighting their interconnections with underprivileged communities, government bodies, grassroots communities, corporations, and other NGOs. Strategic communication through social media was essential for these organizations to mobilize resources, engage stakeholders, and foster collective action. Food bank organizations utilized continuous interaction on social media platforms to build trust and facilitate collaboration among various parties. This approach not only helped provide immediate relief during the pandemic but also strengthened long-term community resilience by sustaining relationships and resource flows among stakeholders. Building on these findings, the study developed a conceptual framework that positions food bank organizations as central hubs coordinating stakeholder efforts. This framework emphasizes the organizations' role in facilitating resource sharing, promoting civic engagement, and fostering a sense of collective responsibility across diverse sectors. It offers insights that can be adapted by other NGOs and organizations to enhance their civic activism efforts during crises and even in the aftermath. Ultimately, the study provides both practical insights for NGOs and theoretical contributions to understanding civic activism and strategic communication in times of crisis and beyond.

**Keywords:** *Civic activism, strategic communication, food bank organization, COVID-19 pandemic, social media*

## SESSION 1: Media and Technological Disruptions

ROOM 3

### **Fostering Climate Action Through Strategic Communications for Environmental Sustainability: Insights from Punjab's Environmental Crisis**

Sidra Shehzadi<sup>1</sup>, Marzura Abd Malek<sup>2</sup>

<sup>1</sup>Taylor's University, Malaysia; <sup>2</sup>University of Cyberjaya, Malaysia

This study critically examines the environmental challenges outlined in Punjab's State of the Environment Report 2022 using a systematic thematic analysis informed by social cognitive theory. The methodology involved identifying key sustainability challenges; air, soil, and water pollution, and systematically analyzing them within the theoretical framework of social cognitive theory. Themes were selected based on their prominence in the report and their relevance to the theory, which was employed to explore the interaction between cognitive, social, and environmental factors that drive behavior change. This rigorous approach provided a deeper understanding of the systemic barriers to sustainable action, including deficiencies in technology, infrastructure, policy, and socio-cultural norms. The study addresses a significant research gap by offering a strategic communication framework tailored to the region's environmental crisis. The research, by applying social cognitive theory provides novel insights into how communication strategies can effectively influence public attitudes, foster sustainable practices, and drive policy reform. The practical implications of the study are far-reaching. The research proposes targeted communication interventions designed for a diverse group of stakeholders, including policymakers, industrialists, farmers, and the general public. These strategies focus on promoting clean technologies, advancing the circular economy, and encouraging climate related behavioral shifts, which are crucial for mitigating environmental degradation in Punjab. This study makes an original contribution by presenting a coordinated communication framework

that bridges existing knowledge gaps and strengthens climate action efforts, ultimately advancing environmental sustainability in the region.

**Keywords:** *Environmental sustainability, social cognitive theory, strategic communication, and thematic analysis*

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## **Media Literacy and the Prevalence of COVID-19 Fake News on Whatsapp: Evidence from Malaysia**

Somia Abdul Same'e<sup>1</sup>, Sara Binti Mohamad Zulkiflee<sup>2</sup>

<sup>1</sup>Taylor's University, Malaysia; <sup>2</sup>Lincoln University College

Media literacy plays a crucial role in combating the prevalence of COVID-19 misinformation on platforms like WhatsApp, which is widely used in Malaysia. Given the rapid dissemination of both accurate information and fake news during the pandemic, media literacy emerges as a vital tool in addressing misinformation. This study identifies the role of media literacy in addressing the spread of COVID-19 fake news and misinformation on WhatsApp within the Malaysian context. The widespread use of WhatsApp in Malaysia, particularly during the COVID-19 pandemic, has made it a major channel for the rapid dissemination of both accurate information and fake news. This study specifically focuses on the ability of elderly Malaysian citizens aged 40 to 60 and above to identify fake news related to COVID-19 that spreads through WhatsApp. This demographic was chosen because they are regular users of WhatsApp and may be more inclined to believe fake news. Additionally, media literacy among Malaysian seniors is rising, influenced by various factors, including the role of Malaysian media in promoting familism and the increasing presence of the elderly on social media platforms (Teng & Joo, 2017). Another objective of this study is to determine the behaviour of elderly Malaysian citizens towards fake news about COVID-19 that spreads through WhatsApp. A quantitative method was employed, with a total of 155 respondents from the Klang Valley, selected using snowball sampling to identify key participants who could reach out to their peers. This sampling method is particularly useful when the population of interest is hard to reach or identify, making it difficult to create a complete sampling frame. It is also advantageous in terms of time and cost efficiency. Despite its limitations, the study provides valuable insights into the media literacy levels within this group. This study used descriptive analysis to examine the findings. The results show that the majority of respondents spend one to two hours daily on WhatsApp. Most respondents agreed that they possess the ability to recognize fake news related to COVID-19 that spreads through WhatsApp. They are also aware of the actions they can take against such misinformation. The study suggests that although Malaysian seniors can identify fake news, continued education and media literacy initiatives are needed to reinforce their abilities to navigate the complex fake news that exists in society. The policy implications of this study include the need for actions to develop seniors' media literacy, with a focus on efficient and critical thinking. Such initiatives are important for enabling this demographic to effectively combat fake news, which is crucial in the overall fight against misinformation on social media platforms.

**Keywords:** *Media literacy, fake news, COVID-19, WhatsApp, Malaysian elderly*

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## **Reassessing Chinese Eco-Cinema Based on Media Ecology Idea: A Systematic Literature Review (SLR)**

Shi Yilin, Nurzihan Hassim, Shamsiah Abd Kadir, Zhou Yang

*Universiti Kebangsaan Malaysia*

Since the 1990s, Chinese eco-cinema have attracted wide attention from practitioners and researchers in various fields in China. Chinese eco-cinema shows Eastern traditional aesthetics and regional social and cultural characteristics, while also injecting the spiritual core of green and sustainable development into Chinese films. This study aims to 1) reveal the hot topics of Chinese eco-cinema research, 2) identify core viewpoints of “media” and “ecology” in the concept of Chinese eco-cinema, and 3) determine the significance of Chinese eco-cinema as an “ecological media” according to the idea of media ecology. In other words, the relationship between Chinese eco-cinema and media ecology is demonstrated through this systematic literature review (SLR). In this study, 1628 Chinese eco-cinema studies retrieved from CNKI and Scopus databases were comprehensively analyzed. The research was conducted by using PRISMA method and EndNote X9 reference management software to screen, de-duplicate, exclude and include these studies. Next, the 75 studies were further selected by the VOS Viewer and CiteSpace platforms, and 20 of the higher quality studies with strong relevance to the research questions were finally included in the systematic analysis. The results of the SLR shows that Chinese eco-cinema research is shifting from film text criticism towards the exploration stage of communication effect and environment. A method of applying holistic and systematic media ontology and media ecology to study Chinese eco-cinema is gradually attracting the attention of scholars. Based on this review, we propose to use the three key points of media ecology: “human”, “media (technology)” and “ecology” to study Chinese eco-cinema.

**Keywords:** *Chinese eco-cinema, media ecology, media philosophy, film ontology, systematic literature review*

## **The Characteristic and Exploration Direction of Chinese Cinema Therapy from an Interdisciplinary Perspective: A Systematic Literature Review**

Zhou Yang, Shamsiah Abd Kadir, Nurzihan Hassim, Shi Yilin, Zhou Hui

*Universiti Kebangsaan Malaysia*

In the context of the rapid integration of cognitive science and art, complementary art therapy methods, theory and clinical practice have been widely valued. Cinema therapy is a kind of art therapy that intervenes in public health events and scientific clinical fields with an interdisciplinary perspective through the form of film media. Cinema therapy does not completely follow the standard clinical intervention measures of traditional psychiatric diseases. And it needs to mobilize the audience’s initial feeling, emotional perception or thinking cognition. In order to explain the characteristics and exploration direction of cinema therapy, especially Chinese cinema therapy research, this paper conducted a systematic literature review (SLR) of studies indexed in Elsevier’s Scopus database and CNKI database (the final sample included 19 articles from Scopus database and 9 articles from CNKI database). This study used SLR to sort out and discover the research focus of cinema therapy. Then, it provided scientific theoretical basis and outline for this field. At the same time, using VOSviewer to form relevant research keyword co-occurrence and literature coupling data, this paper compared and expounded the current research



characteristics of cinema therapy. Finally, this study further provides reference for the formation of systematic research on Chinese cinema therapy.

**Keywords:** *Cinema therapy, cinema therapy, cinema education, mental health, Chinese cinema therapy*

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## **A Systematic Literature Review of Natural Disaster Reporting on Douyin in the Era of Short Videos**

Wu Si

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With the widespread adoption of smartphones and the rapid development of network technology, the short video industry has risen quickly, ushering in an era of rapid growth. Short video news, characterized by its visual appeal, real-time updates, multimedia elements, mobile-friendliness, and user engagement, meets the modern social media audience's demand for fast access to and sharing of news information, making it an increasingly favored form of news reporting by media outlets. Douyin is China's most popular short video platform, with 755 million monthly active users in China as of February 2024, far surpassing any other short video platform. As one of the countries most affected by natural disasters, China places great importance on disaster reporting and risk communication in the digital age when faced with sudden natural disasters. Therefore, natural disaster reporting on Douyin has garnered significant attention. To construct a research framework for natural disaster reporting on Douyin, this paper conducted a comprehensive literature review. While current academic research provides a wealth of literature on Douyin and disaster reporting, few studies narrow the scope specifically to natural disaster reporting on Douyin. Using keywords such as natural disaster, crisis, natural disaster reporting, social media, Douyin, short videos, short video reporting, and citizen journalism, this paper followed the literature review procedure described by Otero-Cerdeira et al. (2015) and searched web-based literature (including blog posts and institutional websites), official literature (e.g., government and disaster organization reports), and scientific literature (e.g., books and journal papers). The review also included a backward search of references to identify additional relevant literature. The main perspectives from the literature were summarized and are explained in this paper.

**Keywords:** *Short video news, Douyin, natural disaster reporting, social media, citizen journalism*

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MONDAY 11 NOVEMBER 2024

**SESSION 2: Media Literacy and Resilience in a Disruptive Era** ——— ROOM 1

## **Quality Assessment of Chinese Idiomatic Expressions in Malay Subtitles**

Tan Ying Yee

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The translation of idiomatic expressions in subtitling presents significant challenges due to the unique demands of the medium. Practices such as text reduction, condensation, and omission are often essential to comply with technical limitations such as screen time

and reading speed. Although numerous studies have examined translation strategies for idiomatic expressions in subtitling, there is a limited body of research assessing the quality of these translations, particularly in the Chinese-to-Malay context. This study seeks to contribute to the existing literature on translation quality assessment by focusing on the translation quality of Chinese idiomatic expressions in Malay subtitles. The rise of the internet and digitalization has positioned Over-The-Top (OTT) video streaming platforms as major players in the Malaysian media landscape. Among the diverse range of content offered, Malaysian viewers have shown a significant inclination towards Chinese dramas and films. This study aims to examine Chinese drama series on Netflix, selecting a total of nine series as research material. The sampling method used in this study is purposive, based on the following criteria: accessibility on Netflix, availability of Malay subtitles, release within the past five years, and popularity among Malaysian viewers. Idiomatic expressions were retrieved from three episodes of each drama series using a random sampling method. Documentation techniques were employed to collect the data and record it in an Excel file. This qualitative study utilized Pedersen's (2017) FAR model as the theoretical framework. A thematic analysis was used to identify the idiomatic expressions found in the drama series and examine their translation from three aspects: Functional Equivalence, Acceptability, and Readability. Functional Equivalence assesses the semantic and stylistic equivalence of the target text, Acceptability evaluates grammar, spelling, and idiomaticity, and Readability considers technical aspects such as segmentation, spotting, punctuation, line length, and reading speed. The analysis included an error analysis with a three-tier penalty scoring system (minor, standard, and serious). The findings of this study aim to improve subtitling practices by enhancing the understanding of translating idiomatic expressions in Chinese-to-Malay subtitles. By focusing on three key aspects, the outcomes have the potential to inform the quality of Malay subtitles for Netflix's Chinese drama series, while also providing valuable insights into selecting effective subtitling strategies that enhance comprehension and readability for viewers.

**Keywords:** *Idiomatic expressions, Chinese-to-Malay, subtitling, translation quality*

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## **Media and Health Literacy Among Postpartum Women in Malaysia**

Dg Marshitah Pg Baharuddin, Norhuda Salleh Salleh, Siti Fatimah Sa'at, Abdul Jabbar Ismail

*Universiti Malaysia Sabah, Malaysia*

With the widespread adoption of smartphones and the rapid development of network technology, the short video industry has risen quickly, ushering in an era of rapid growth. This study investigates the factors that predicts adherence to WHO balanced nutrition guidelines among postpartum women and whether level of media and health literacy is significantly associated with non-adherence to balanced nutrition. Understanding these relationships is crucial for developing effective interventions to support postpartum women in making healthy dietary choices. A cross-sectional design was employed, utilizing an online survey conducted via Google Forms from January 1 to January 31, 2024. Multivariable logistic regressions were performed to identify significant predictors of non-adherence to WHO balanced nutrition guideline, while Pearson Chi-Square statistical test was performed to investigate association of media and health literacy with the choice to follow the guideline by WHO. After excluding responses with more than 10% missing data, 428 postpartum women were included for analysis. Majority of respondents had high levels of media and health literacy with 98.1% accurately interpreting online health information. High level of

both media and health literacy were found to be consistently and strongly correlated with adherence to WHO balanced nutrition guidelines. These results underscore the critical role of health literacy in promoting adherence to nutritional guidelines. This study highlights the crucial role of health literacy in promoting adherence to WHO nutritional guidelines among postpartum women. The findings suggest that interventions aimed at improving health literacy, particularly regarding nutrition, could enhance postpartum women's ability to make healthy dietary choices. This has significant implications for healthcare strategies and policies focused on maternal and child health, emphasizing the need for targeted educational programs. By addressing these gaps, healthcare providers can better support postpartum women in achieving optimal health outcomes for themselves and their children.

**Keywords:** *Health literacy, postpartum nutrition, media literacy, dietary adherence, cross-sectional study*

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## **AI-Powered Media: Revolutionising Storytelling in Animation Production—A Beginner's Perspective**

Mohamad Razeef Shah, Safwan Anwar, Ahmad Md Redzuan, Naquefarhan  
*Universiti Teknologi MARA, Malaysia*

The widespread adoption of artificial intelligence (AI) has significantly transformed several production methods in the global creative industries, including Malaysia. The application of AI-assisted media is seen to be utilised as the initial tool in developing the early pre-production development from the conceptual process of developing an idea to the final script for the creative industry, specifically towards animation production. Each component in the pre-production phase is seen to incorporate AI-driven technology as the primary catalyst for initial development. This transformative role is evident and can be specifically applied in conceptualising and realising storytelling within animation production. This paper examines the utilisation and integration of AI-assisted media and tools in the initial story development process in the pre-production stage of animation production. The study employed a qualitative indirect observation method to examine the AI-assisted media currently available for generating story elements. The functionality of these AI-assisted media is monitored based on their ability to generate ideation and storytelling elements using the six steps of the story-driven approach in story development: ideation, story arc, logline, treatment, synopsis, and scriptwriting. The samples of available AI-assisted media were selected using purposive sampling based on the criteria of generating story elements through the generative capabilities of natural language processing and existing online data derived from user reviews, forum discussions, and expert analyses. The findings indicate that four AI-assisted media were identified for each of the six steps of the story-driven approach. These twenty-four distinct AI-assisted media can be employed to enhance the story development process for aspiring storytellers and animators in animation production. The integration of AI-assisted media indicates that AI is transforming the story development process by making it more efficient and reducing the time required for production. Additionally, it effectively communicates the desired story and plot development.

**Keywords:** *AI-assisted media, animation storytelling, animation production, AI-driven storytelling, creative automation*

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## **Social Media as a Catalyst for Personal Branding and Motivation among Malaysian National Athletes**

Ong Ai Ling, Phee Jinq En

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In today's digital age, personal branding is a crucial strategy for athletes to capitalise on their name, image, and likeness. Athletes often tailor their social media presence to enhance their personal brand and gain advantages. However, there is limited understanding of the behaviours and motivations behind personal branding among Malaysian national athletes. This study explores these motivations and strategies, providing insights and frameworks that future Malaysian athletes can use to strengthen their brands on social media. Based on the self-presentation theory, this study involved semi-structured in-depth interviews with 10 Malaysian national athletes. The research aimed to investigate athletes' behaviours during personal branding activities. The findings reveal that Malaysian national athletes commonly use social media for additional income and to inspire others. While there are variations in personal branding strategies, some commonalities exist. The study also found a relationship between motivations and branding strategies, as strategies often depend on underlying motivational factors. These insights offer practical value to the sports community and stakeholders by illuminating how athletes use social media for personal branding and its potential benefits.

**Keywords:** *Athletes, personal branding, social media, motivation, self-presentation*

## **SESSION 2: Media Literacy and Resilience in a Disruptive Era**

ROOM 2

### **The Five Stations of Artistry in Film Narrative: A Sufistic Interpretation**

Azrain Arifin

*Taylor's University, Malaysia*

This study explores Islamic perspectives on film narrative structure, proposing a framework based on Sufi concepts of knowledge (*maqamat*). A qualitative approach employing textual analysis of the Quran and Sunnah, supplemented by exegeses, academic sources, and films, was used. Its methodology involves systematically coding and interpreting texts to uncover themes, patterns, and contextual meanings. Recognising Sufism's centrality, the research discovers a parallel between the *maqamat* and film narrative's artistic levels. The findings reveal five stations of artistry in film narrative when interpreted from a Sufistic perspective. This framework offers an alternative concept to Western principles, complementing them by integrating the element of spirituality.

**Keywords:** *Film, narrative, screenwriting, Sufism*

### **Art Undergraduates' Learning Burnout in Art University**

Kefeng Li<sup>1</sup>, Yidian Song<sup>2</sup>

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Achievement goal theory is an important social cognitive theory in the field of psychology on goal issues. It is widely used in the study of specific groups of college students such as engineering, business, and ethnic minorities. There are few studies directly targeting

the achievement goal of art college students. Art college students have a strong sense of belonging to their majors, their learning is monotonous and boring, and their external motivation is strong, but their internal motivation is weakened. This study aims to understand the achievement goal of art college students, which will help stimulate and maintain the internal learning motivation of college students and improve their learning effect and satisfaction. The Achievement Goal Orientation Scale compiled by Liu Huijun et al. (2003) was used, with a total of 29 measurement items. An online questionnaire survey was conducted on the achievement goal trends of 1,109 art college students.

**Keywords:** *Art universities, art undergraduates, achievement goal, learning burnout*

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### **Workplace Well-being of Women Journalists of Pakistan: A Favor Bestowed or a Right Fulfilled**

Humaira Sharif, Amira Sariyati Firdaus, Haroon ur Rasheed Baloch, Qiu ZhenYu, Soo Hui Lee

*University of Malaya, Malaysia*

The news industry in Pakistan faces significant challenges, particularly concerning workplace well-being, which encompasses physical and mental health, job security, work autonomy, and work-family balance. Despite global advancements, Pakistani women journalists continue to face gender disparity and patriarchal attitudes, leading to inequality, discrimination, and marginalization. Consequently, among total strength of 3182 National Press Club (NPC) members, only 205 are women journalists leading to significant underrepresentation of gender perspective and women-related issues in Pakistani media. Therefore, this research aims to highlight hardships faced by Pakistani women journalists emphasising the urgent need for policy reforms to create more equitable work environment. Grounded in the intersectionality theory, this qualitative study utilized Focus Group Discussions (FGDs) with journalists from Urdu, English, and broadcast media, including male, female journalists, and media managers, with at least seven years of experience and NPC membership. Thematic analysis of six FGDs identified key challenges like gender-based discrimination, minimal managerial support, and limited career advancement opportunities. The study found depleting retention rate of women journalists due to insufficient role of media houses in protecting their rights. The study underscores need for structural changes, and stringent anti-discrimination policies within media organizations to promote diversified gender perspectives and nurture gender sensitivity in society.

**Keywords:** *Media, women journalists, working conditions, workplace well-being*

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### **Youth Radicalization-Countering Strategy Within the Post-COVID-19 Landscape: A Case Study in Indonesian Intra-University Students' Organizations**

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*Universitas Gadjah Mada, Indonesia*

While religious radicalization can occur at any age, a young person seeking a sense of belonging, purpose, and identity may very well be highly vulnerable to radicalization. Although the COVID-19 epidemic has receded, the spread of the “radicalism virus” remains a source of concern. This study aims to analyze the aspects that contribute to students’

radicalization and explore counter-radicalization communication strategies based on youth initiatives, particularly in the Indonesian university context. Hence, the authors conducted a qualitative multiple case study to explore the issue. To collect data, the authors conducted a semi-structured interview with nine coordinators of religious affairs in each of the students organizations. To enrich the data, the authors also collected secondary data from relevant documents related to the study. The interview results and documents were transcribed, coded, and categorized into themes relevant to the study findings. The findings of the study reveal internal and external causative aspects of students radicalization. Furthermore, the findings indicate a bottom-up and student initiative based communication strategy model including: (1) offline participatory religious programs (seminars, discussions, and mentoring); and (2) online social media-based religious initiatives to counter the spread of religious radicalization within the higher education institutions setting. It is expected that the students' organizations' coping strategies can offer lessons to be learned, in particular, the shaping of radicalization awareness and promotion of religious moderation for youths through various communication channels.

**Keywords:** *Communication strategy, Indonesia, radicalization, students organizations, youth initiatives*

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### **Analyzing Persuasive Strategies of Indonesian President Jokowi and Malaysian Prime Minister Anwar Ibrahim on Social Media: A Comparative Study using the Elaboration Likelihood Model**

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The digital realm has risen to prominence as a platform of political discourse. The use of social media, in particular, provides an environment for political leaders seeking to attract and convince the public. Social media has afforded politicians with platforms to reach new audiences and disseminate their messages with less control and at a relatively low cost. The main objective of this research is to examine and compare the persuasive strategies employed by Indonesian President Jokowi and Malaysian Prime Minister Anwar Ibrahim on social media platforms (Twitter and Instagram) using the Elaboration Likelihood Model (ELM). The study aims to analyze the persuasive strategies used by President Jokowi and Prime Minister Anwar Ibrahim on Twitter and Instagram over a six-month period from January 2023 to June 2023. The chosen duration is considered significant as it represents an important timeframe for both heads of state. The study utilized thematic analysis to analyze the selected social media posts from Jokowi and Anwar Ibrahim. The analysis was based on the categories within the Elaboration Likelihood Model (ELM) framework, which include message content, use of evidence, emotional appeals, credibility cues, and source attractiveness. These categories will capture both central and peripheral cues and arguments employed by the leaders. This research has important practical implications for politicians and their political campaigns to reach and influence voters through social media, particularly among the younger generations. By comparing the strategies of President Jokowi and Prime Minister Anwar Ibrahim, who belong to different countries and cultural contexts, this research offers a cross-cultural perspective. It enables us to examine how persuasive tactics may differ or overlap across national boundaries, shedding light on the influence of culture on political communication.

**Keywords:** *Political communication, Malaysia, Indonesia, persuasive, Twitter, Instagram, Elaboration Likelihood Method*

**SESSION 2: Media Literacy and Resilience in a Disruptive Era** — ROOM 3

## **Challenging Female Ideal Body Stereotypes: A Qualitative Research of Positive Body Image Representations on Red (Xiaohongshu) Platform**

Chen Zhang, Juliana Abdul Wahab

*Universiti Sains Malaysia, Malaysia*

The ideal female body stereotype is one of the long-standing aesthetic standards in Chinese society and culture, which not only affects individual women's self-perception and psychological state, but is also constantly reinforced on social media, with increasingly outrageous aesthetic standards causing distress in female body images (Rajanala et al., 2018; Aparicio-Martinez, 2019; Xie, 2024). Red (Xiaohongshu), as the most popular social media platform for Chinese women, has more users who are aware of the negative effects of ideal body image (Lang, 2024) and challenge the ideal body image by posting positive body image posts under the theme "rejecting body anxiety". Existing studies mostly focus on the analysis of static images or single text symbols of positive body image, and the lack of research on the dynamic construction process of the video and how to construct a positive body image on the Red platform is the focus of this study. Therefore, this research used the representation theory and employed textual analysis as the research method to analyze 134 posts by five influencers promoting a positive body image on Red. The results show that imperfect body features and friend-like discursive statements displayed by influencers could bring the viewer closer and lead the viewer to a positive body image. These findings also fill a gap in the study of representation theory in social media and provide new perspectives on the mechanisms of decentralized representation communication. It also helps to generate new insights for promoting physical and mental health in the media in the future.

**Keywords:** *Positive body image, social media, Xiaohongshu, representation, stereotypes.*

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## **Reclaiming Identity Through Storytelling of a Community in the Media**

Ramachandran Ponnann

Two books were published in Bahasa Malaysia and the Tamil language that explore facts to dispel any narrative (as being depicted currently), other than the fact that migrant Indians were first to work on tea, coconut and rubber plantations in British Malaya. So have migrant Indians in Carey Island, brought in by E. V. Carey the entrepreneur in 1906, to transform swamp land into large viable plantations. Over the century the gradual erosion of cultural practices and their identity is evident today among the Indian community as a result of capitalist encroachment. The narratives compiled in the books were intended to transform the thought process of Indians not to remain in their comfort zone, to excel beyond their present state, hence reclaiming their identity through subtle storytelling in the media. Data was retrieved from the Carey Island Museum, articles from plantation libraries as secondary source and interviews as primary source from 65 former students and teachers of Tamil schools who lived and taught on the island from the 50's to late 90's. The books reached a wide audience through the sale of hard copies, promotions and stories through the Tamil press and electronic media and social media. Affirmative feedback was received through social media, phone calls and requests for additional prints. The intended

transformative feedback was, again in the form of other similar diaspora groups wanting to publish their own community stories upon sighting these publications.

**Keywords:** *Carey Island, E. V Carey, migrant Indians labourers, reclaiming identity stories*

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## **The Effects of Gratifications on Continuance Usage Intention Among Weibo Users: A Study in China**

Ng See Kee, Zhou Hongfei

*Universiti Sains Malaysia, Malaysia*

The use of social media platforms is increasing worldwide. Gratification is seen as a key component to engaging social media users via social media platforms. Social media platforms in China have shown a rapid increase in user numbers and activities, offering researchers a chance to explore its unique characteristics. However, Weibo, one of China's most popular social media platforms with millions of active users has not been thoroughly researched in terms of user satisfaction and the intention of users to continue using the platform. Drawing on the Uses and Gratifications Theory and Stimulus-Organism-Response (SOR), this study delved into the effects of various gratifications on users' satisfaction and continuance usage intention of Weibo. Using the snowball sampling technique, this research study recruited a total of 414 Chinese Weibo users through an online survey. The results of the SmartPLS analysis indicate that different types of gratification hedonic gratifications (entertainment value and passing time), social gratifications (social value), utilitarian gratifications (utilitarian value and information-seeking), and content gratifications (information sharing) have a positive effect on the users' satisfaction. In addition, Weibo users' satisfaction positively affects Weibo's intention to continue using it. This study offers a comprehensive understanding of how various gratification dimensions enhance user satisfaction and sustain continued usage intentions, particularly on the Weibo platform. The findings provide valuable insights for improving user experience and shaping the strategic design of social media platforms, ensuring their ongoing relevance in the digital landscape.

**Keywords:** *Weibo, gratification, continuance usage intention, uses and gratification theory, stimulus-organism-response theory*

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## **Natural Disasters Related Information Verification Behaviors Among Youth on Social Media: An Information Seeking Theory Approach**

Maisarah Maliki, Jusang Bolong

*Universiti Putra Malaysia, Malaysia*

Today's youth receive a lot of natural disasters related information, however, factors that determine how they verify the natural disasters related information obtained have not been given serious attention. Therefore, adopting the Information Seeking Theory approach, this study aims to determine the information seeking factors such as cognitive homogeneity, information quality, social motivation, heuristic and social tie variety that can form information verification behaviors among youths. The research model was tested with a self-administered survey that collected data from 500 Malaysian youths from five different states: Kedah, Melaka, Terengganu, Selangor and Sabah. This study provides important practices that can affect youths and social media users in particular. Users who

have many reasons to seek information about natural disasters are important in shaping natural disasters related information verification behaviors. Results show that cognitive homogeneity, information quality, social motivation and heuristic influence youth in the formation of natural disasters related information verification behaviors. All factors also show a positive association with the information verification behaviors. In the context of social media, information seeking factors play an important role as a catalyst for natural disasters related information verification behaviors. Understanding the behavioral patterns of young social media users is a necessity to increase the level of media literacy.

**Keywords:** *Natural disasters related information verification behaviors, information seeking factors, youth, social media*

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DAY 02 TUESDAY 12 NOVEMBER 2024

SESSION 3: Sustainable Practices in Media and Culture

ROOM 1

**Social Media and Media Sustainability: The Role of Diverse Body Representation**

Song Siyi

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Social media has been identified to have negative impacts on the body image of young women by many studies in recent years. Viewing mono-ideal bodies on social media platforms promotes body dissatisfaction due to the upward appearance comparisons with models in images, which does not follow the aim of media sustainability, including promoting diversity and inclusion. In this case, some scholars suggest that presenting more diverse bodies on social media might buffer the negative influence brought by ideal-body image exposures, which can alleviate body anxieties and increase body appreciation and body satisfaction for young women. Thus, in this study, the mechanisms that influence the body image of young women in the context of social media were discussed. In addition, a review of the relevant experiments that discuss the positive role of presenting body diversity on social media were integrated and discussed. Findings indicate that appearance-based social comparison and self-objectification are two main mechanisms that promote negative body image for young women. Apart from these, internalizations of ideal appearance, unacceptance by others, a low level of embodiment, and self-discrepancies also increase the risk of forming a negative body image. Furthermore, many studies have proved that presenting diverse bodies on social media could be beneficial to psychological well-being, including self-compassion, self-esteem, positive emotions, and intuitive eating. Therefore, from the perspective of this study, presenting diverse bodies on social media is beneficial to breaking the mono-aesthetics of the body, embracing more diverse beauties among societies, and ultimately promoting a more sustainable social media environment.

**Keywords:** *Social media, media sustainability, well-being, body image, young female*

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**The Impacts of Proposed Retirement Pension Abolition on Perceptions and Behaviours: A Focus Group Discussion**

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*Universiti Teknologi MARA, Malaysia*

The amount of public service pension payments has increased significantly, from 10 billion in 2010 to a staggering 32 billion in 2023. The Malaysian government spending to sustain it creates a significant burden on the country's finances and development plans. It recently announced the elimination of retirement pensions, sparking mixed reactions from the public where such an announcement would be substantially efficient through the deployment of strategic communication management. The focus will be on effectively disseminating the message to cushion any negative perceptions. This study aims to identify the people's perceptions and behaviours of the proposed abolition of the retirement pension scheme for Malaysia's new civil servants who will instead contribute through the Employees Provident Fund (EPF). The qualitative methodology sampled 55 informants from political leaders, and university students to public and private officials through focus group discussions. The results indicate that most participants reacted negatively to the announcement and further anticipated that the government would struggle to retain

young talent in the public sector due to the abolition of pensions. This could lead to higher turnover and increased costs for the organisation. This study suggests that civil service performance should be evaluated based on merit, not just financial measures. Additionally, effective communication is essential for highlighting long-term benefits and strategically persuading young talents to join the public sector albeit the discontinuation of the pension scheme.

**Keywords:** *Perception, behaviours, pension, communication management, civic engagement*

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### **Expatriate Teachers' Life in China: Challenges and Cross-Cultural Adjustments**

Le Roujia, Ireena Nasiha Ibnu, Tengku Elena Tengku Mahamad

*Universiti Teknologi MARA, Malaysia*

Teaching is one of the most popular careers for foreigners in China. However, this career would be a life challenge for some of expatriate teachers who have strong ties to their home country. Therefore, this study intends to explore the way expatriate teachers adapt to life in China. Eleven expatriate teachers who taught in China were selected from five Chinese colleges. Semi-structured interviews were conducted to explore their challenges, and adaptation strategies. Three significant outcomes from the study are highlighted, which further the conversation about how to foster cross-cultural adaptation while working overseas. First, language barrier is the greatest challenge for expatriate teachers. To overcome this obstacle, they rely on assistance from people around them, translation software such as iTranslate Translator, and their own efforts like learning Chinese. Second, cultural distance caused certain discrepancies for expatriates, but most of them can essentially adjust through localization and the application of their own constructive ideas. Third, the communication, financial, and other daily services provided by Chinese social media applications such as WeChat have made life easier for expatriate teachers working in China. This study contributes to the current literature of expatriate teachers in China in the field of cross-cultural communication and education.

**Keywords:** *Cross-cultural adaptation, expatriate teacher, Chinese college, intercultural communication, adaptation strategy*

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### **Messaging Strategies for Communicating Medical Crowdfunding Information in Social Media — A Content and Effectiveness Analysis of Medical Crowdfunding Posts on Weibo in China**

Cai Ying Ying, Syafila Kamaruddin, Jiang Xiaoyu, Zhang Xin, Tang QingQing

*Universiti Putra Malaysia, Malaysia*

Online crowdfunding relies heavily on individual projects and textual presentations to solicit donations, attracting both acquaintances and strangers. Narratives of solicitation text serve as an important strategy for influencing donation behavior, necessitating an understanding of how to structure project presentations effectively. To develop recommendations for optimizing medical crowdfunding messaging via social media, this study not only examined prevalent content features of medical crowdfunding on Sina Weibo but also identified factors that contribute to message effectiveness. By conducting a retrospective content analysis of medical crowdfunding posts on Sina Weibo in China throughout 2023, the study identified the author's gender, author type, target audience,

photos with/without humans, message sentiments, and message strategies using systematic coding, which was analyzed for effectiveness using SPSS. Out of the 394 posts subjected to analysis, private authors emerged as the dominant voices, directing their appeals predominantly toward the general public while often expressing sentiments that ranged from neutral to negative. Notably, human imagery and informative message strategies was the pivotal factor in determining post-effectiveness, eliciting heightened audience engagement in terms of likes and shares. The negative sentiment posts influence the effectiveness of the comments. These findings underscore the potential of social media campaigns in promoting altruistic health behaviors while emphasizing the critical role of strategic message design by using human imagery, informative message strategies, and negative sentiments to improve audience engagement.

**Keywords:** *Medical crowdfunding, content feature, message effectiveness, audience engagement, content analysis, Sina Weibo*

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### **Exploring Traditional Film Aesthetics for Virtual Reality Cinema: A Practice-Based Research Approach**

Sheng Zhenyu, Normaliza Abdul Rahim, Benjamin Loh  
*Taylor's University, Malaysia*

The rapid development of virtual reality has transformed the creative industries by challenging traditional media through revolutionary immersive storytelling. However, filmmakers find it challenging to apply traditional cinematic practices of framing, editing, and cinematography to VR films. These strategies have traditionally guided audience attention and enhanced film narratives but may be ineffective in VR's 360-degree spaces, reducing control over viewer attention and engagement. This necessitates practical modifications of traditional techniques to make them suitable for VR cinema. This paper explores the adaptation of conventional film aesthetics into VR cinema using theories by André Bazin and Sergei Eisenstein. A practice-based research approach was employed to analyze the production of a VR short film, *The Infiltrator*. The creative process is documented to investigate how Bazin's realism and Eisenstein's montage theory can be adapted in VR cinema to enhance viewer engagement. Key findings suggest that adapting traditional framing and camerawork through shooting zones, thoughtful actor positioning, and slow camera movements keeps the audience comfortable and immersed. Bazin's long-take approach is effective, allowing uninterrupted observation of characters and scenes, thus enhancing viewers' empathy and presence in VR. Simultaneously, spatial montage akin to Eisenstein's guides viewer attention without breaking immersion. Soft transitions, such as fades and dissolves, avoid the disorientation of quick cuts, preserving emotional continuity. This study focused on framing, editing, and cinematography in VR films. Future research could explore the importance of sound, lighting, and color in VR film aesthetics. Further studies might examine these cinematic aesthetics across diverse genres and how evolving VR technologies support aesthetic aspirations for meaningful storytelling.

**Keywords:** *Cinematic virtual reality (CVR), film aesthetics, viewer immersion, practice-based research, VR film production*

**SESSION 3: Sustainable Practices in Media and Culture**

ROOM 2

### **Gender and Politics in The Digital Age: A Sentiment Analysis of Online Media Coverage and Agenda Setting for Female Legislative Candidates in Indonesia's 2024 Elections**

Erwin Rasyid<sup>1</sup>, Hari Akbar Sugiantoro<sup>1</sup>, Rinta Arina Manasikana<sup>1</sup>, Dzikrina Aqsha Mahardika<sup>2</sup>

<sup>1</sup>Universitas Aisyiyah Yogyakarta, Indonesia; <sup>2</sup>Universitas Muhammadiyah Karanganyar, Indonesia

Women's involvement in elections often involves gender perceptions that have the potential to undermine women's competence. The mass media plays a central role in shaping public perceptions and attitudes regarding women's participation in elections. This study aims to analyze the sentiment of online media coverage and agenda-setting towards female legislative candidates in the 2024 Indonesian General Election (Pemilu). This research is a descriptive quantitative study using sentiment analysis and agenda-setting methods to evaluate online media coverage of female legislative candidates in the 2024 election. Sentiment analysis involves text analysis and computational linguistics to identify and classify opinions or sentiments expressed in a text. Sentiment analysis was conducted to see opinions or tendencies towards an issue or object, whether they are neutral, negative, or positive. This study utilized the agenda-setting theory by McCombs and Shaw, which examines how media agenda-setting relates to the issue of women's participation in the election contest. Data collection was conducted by extracting text data using web scraping techniques from several online media outlets sampled in this study. These online media include Antaranews, CNN Indonesia, DetikNews, Kompas, Liputan6, Republika, and TribunNews. The results of this study show that out of 497 news articles, 205 were dominated by negative sentiment, 147 by positive sentiment, and 145 by neutral sentiment. Online media coverage in Indonesia still focuses on agendas related to fulfilling the 30% requirement for women's representation in parliament. These findings reflect ongoing challenges in media perception and support for women's involvement in politics. The role of media is crucial in shaping public opinion and supporting more equitable representation of women in politics, promoting a more positive representation to support female legislative candidates' involvement in elections.

**Keywords:** *Agenda setting, sentiment, female legislative candidates, online media*

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### **Cultural Diversity and Media Evolution: Crafting Effective Marketing Strategies in Malaysia**

Nik Aida N Mahamed, Hamed Mohd Adnan, Firuza Begham Mustafa

*Universiti Malaya, Malaysia*

The study seeks to explore the marketing strategies currently employed by Malaysian entrepreneurs on TikTok, focusing on their effectiveness in appealing to Malaysia's multicultural population. This paper systematically examines existing literature and industry reports, including case studies of successful TikTok campaigns within the Malaysian dietary supplement market, through a scoping review. The dietary supplement market in Malaysia is experiencing significant growth, mainly driven by the influence of social media platforms like TikTok. Entrepreneurs in this industry increasingly collaborate with

TikTok influencers to connect with a broad and culturally diverse audience. According to Statista, 55% of Malaysians consume dietary supplements, and 60.5% of these purchases are made online, mainly via TikTok, primarily due to social influence. Additionally, with the potential audience of 28.68 million users for TikTok ads, data from the Malaysian Journal of Science, Health & Technology (MJoSHT) 2024 highlights a recent surge in the demand for dietary supplements, reflecting a growing interest in wellness. The launch of TikTok Shop in February 2022 has led to an increase in its usage, surpassing YouTube and other eCommerce platforms as the most downloaded platform in Malaysia. From product purchases to brand loyalty, cultural trends influence consumer choices. Examining these partnerships through successful case studies provides businesses with valuable insights into the dynamics of influencer-brand relationships. The analysis of health supplement (HS) consumption on TikTok shows that the platform significantly influences the Malaysian public's awareness and perceptions of these products. TikTok is a significant source of information, where users engage with content that shapes their beliefs about health supplements. The findings emphasise the importance of culturally tailored marketing strategies in engaging diverse audiences and driving sales. These insights are precious for marketers seeking to optimise their TikTok campaigns, enhancing their ability to resonate with Malaysia's multicultural consumers and succeed in the increasingly competitive dietary supplement market.

**Keywords:** *Culturally-informed, marketing strategies, TikTok, social media influencer, dietary supplement, Malaysia*

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### **Exploring Intercultural Communication: International Postgraduate Students' Supervision Experiences in Malaysian Educational Settings**

Nur Atiqah Adzilla Anuar, Ireena Nasiha Ibnu, Mohd Yusof Zulkefli, Suffian Hadi Ayub  
*Universiti Teknologi MARA, Malaysia*

Intercultural Communication Competence (ICC) is as vital as math, science, and history. ICC stresses the importance of mutual respect, valuing others, and fostering productive working relationships by bridging cultural differences. As outlined in the Malaysian Education Blueprint 2015-2025, one strategy for internationalisation is to increase the number of international students studying in the country. The dynamic pressure of globalisation has produced profound effects on education across the globe, generating a remarkable transformation evident in the diversification of university campuses, notably in Malaysia. In the midst of the evolving landscape, ICC emerges as an essential factor influencing the creation of an inclusive and supportive learning environment, particularly for International Postgraduate Students (IPS) working under the guidance of local academic supervisors in Malaysian educational institutions. It is important to note that IPS and local academic supervisors are two individuals often compelled to face intercultural supervision. Thus, culture is too critical to be taken lightly by both individuals, especially by the enabler of supervision, academic supervisors. However, little is known about how interculturally competent the local academic supervisors in higher education institutions are, especially within academic supervision in Malaysia. Therefore, this research aims to address this gap by examining the comprehension of the ICC among local academic supervisors and International Postgraduate Students (IPS) in Malaysia. Using the Conceptual Model of Intercultural Competence, the study investigated how the understanding of ICC by local academic supervisors and IPS is reflected in their experiences within supervision settings. This study highlights the elements of Knowledge and



Comprehension, and Skills from the adapted model. Previous research has suggested that the aspect of language (skills) should be included in the Malaysian context. Considering this, this research anticipated that skills needed in ICC will diverge differently from the guidelines proposed by other researchers, as the current study is conducted in an era marked by significant technological advancement that facilitates overcoming language barriers. In this qualitative study, the researchers interviewed 15 local academic supervisors and 15 IPS from the top 10 countries with the highest IPS applications in Malaysia, including countries from Asia, Africa and Europe, to ensure a diverse participant pool. Data was analysed using thematic analysis to identify key elements of ICC and their impact on supervision experiences. The recorded audio was listened to carefully, and all interviews were transcribed. The perspectives of International Postgraduate Students (IPS) and local academic supervisors on ICC were categorised into themes identified during analysis. Based on these findings, an ICC framework tailored to Malaysia's international supervision settings was formulated, facilitating its adoption by local researchers. These insights will contribute a Malaysian perspective to the global understanding of ICC and hold implications for Malaysia's Ministry of Higher Education, particularly in enhancing strategies to attract more international postgraduate students to the country.

**Keywords:** *Intercultural communication competence, international postgraduate students, supervision experiences, higher education, Malaysia*

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## **A Comparative Study: Excessive TikTok Entertainment and its Impact Towards Public and Private University Students' Media Literacy in Malaysia**

Nur Balqis Muhamad Rizal, Nuraliyah Zaharin

*Universiti Teknologi MARA, Malaysia*

This research presents the main issues of excessive TikTok entertainment and its effects towards university students' media literacy. As we evolve with technological advancements, TikTok has risen as one of the most well-known global platforms, showcasing entertainment from diverse corners of the world which has consistently captured the attention of younger generations particularly students, by offering novel forms of entertainment. Initially, students are inclined to seek hedonic gratification by utilising TikTok as a means of enriching their leisure hours. However, this entertainment content on TikTok has led students to overuse the platform, which might affect their critical consumption, social interactions and attentiveness. This study particularly aims to investigate the impact of consuming excessive TikTok entertainment on university student's media literacy. This quantitative research employed probability sampling, using simple random sampling to select respondents from both public and private universities. This study utilised the online survey methodology by using Google forms and distributing it to a sample of 382 based on the population of 80,000 students from both universities in Selangor. Furthermore, the findings suggest that the excessive engagement with TikTok entertainment negatively impacts the media literacy of both university students. Regression analysis was employed to determine the impact of excessive TikTok entertainment influencing both university students' media literacy. Hence, acknowledging the impact of excessive TikTok entertainment on students' media literacy could empower the education sector to provide informed guidance on the judicious consumption of TikTok content, thereby aiding students in enhancing their media literacy skills.

**Keywords:** *TikTok entertainment, media literacy, university students, Malaysia*

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## **Digital Resistance to Colourism: Understanding How Selected Filipina Content Creators Challenge Colourist Ideals in TikTok Through Critical Technocultural Discourse Analysis**

Anansa Consumido Dijan

*Taylor's University, Malaysia*

Colourism remains a societal challenge in the Philippines with TikTok playing a critical role by providing a much-needed space for skin tone discourse. While there has been an extensive scholarly inquiry on colourism, the role of digital platforms and content creators remains underexplored. Drawing upon Critical Technocultural Discourse Analysis (CTDA) as the method, this research investigated how selected TikTok Filipino content creators challenge colourist beliefs in a country boosted by skin-whitening products. TikTok videos resulting from the keywords “colourism in the Philippines” and “Morena color in Philippines” were selected from creators who explicitly engaged with discourse on colourism. A total of 60 videos were analysed to identify recurring themes, narrative strategies, and the use of platform-specific affordances. Findings reveal how content creators leverage TikTok through its platform affordances such as hashtags and collaborative videos to raise social awareness against skin tone bigotry. Additionally, they use sarcastic humour, storytelling, and educational content to defy stereotypes and advocate for skin colour diversity affirming the value and power of the Morena skin tone. This research contributes to the field through its in-depth understanding of the interplay between technology, culture, and power dynamics, particularly in a context where colourism is deeply rooted. It also discusses implications for media literacy, advocacy campaigns, and platform policies.

**Keywords:** *Colourism, TikTok, content creators, Critical Technocultural Discourse Analysis, digital activism*

### **SESSION 3: Sustainable Practices in Media and Culture**

ROOM 3

## **The Cross-Media Narrative Practice of Time Raiders from the Perspective of Integrating Culture**

Wang ChenDong

*Universiti Malaya, Malaysia*

Starting from a cross-media perspective, this paper explores the stylistic innovation practice of Time Raiders. In areas where a single text of language, text, and audio-visual images is difficult to reach, the use of different media means crosses the boundaries adhered to by traditional carriers; with the blending of media, the narrative. With the intensified influence of means and narrative methods, cross-media narrative will become an effective form of cultural integration, and thus completely changing the way text is stored, read and published.

**Keywords:** *Cross-media narrative, cultural integration, narrative practices, Time Raiders*

## **Not Gonna Lie: Exploring Self-Disclosure Concepts in Anonymous Online Confessions Among Malaysians**

Syafiqah Mohd Ghazi, Diyana N. Kasimon

*Universiti Putra Malaysia, Malaysia*

With the rapid advancement of technology, the concept of self-disclosure has been extended to online spheres, shifting from traditional self-disclosure face-to-face communication to broadcast messages such as personal blogs, online forums, status updates, and captions on social networking sites (SNS) (Jiang et al., 2010). It is apparent that people seem to be comfortable with online self-disclosure by revealing private information to others widely (Paluckaite et al., 2019). Extensive information sharing on social networking sites (SNSs), however, can lead to long-term risks and negative behaviours such as cyberbullying, stalking, social anxiety, or even social media addiction (Ostendorf et al., 2020; Shabahang et al., 2022). Therefore, to avoid a long-term online risk, there is a growing trend in online self-disclosure that involves users adopting anonymity to conceal their identities while exchanging information. Within the Malaysian digital culture, cyber users are now placing their trust in an anonymous 'X' moderator (@meinNGL) operating on the 'Not Gonna Lie-NGL' messaging platform. Subsequently, this moderator will publicly share the messages within its own platform 'X' space. This scenario has challenged the fundamentals of "Social Penetration Theory" by Altman & Taylor (1973) and reversed its applications in the stages of relational development. Hence, this study investigated the concepts of anonymity in broadcast messages and self-disclosure on social networking sites (SNSs).

**Keywords:** *Self-disclosure, breadth, depth, anonymity, online confession, online identity, online interaction*

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## **Youth Engagement With The BDS Movement in Malaysia: Social Media Influence and Awareness**

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Boycott, Divestment, and Sanctions (BDS) is a movement that advocates punitive measures against the state of Israel, including boycotts, divestment, and economic sanctions, as a means to pressure Israel to comply with international law and uphold Palestinian rights. This study investigated the level of awareness, understanding, and intentions to share information about BDS among young university students in Malaysia. This study aims to understand the awareness and engagement among the young university students in Malaysia with the movement's activities. While many participants reported familiarity with boycott initiatives, the findings indicate an ongoing process of interpreting and applying BDS principles in practice. This study also examines the impact of social media campaigns, such as #boycottIsrael and #boycottIsraeligoods, on shaping students' perceptions and behaviours. The analysis focuses on participants' comprehension of the core principles of the BDS movement, including the boycott of Israeli and international companies involved in violations of Palestinian rights. Additionally, the research explored the factors that influence students' willingness to share BDS-related content and engage in boycott activities. The roles of social media, peer influence, and cultural context were critically examined in shaping these behaviours. Using a quantitative research method,

a total of 404 questionnaires were distributed, resulting in 371 valid responses collected from students attending public and private universities in the Klang Valley region of Malaysia. The findings contribute to the existing literature on digital activism and consumer boycotts within global social movements, offering valuable insights into the effectiveness of BDS awareness campaigns among young adults and providing recommendations for enhancing engagement with social justice initiatives in the digital era.

**Keywords:** *Awareness, boycott, social movement, digital activism, BDS movement*

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## **Exploring The Influence of AI-Powered Tools on Academic Skills and Knowledge of Students and Academicians in Pakistan**

Lubna Zaheer

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The rapid advancement of artificial intelligence (AI) technologies has led to a transformation in education worldwide. AI tools provide academic support not only to students but academicians also. They can be used anywhere and anytime to enhance knowledge and skills. This study examined the potential impact of AI-powered tools on academic skills and knowledge. This study also focused on understanding the determinants of AI tools' acceptance and use for academic support among students and teachers, influencing their satisfaction and academic performance. The survey research design was employed, and the total sample size was 250 respondents, with 200 students and 50 academicians from different universities. Valid scales for, Performance Expectancy and facilitation condition (Venkatesh et al., 2016), Students' Engagement (Su et al., 2023), Assessment Effectiveness (Dodeen, 2013), and satisfaction of using AI tools (Gopal et al., 2021), were used for data collection. Students are more inclined to use AI tools to improve their academic performance. However, academicians are still hesitating to adopt AI tools in their academia process. The findings indicate that performance and effort expectancy, information accuracy of AI tools, pedagogical fit to meet the student and teacher's expectations, and interaction with tools are important factors in predicting the acceptance and use of AI tools among students and academicians. The rising use of these AI tools has improved students' satisfaction levels and significantly impacted students learning outcomes, however, it did not induce the same satisfaction level among teachers. This study provides a comprehensive analysis of AI tool adoption among students and academicians in Pakistan.

**Keywords:** *Artificial intelligence, AI in education, academician, academic support*

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## **Self Concept Clarity and Celebrity Worship in Chinese Undergraduates: The Effects of Attachment Style, Cognitive Flexibility, and Materialism**

E Quanling

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Social media has attained significant popularity in China. The regular engagement of Chinese undergraduates with social media has resulted in an increased prevalence of celebrity worship. Certain irrational consumption behaviours directed towards celebrities have sparked controversy and raised concerns around materialism and the self-concept of

undergraduates. The present study examined Chinese undergraduates aged 18-22, utilising social cognitive theory and the absorption-addiction model to explore the impact of materialism and social media exposure on self-concept clarity, as well as the influence of self-concept clarity on celebrity worship. The present study employed quantitative research through 497 participants, revealing the following findings: 1) Materialism has negative affect on self-concept clarity; 2) No significant relationship exists between social media exposure and self-concept clarity; 3) Self-concept clarity positively influences entertainment-social celebrity worship; 4) Self-concept clarity positively influences intense-personal celebrity worship; 5) Self-concept clarity negatively influences borderline-pathological celebrity worship. The present study bridges a gap in existing research of celebrity worship and self-concept clarity and offers significant insights into the relationship between consumer behaviour and self-concept on social media. It fosters a thorough comprehension of the star-chasing behaviour among Chinese undergraduates while simultaneously encouraging educators to develop students' appropriate material perspective and distinct self-concept. This study indicates that for borderline-pathological celebrity worshippers, addressing materialism is essential to enhance their self-concept.

**Keywords:** *Celebrity worship, self-concept clarity, materialism, social media exposure, attachment style, cognitive flexibility*

TUESDAY 12 NOVEMBER 2024

**SESSION 4: Ethics and Relation Management in Disruptive Media** — ROOM 1

### **Cyberbullying in Online Games: A Bibliometric Analysis and State of Art Review**

Muhammad Fakhru Rizuan Che Omar, Noor Aziah Abdullah, Mohd Nizam Saad, Nurulhuda Ibrahim

*Universiti Utara Malaysia, Malaysia*

Cyberbullying in online games has become a significant concern, impacting players' well-being and gaming experiences. This study aims to provide a comprehensive overview of cyberbullying in online games through a bibliometric analysis and state-of-the-art review. The research utilized the PRISMA method to analyze 160 documents from the Scopus database published between 2015 and 2024. A bibliometric analysis was conducted using VOSviewer software to visualize metadata elements. The bibliometric analysis revealed an upward trend in publications on cyberbullying in online games, with a notable peak in 2021. Key research themes included cyberbullying, online games, game addiction, and related psychological outcomes. The state-of-the-art review identified various forms of cyberbullying, including cyberstalking, sexual harassment, and abusive language. Factors contributing to cyberbullying include anonymity, toxic environments, and issues related to rank and gender. The impacts on victims were severe, encompassing mental health issues and decreased empathy. Prevention strategies highlight the need for a multi-faceted approach, combining technical measures, user education, parental involvement, and collaborative game development. The study emphasizes the roles of perpetrators, victims, and bystanders in cyberbullying incidents. Future research directions include conducting longitudinal studies to assess long-term psychological effects, exploring cultural differences

in cyberbullying behaviors, evaluating intervention practices, investigating game-specific factors influencing cyberbullying, examining the impact of emerging technologies like VR and AR, and studying bystander behavior in online gaming contexts.

**Keywords:** *Cyberbullying, online games, bibliometric analysis, state of art, literature review*

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## **Crime, Conflict, Community: Mediatisation of Social Media Contents in Multicultural Malaysia**

Chuan Tek Pheung

*Tunku Abdul Rahman University of Management and Technology, Malaysia*

A crime of mobile-phone theft at a Malaysian shopping mall sparked a riot, which spilled on to social media with racially flamed and politically toned comments. This research paper revisits the 2015 conflict from a mediatisation perspective, by exploring social media's affording of a democratised sphere for participatory communication, thus allowing users and "producers" to reflect or reinterpret media contents. Malaysia's multicultural and socio-political milieu entails mainstream media organisations, political parties and societal institutions that represent particular ethnic communities' well-being, hence racialising, politicising and polarizing actual and virtual communications. Using content analysis, this research analysed two newspapers' Facebook posts reporting on the mall brawl. The Malay language Berita Harian Facebook page had three posts with 26 comments and 2 replies, while the Chinese Sin Chew Daily had two posts with 55 comments and 1 reply. This research analysed all 84 responses, which found 28.5% of them were racially toned and 18% were political, while only 25% were connected to the initial incident of the crime; another 28.5% were totally unrelated topically. Content analysis revealed Facebook commenters' complaints about racists among their own ethnic group by chastising their own community for using racial slurs, as well as anger against those who play the race-card by sowing seeds of ethnic strife. From a mediatisation perspective, public discourse via social media challenges real-life societal, cultural and political sentiments; moreover, social media affords diverse voices that compete with contents and agenda set by media institutions. This study demonstrated many commenters seeking to soothe racial conflicts to counter rising animosities, which foster peace among the different communities in culturally diverse Malaysia. In terms of the research's implications on digital literacy, they caution individuals and institutions to beware of misinformation and disinformation, in addition to catalysing a community's aspirations to counter online tensions and real-life contentions.

**Keywords:** *Mediatisation, media literacy, multiculturalism, crime, conflict, community, social media*

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## **Pursue TV Engagement and Maintain Ethics: Exploring Immersive Journalism Indonesia TV Industry**

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*Universitas Multimedia Nusantara, Indonesia*

Immersive journalism is an innovative approach to enhance viewer engagement by creating extremely powerful emotional experiences, particularly in television news. It is expected



that the audience will envision themselves literally being present at the reported event. However, the utilisation of this technology poses challenges, including the necessity to harmonise technical manufacturing criteria with journalistic standards and maintain the credibility of the transmitted information. Previous studies have examined the ethical implications, production techniques, and educational aspects of immersive journalism in many nations, with multiple studies highlighting unsatisfactory outcomes. One of the most widely debated pieces of immersive journalism is “Project Syria” by Nonny de la Pena in 2014. Although “Project Syria” has achieved a significant advancement in immersive virtual reality, it has brought attention to concerns over journalistic ethics around potential manipulation and covert surveillance in virtual encounters. Amidst continuous debates on the use of immersive journalism, several Indonesian television stations such as CNN Indonesia TV, Liputan6 SCTV and Metro TV persist in exploring its implementation. Moreover, there is scarce research on the advancement and actual implementation of immersive journalism in the Indonesian setting. Using observation and semi-structured interview with the producers from three Indonesian television mentioned above, this research aims to 1) explore the reason behind the continued implementation of immersive journalism in Indonesian TVs, 2) examine how the newsroom maintains the credibility and ethics of delivering the news. Specifically concentrating on the element of news quality, this study seeks to contribute to the current literature on the adoption of immersive innovation in news television journalism in Indonesia.

**Keywords:** *Engagement, immersive, journalism, news quality, TV industry*

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## **Building AI Development Knowledge Collaboration Ecosystem: An Analysis of Indonesia’s AI Development Regulation Fundamentals**

Faudyan Eka Satria

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A knowledge communication ecosystem is essential to resolving paradigm differences between AI development stakeholders and unifying their project orientations. For this purpose, this study looked at how to build a knowledge communication ecosystem between stakeholders/AI developers in order to create an ethical AI product that is needed by the community. To achieve this goal, this study applied a conceptual study to three things, namely: (1) the urgency of ethical AI development, (2) the urgency of regulation in ethical AI development projects, and (3) a brief review of the Shared Mental Model theory. To strengthen the importance of the ideas contained in the series of three concepts that have been studied earlier, this study also conducted a search and comparison of the latest steps taken by two regions, namely Indonesia and the European Union. The results of this study reveal that the Indonesian government has not comprehensively reviewed the management of AI talent synergy in the proposed policy order. This is different from the European Union, which has followed up on the formation of the ecosystem further by forming the AI Pact.

**Keywords:** *AI development stakeholders, artificial intelligence, knowledge communication ecosystem, Shared Mental Model Theory*

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## **Making Sense of Relational Communication among Malaysian Secondary School Students: Framing of Self and Other**

Norhafezah Yusof, Minah Harun, Nursafwah Tugiman, Che Su Mustaffa, Marini Kasim  
*Universiti Utara Malaysia, Malaysia*

The central focus of this paper is the students' meaning-making of relations with others in daily encounters. Making sense of how school students frame themselves and others requires understanding their wellbeing given that these students are considered academically competent and some of their peers are facing the risk of dropping out. Thus, drawing from the relational communication perspective, we argue that the way these students view themselves in daily relationships with others might affect or impact their attitudes towards schooling. This paper seeks to understand how school students who are considered achievers construct images of themselves and others in daily interactions. How they articulate their relations and interpret such encounters are impactful not only to them but also others around them. Based on the focus group interviews with the students, the findings reveal that their narratives demonstrate positive self-image, self-control and appreciation of others. The paper ends with some recommendations and implications for future research on relational communication for successful interactions given the conjoint nature of communication.

**Keywords:** *Relational communication, interpersonal communication, meaning-making, secondary school students, Malaysia*

## **SESSION 4: Ethics and Relation Management in Disruptive Media** — ROOM 2

### **Political Distrust from Clicks to Vote: Exploring the Mediating Role of Political Trust in Political Participation**

Lubna Zaheer

*University of the Punjab, Pakistan*

Political participation constitutes a pivotal aspect of democratic governance, encompassing various activities such as voting, engaging in political discourse, affiliating with political parties, and participating in public demonstrations. Within the context of a healthy democracy, trust in political institutions and leaders holds substantial significance. This research aims to scrutinize the correlation between political trust and engagement in political discussions on social media, coupled with conventional voting behaviour. The investigation delves into the potential of social media platforms to serve as arenas for individuals with passive inclinations toward formal political participation. Using a cross-sectional study design and stratified probability sampling technique, data were collected from a sample of 300 registered voters in Lahore, Pakistan. The study utilized validated scales based on previous literature. Political participation was measured using the scale developed by Verba and Nie (1972), and political trust was measured using the scale from Schneider (2017). Key findings highlight a robust linkage between online and offline political participation, revealing that citizens actively involved in formal voting processes exhibit a heightened propensity for online engagement. Notably, a moderating effect of political trust on the relationship between online and offline participation was identified. Furthermore, the study underscores the favorable impact of digital media platforms on overall political participation. Gender emerged as a significant moderating factor,

positively influencing the association between social media use frequency and political engagement, while negatively moderating the effect of digital media purpose on offline political participation. Conclusively, this research posits that digital media platforms extend avenues for political participation, particularly among individuals with diminished political trust who refrain from formal voting. The study emphasizes the pivotal role of social media in shaping the political engagement of young individuals as compared to the old in Pakistan, emphasizing the necessity of incorporating gender-specific considerations in the development of strategies aimed at fostering political involvement among the youth.

**Keywords:** *Political trust, online participation, offline participation, Pakistan*

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## **Can Online Loans be a Lifesaver to Online Gamblers?**

Nurbani Nurbani, Sabilla Tri Ananda

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Technological development enables people to gain a lot of benefits, however there are also a drawbacks in using media online, for instance, the activity of online gambling and online loans. Online gambling has significantly increased, especially among college students. This qualitative research aims to examine the misuse of media online for online gambling activity and its position towards online loans. Online loans are loans approved through online application or website with simple requirements. This could be a magnet for online gamblers. Based on data collected through interview and observation from several informants, it can be concluded that there are various online loans available for online gamblers. To begin with, online loans encourage online gamblers to play continuously since it provides sustainable financial resources. On the other hand, it also creates the anxiety among online gamblers due to the inability to pay their online debts when the players are defeated in online gambling and this situation leads to not only financial stress among online gamblers, but also the addiction to play even more to gain a winning to pay their debts.

**Keywords:** *Online gambling, online loans, college students*

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## **Arts-Based Community Engagement with Research: A Guide for ‘Creative Climate Action’ Project**

Rosyida Mohd Rozlan

*Universiti Pendidikan Sultan Idris, Malaysia*

Living sustainably in the natural world is difficult given the current status of the planet's ecology. The threat posed by climate change to global sustainable development is growing. Over the past few decades, the notions of “ecological wisdom” and “sustainability” have been interpreted in a multitude of ways within the context of art. The range of artistic mediums that tackle these issues has grown significantly, and this has had a significant impact on participants and audience members in terms of increased awareness, constructive interaction, and desire to take action against climate change. A strategic cycle of Art-Based Action Research (ABAR) was carried out to ensure that the four quadrants' fundamental perspectives on sustainability--plan (experience perspective), take action (behavior perspective), observe (culture perspective), and reflect (system perspective)--are sufficiently established, scrutinized, and reviewed for the project framework and actions. It

was observed that the experiences of UBAK: A Creative Climate Action Project provided new insights on environmental challenges and climate change, as well as new venues for engagement and communication. Integral Sustainable Development Theory challenges our understanding of interconnectedness, interdependence, and oneness by providing a comprehensive viewpoint on ecological principles. This study used the theory to assess the feasibility of a “creative climate action project” called “UBAK” and to ascertain the impact that the four UBAK initiative series in 2022 and 2023 would have on public engagement, awareness, and climate change action. An all-encompassing, comprehensive ecocentric approach that is used as a catalyst for environmental thinking system, behaviour, culture and system and has a significant impact on participants’ and artists’ increased environmental awareness, engagement, and climate change action. Data were gathered through 20 interviews, 30 observations, 15 artist reflections, and over 15 workshops. The results show that the arts and creative communities can play a major role in improving people’s sustainable aesthetics and ethics by promoting conversation and introducing them to novel concepts and activities related to climate change. This study presents a framework model for the implementation of “creative climate action” project in, with, and through the creative arts, as well as recommendations for interdisciplinary integration to support and contribute to the creative process, visual language, and creation of new images that provide a broader and holistic solution space to the development of an innovative sustainable life for climate change. A transformative approach that goes beyond the normative practice of art as mainstream climate change communication and education, can provide creative art activists, facilitators, participants, and researchers with a broader portfolio that embraces sustainability practice by leveraging the various potentials of art through community involvement.

**Keywords:** *Creative art action project, climate action, UBAK, ecological wisdom, integral sustainable development*

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## **Compelling Arguments and Public Opinion of Terrorism Issue: An Exploration of Substantive Dimension of Second-Level Agenda-Setting**

Muhammad Yousaf, Farhan Latif

*University of Gujrat, Pakistan*

This study explores the relationship between attribute agenda setting and public opinion terrorism. The researcher used a cross-sectional research design to explore the effects of substantive dimensional of second-level agenda setting on terrorism issue. The study included a content analysis of three leading newspapers and television channels, coupled with a systematic random sample survey of the audience. Specifically, the study investigated how the emphasis on certain substantive attributes of terrorism issue functions as compelling arguments and increase the salience of terrorism issues in the minds of the public, thus, making it an important issue of concern. Findings suggest that media salience of attributes is strongly linked with perceived terrorism salience.

**Keywords:** *Agenda setting, attributes, compelling arguments, public opinion, terrorism, substantive dimension*

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**DAY 01 MONDAY 11 NOVEMBER 2024**

**SESSION 1: Media and Technological Disruptions**

**ROOM 1**

## **An Understanding of the Causes and Effects of Internal Crisis Communication from a Managerial Perspective**

Aida Suhana Abdul Hamid<sup>1</sup>, Bahtiar Mohamad<sup>2</sup>

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Internal crisis communication (ICC) has recently experienced substantial development and improvement, driven by rapid technological advancements, including the introduction of new communication tools, platforms, and strategies that allow organizations to communicate more effectively and efficiently during crises. Organizations worldwide have encountered crises in various forms, which has placed considerable pressure on management to communicate decisions clearly to employees and provide supportive messages amidst uncertainty. This study, informed by previous theoretical and empirical research, explores the causal relationships between the factors influencing internal crises from a managerial perspective in the workplace. It also presents a new conceptual framework aimed at further examining these relationships and enriching the literature on internal crisis communication. This research includes a comprehensive literature review and introduces a new conceptual model to understand key antecedents such as safety culture and managers' use of internal social media. Additionally, it outlines a research agenda to move forward the field of internal crisis communication, helping both scholars and practitioners develop strategies for effectively managing uncertainty.

**Keywords:** *Internal crisis communication, managerial, safety culture, manager's use of internal social media*

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## **A Meta-Synthesis Study of the Evolving Concept of 5g & Ott in Radio Broadcasting: What We Know Thus Far**

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Universiti Malaysia Sabah, Malaysia

A conceptual paper is essential as it is a potent tool for developing theory. However, researchers grapple to plan and write non-empirical articles due to the absence of well-recognised models to direct their creation. Thus, this study reviewed the literature through a meta-synthesis method on the concept of 5G and OTT in radio broadcasting. Access to broadcast infrastructure is vital for every radio service. However, the switch over from conventional to digital, as envisaged by the Asia-Pacific Broadcasting Union and International Telecommunication Union, presents both challenges and opportunities for such stations. The saturation of FM frequency shows the urgency to make technological changes in the radio industry. This meta-analysis combined and summarised the findings of previous research, with the aim of generating causal conclusions regarding radio players' preferences for using 5G or OTT and how and why these preferences have failed to prevail. We identified 20 articles involving 5080 articles through a systematic search. Researchers analysed data using PRISMA techniques by using a software named MAXQDA. Researchers addressed that gap which is still viewed a work in progress due to various influencing factors. This concept builds upon the various insights undertaken by

researchers in the 5G and OTT technology field to bridge the gap of radio's migration from conventional to digital to gain a competitive advantage. This measurable and pragmatic concept of 5G or OTT should improve aspects of understanding radio practitioners, government officials and listeners that may later benefit radio industry in the digital era.

**Keywords:** *5G, OTT, radio, technological disruptions, meta synthesis*

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### **Public Relations Roles: Ethical Challenges in Social Media**

Aida Zuliyana Binti Ahmad Anuar<sup>1</sup>, Norhafezah Yusof<sup>2</sup>, Romlah Ramli<sup>2</sup>

<sup>1</sup>*University Poly-Tech Malaysia; Malaysia,* <sup>2</sup>*Universiti Utara Malaysia, Malaysia*

The purpose of this qualitative research is to examine the roles of public relations (PR) practitioners managing social media to carry out tasks ethically in PR. This study focused on the code of conduct PR practitioners when handling rumours and crises on social media. However, there are still limited studies in this area that can contribute to the ethical handling of social media, especially in Malaysia. This study applied the Social Media Engagement Theory as the main theory to examine the engagement between organizations and the public. At the same time, it explored how ethical and compassionate conduct on social media may be fraudulently implemented or misrepresented. Qualitative methods were employed in this study and interview sessions were conducted at FELCRA Bhd, Kuala Lumpur. Seven respondents from various levels within the corporate communication department were interviewed. The findings reveal that there are no established guidelines and procedures for handling social media. Nevertheless, they are subject to company and government policies in handling rumours and crises. Therefore, this research contributes to the field of communication through the establishment of a more comprehensive procedure for managing social media ethically within organizations.

**Keywords:** *Social media, public relations, ethics, engagement, crisis*

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### **Cultural Communication in the Era of Short Videos: A Case Study of Museums**

Ding Xijia

*University of Malaya, Malaysia*

As short-video format social media plays a significant role in today's society, it is no longer just for entertainment but also serves the ambition of cultural communication. Especially in China, Douyin, known as TikTok in other countries, has become the most popular platform for communicating culture. Previous studies have focused on its communication performance, while limited research has explored the connection with cultural institutions. Therefore, this research aims to fill this gap by using the popular hashtag #DouInMuseum (#抖in博物馆) as a case study to investigate how museums engage in cultural communication. By browsing all short videos under the #hashtag, a total of 178 short videos posted by 36 official museum accounts were manually collected. These videos were then coded and analyzed using a multimodal analysis method, focusing on various dimensions such as visual style, narrative techniques, and audience engagement. The findings reveal that to attract different types of audiences, the same museum account adopts different styles for various purposes. Individuals are more active in engaging with content that is more youthful and entertaining. Additionally, museums imitate and learn from each other, forming a group with a unified meme style. This study contributes to the



understanding of how cultural institutions adapt to new media landscapes and engage with the public. It also highlights the potential of short-form video content in promoting cultural heritage, offering insights for cultural institutions worldwide seeking to enhance their digital presence and audience engagement strategies

**Keywords:** *Cultural communication, short video, museum, multimodal analysis*

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## **Mediating Impact of User Satisfaction between Motivation Factors and Mobile Fitness Technology Usage Intentions in Older Chinese Adults**

Wang Qi, Wan Anita Wan Abas, Zulhamri Abdullah

*Universiti Putra Malaysia, Malaysia*

The popularity of online streaming has had a profound impact on the development of digital media by creating interactive and engaging platforms that appeal to diverse populations, including older adults. This study examines the factors that contribute to older adults' continued usage of online fitness streaming. It integrates concepts from the Technology Acceptance Model (TAM) and Usage and Gratification (UG) theories. Using a sample of 435 older adults in China, the study tested a series of hypotheses related to the direct effect of intention to sustain use using partial least squares (PLS) analysis. The key findings indicate that perceived usefulness, perceived ease of use, social interaction, and self-presentation significantly influence continuous usage intentions, whereas perceived enjoyment and health consciousness do not exhibit a direct significant effect. The empirical data collected from older adult users of fitness live streaming strongly support the extended TAM and UG models, illustrating the impact of these factors on technology adoption. These results emphasize the complex nature of technology adoption and usage among older adults, highlighting the essential roles of perceived usefulness, ease of use, social interaction, and self-presentation. The study concludes with recommendations for future research to further investigate undiscovered factors and improve older adults' continued engagement with live online fitness.

**Keywords:** *Online live streaming, digital media development, mobile fitness technology, older adults, technology adoption, user satisfaction*

### **SESSION 1: Media and Technological Disruptions**

ROOM 2

## **A Review on the Narration Techniques of Commercial Movie to Audience Satisfaction**

Dai Yi, Noraien Mansor, Nur Haniz Mohd Nor

*Taylor's University, Malaysia*

Understanding audience satisfaction has become increasingly important for the film industry's progress with the emergence of commercial movies. This paper examines the implementation of a variety of narrative techniques, their influence on audience satisfaction, and the influential factors that contribute to audience satisfaction. The study identifies key narrative techniques used in commercial movies, including chronological, reverse chronological, real-time, breaking the fourth wall, epistolary, documentary, framing story, and stream of consciousness, through a qualitative content analysis of



past literature. The research categorized audience satisfaction into perceived and rational satisfaction and identified factors, including perceived technique usefulness, concurrence, presence, interoperability, and seamlessness. The results indicated the effective application of narrative techniques increased audience satisfaction by assuring a seamless viewing experience and emotional engagement. The research emphasized the relationship between audience satisfaction and narrative techniques, providing a more profound understanding of their interrelations. This paper aims to improve academic discourse on cinematic storytelling and audience engagement by explaining how narrative techniques affect audience satisfaction. The limitation of this study is its qualitative approach, which may not capture all nuances. Future research should quantitatively explore these factors to validate and expand the findings.

**Keywords:** *Audience satisfaction, commercial movie, narration technique*

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### **Clarifying Facts, Stabilizing People and Shaping the Image: The Role and Function of other Interaction in Social Media Self-Crisis Management of Bloggers in China from Social Emotional Theory --Taking the Bloggers of Little Red Book as a Case Study**

Jin Zhiying, Normaliza Abd Rahim

*Taylor's University, Malaysia*

The digital transformation of society has brought human beings into a highly emotional Internet era, where social anxiety and emotional catharsis are constantly staged on social media, online public opinion shows the tendency of “weak information” and “strong emotion”, and public emotion shows the qualities of infectiousness, polarization and heterogeneity. Public emotions are susceptible to infection, polarization and heterogeneity, and have gradually become a destabilizing factor in social media governance. For a long time, public emotion has been regarded as a destructive factor, and its role in social media governance has been largely ignored or understudied. However, emotion is a “force that can produce both solidarity and barbarism”, and effective governance of public emotion is not only in the sense of personal interaction, but also has a direct impact on the control of blogger accounts and the solidarity of interactive spaces. The British scholar Richards was an early proponent of the modern concept of emotional governance and discussed the media as an important avenue for emotional governance. Due to the anonymity of social networks and the complexity of human nature, the rise of social bloggers; popularity will correspondingly bring about users’ skepticism and defamation, which will form a certain crisis for bloggers platform construction and self-image maintenance. In this paper, we conducted a 6-month content analysis of the comment sections of 26 famous bloggers (with more than 200,000 followers on Little Red Book, for which also called Xiao Hong Shu). This paper utilised the Nvivo software to screen, code and then analyze these remarks via social emotional theory. The findings reveal that others familiar with the bloggers would interact with and explain some questionable or negative remarks in the comment space, which could alleviate the bloggers’ platform crisis and reduce negative public opinion to a certain extent, that the role and function of others interaction in social media self-crisis management mainly contains three aspects: Clarifying facts, stabilizing people and shaping the image. The purpose of this article is to explore the coping strategies and solutions for bloggers facing crisis in social media, to help bloggers improve their mindset of crisis; to alleviate the platform conflicts and the pressure of platform public opinion, to create a

harmonious and friendly community environment, as well as provide new ideas for crisis management of social media.

**Keywords:** *Bloggers, otherness, self-crisis, social media, social emotional theory, Little Red Book / Xiao Hong Shu*

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## **Feeling The Pain or Just Mere Spectator: A Study of Cosmopolitan Empathy Among Young Malaysians on the Media Coverage of War Victims in Gaza**

Haryati Abdul Karim

*Universiti Malaysia Sabah, Malaysia*

This paper would like to share the findings of a study conducted on young Malaysian university students' sense of empathy towards war victims in Gaza that was reported by the media. What prompted this study, is that elsewhere, university students in the West have actively launched an intense pro-Palestine demonstration when there is no such demonstration in Malaysia. Hence, this study aimed to find out why. Drawing on Ulrich Beck's (2004) concept of 'cosmopolitan empathy', this study was guided by two research questions (a) why are there no pro-Palestine demonstrations from among young Malaysian students' unlike their Western counterpart? (b) Do they have a shared sense of empathy when watching the war victims in Gaza reported by the media? An open-ended survey using Google Form was distributed to students at the Faculty of Social Sciences and Humanities, Universiti Malaysia Sabah (UMS). The criteria that was used in selecting these students are Malaysians and university students who follow the development of the war in Gaza since 7th October, 2023. And it must be on voluntary basis. A total of 39 students took part in the survey but only 23 responses was accepted. Their viewpoints was then thematically analysed and their sense of empathy can be coded as a 'dialectic of empathy'. It is fragmented. Those who strongly supported a demonstration attributed to the state's draconian law on demonstration as the reason why students' shy away from demonstrations. However, some argued that demonstrations are unnecessary as Malaysia is already a firm supporter of Palestine. For the second research question, there is a lack of solidarity in terms of empathy as some informants felt that attention should be more on resolving domestic issues.

**Keywords:** *Cosmopolitan empathy, youth, media, Palestine, distant suffering, war victims, media coverage*

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## **Influence of Consumers' Perception on Purchase Intention Towards Co-Branded Fashion Products**

Shahriar Mirnejad, Fahizah Shamsuddin

*Taylor's University, Malaysia*

Co-branding is a newly emerging strategy in expanding brands' product lines and launching retailers' new products in collaboration with other brands. Amongst various industries, fashion retailers as avant-gardist marketing playmakers have played their pioneer role in progressing the co-branding phenomenon. Benefiting from the efficiency of this advancement requires a strong level of awareness to stay aligned with the parent brands' values and their defined corporate identities, on which consumers' perceptions are created. The paper aims to investigate the influence of consumers' perceptions as perceived

value, perceived quality, and brand's loyalty on purchase intentions towards co-branding fashion products. Reviewing scholars' research endeavors and understanding their valuable viewpoints towards the paper principle concepts as consumers' perceptions and co-branding phenomenon, contributed in drawing a valid path to navigate the research through. Furthermore, adopting the Theory of Planned Behaviour (TPB) provided the research with a comprehensive insight regarding consumers' perceptions of parent brands and their attitudes towards purchasing co-branded fashion products. The research essential data was collected by distributing survey questionnaires among fashion product consumers residing in Kuala Lumpur, Malaysia. Data analysis and hypothesis examination provided the research with statistical findings demonstrating the significant impact of consumers' perceptions on purchase intention towards co-branded fashion products. Findings of the paper suggest the importance of making precise decisions in choosing the right partners in launching co-branded products. Moreover, the research findings reveal the crucial role of identifying and monitoring consumers' perceptions of the parent brands in co-branding market success enhancement.

**Keywords:** *Co-branding, fashion industry, purchase intention, consumers' perceptions*

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## **Cultural Symbol and National Identity in Hui Cuisine: Analyzing Food Documentaries Through the Circuit of Culture**

YangYue, Noraïen Mansor

*Taylor's University, Malaysia*

Over the past decade, food documentaries have emerged as a notable form of media that investigates the complex relationships among food, tradition, culture, and national identity. Chinese cuisine, renowned for its diversity, reflects the country's multi-ethnic composition, which includes minority groups such as the Hui, Uyghur, and Mongolian communities. The Hui people, one of the significant ethnic minorities in China, possess a rich culinary tradition deeply rooted in Islamic and halal practices. Their cuisine not only signifies their national identity but also serves as a potent cultural symbol. This research employed the Circuit of Culture to analyze the interplay between cultural representation and national identity in food documentaries. The research specifically focused on segments representing the Hui ethnic group from the three seasons of "A Bite of China" and "Once Upon a Bite", as well as the "Halal Flavor". Through qualitative content analysis of segments produced between 2016 and 2022, this research reveals the intricacies of Hui culinary traditions and the manner in which these documentaries portray cultural symbols. By offering a comprehensive perspective on how national identity, cultural traditions, and cuisine interact within this community, the study enhances our understanding of the role food documentaries play in cultural representation. The findings carry significant implications for documentary filmmakers and cultural policymakers. In particular, this research investigates how these documentaries, situated at the intersection of food, cultural symbols, and media, contribute to the construction or transformation of national identity. These insights can guide the production of future documentaries, allowing for a more accurate representation of cultural diversity, which, in turn, may aid in the management of a more cohesive and unified national identity.

**Keywords:** *National identity, cultural symbol, food documentaries, Hui cuisine*

**SESSION 1: Media and Technological Disruptions**

ROOM 3

## **The Impact of Structural Convergence on Media Convergence: A Case Study of the Chongqing Daily Group**

Tang Jinlong

*Taylor's University, Malaysia*

This study explores the impact of structural convergence on media convergence through a case study analysis of the Chongqing Daily Group in China. Structural convergence, a critical component of media convergence, refers to the integration and unification of organizational structures, workflows, and processes within a media entity. Drawing upon interviews with key stakeholders and a comprehensive review of internal documents, this research reveals how the Chongqing Daily Group's strategic restructuring has facilitated content, technological, cultural, and economic convergence. The findings underscore the pivotal role of leadership vision, technological innovation, and adaptive organizational culture in driving successful media convergence. The case study highlights the iterative nature of structural convergence, involving multiple stages of integration and optimization. Furthermore, it illustrates how structural convergence enhances operational efficiency, fosters innovation, and enables the creation of a dynamic, multi-platform media ecosystem. The study contributes to the theoretical understanding of media convergence by proposing a refined conceptual framework that positions structural convergence as a foundational enabler of other convergence dimensions. It also offers practical insights for media organizations navigating the challenges of digital transformation in the context of increasing market competition and technological disruption. The Chongqing Daily Group's experiences provide valuable lessons for legacy media outlets seeking to reinvent themselves and stay relevant in the digital age.

**Keywords:** *Media convergence, structural convergence, organizational transformation, digital media, case study, Chongqing Daily Group*

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## **The Significant Role of Lipstick in the Portrayal of Women in Hollywood Cinema**

Zhu Mengyuan

*Taylor's University, Malaysia*

This study examines the role of lipstick in shaping women's image in Hollywood films of different periods. The aim is twofold: firstly, to explore the evolution of women's image in Hollywood films by analysing specific film symbols; secondly, to reveal the process of the development of women's image shaping as well as feminist consciousness in Hollywood films. The study combined film semiotics and feminist film theory, and used qualitative research to analyse images and symbols in various films from three periods of Hollywood, focusing on the 'signifier' and 'signified' of the specific symbol of lipstick. The study found that the meaning of lipstick in movies has been constantly enriched, and the context of lipstick use in films has also changed from passive to active. At the same time, the female image in Hollywood films has also undergone a process from the establishment of stereotypes to the awakening of female subjectivity and the embodiment of female

subjectivity. This study focused on the changes in the female screen image in Hollywood films and the gradual awakening of female subjectivity, providing a new perspective for the shaping and expression of female images in subsequent films.

**Keywords:** *Hollywood films, female image, semiotics, lipstick, feminism*

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## **Exploring Boycott Frames: A Content Analysis of Malaysian Online News Coverage on McDonald's Malaysia Boycott 2023**

Hoc Wei Chong

*Xiamen University Malaysia, Malaysia*

In response to McDonald's Israel's meal donation to the local military during the Israel-Gaza conflict in 2023, a significant backlash emerged in various Islamic countries, including Malaysia. The socio-political landscape in Malaysia, with strong public support for the Palestinian state of affairs, sparked widespread calls for a boycott of McDonald's. This boycott that affects the company's operations and the livelihood of its employees could also potentially upset the economic growth of the Malaysian food and beverage industry. This study aims to analyse the framing of McDonald's Malaysia boycott in online news articles. The study addresses a gap in the existing literature by focusing on the intersection of media framing and brand crises within a geopolitically sensitive context. The qualitative research employed inductive content analysis to interpret online news articles in mainstream Malay (*Berita Harian*), English (*The Star*), Chinese (*Sin Chew Daily*) media, and alternative media (*Malaysiakini*). The articles selected focus on the keywords "McDonalds" and "boycott", and cover the period from 13 October 2023 to 13 April 2024, ensuring a comprehensive review of the immediate and evolving media narratives. The findings present a preliminary discussion on the framing of the boycott in terms of corporate responses, economic impact, public sentiment, ethical actions and political implications. The study also uncovers how media framing influences public perception and highlights the rationality behind consumer boycotting, offering critical insights for brands navigating crises in an unstable geopolitical climate. This study showcases the dynamics of media framing in shaping public perception during brand crises, emphasising the importance of a transparent and culturally sensitive approach to maintain brand integrity and public trust.

**Keywords:** *Brand boycott, news framing, inductive content analysis, online news, McDonald's, Malaysia*

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## **The Influence of Social Media on Consumer Brand Perception and Purchasing Intention in Joint Marketing of Chain Beverage Brands**

Huang Jiwen<sup>1</sup>, Marzura Abd Malek<sup>2</sup>

<sup>1</sup>*Taylor's University, Malaysia;* <sup>2</sup>*University of Cyberjaya, Malaysia*

Presently, Chinese tea and coffee brands are widely using co-branding for marketing purposes. However, there is a dearth of empirical studies specifically examining consumer perceptions of such marketing strategies. This study reviewed previous research on social media marketing and co-branding, conducted a survey based on the co-branding status



of tea brands on social media in mainland China in 2023, and employed quantitative research methods to analyze consumer perceptions of these brands.

**Keywords:** *Social media marketing, co-branding, consumer perception, consumer behavior, brand*

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MONDAY 11 NOVEMBER 2024

**SESSION 2: Media Literacy and Resilience in a Disruptive Era** — ROOM 1

### **A Study of Chinese Audience Acceptance Behavior: A Case Study of Remake Chinese Films from South Korean Originals**

Li Chongjing, Wan Norbani Wan Noordin

*Universiti Teknologi MARA, Malaysia*

In recent years, Chinese films have extensively remade South Korean films, but both their reputation and box office performance have been less than ideal. To understand Chinese audiences' attitudinal behavior toward this type of film, this study collected textual materials reflecting Chinese audiences' reception attitudes: Douban long reviews, short reviews, and questionnaires. A total of 220,264 text materials were obtained and analyzed using thematic analysis, resulting in four themes: Films, Audience, Reality, and Expression. The study found that the localization strategies employed by Chinese films in cross-cultural adaptations have left Chinese audiences dissatisfied. Although most films make a concerted effort to avoid mentioning the remaking aspect in their promotion, the majority of viewers still recognize it. Furthermore, audiences are not averse to the remade nature of the films; rather, they are more concerned with the director's professional ability and the story's logic after adaptation. Additionally, the choice of actor is a significant driving force for audiences to watch Chinese remakes. This research indicates that even in culturally similar markets where films have been successful, neglecting a deep understanding of the story and logic during the adaptation process can lead to rejection by the domestic audience. Moreover, themes of reality and emotions, as well as more authentic stories, are relatively more favored by the audience.

**Keywords:** *Remake, Chinese film, cross-cultural, thematic analysis, South Korean originals*

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### **The Media's Framing of Renewable Energies in Indonesia**

Morissan Morissan<sup>1</sup>, Mohammad Ichlas El Qudsi<sup>2</sup>, Atiqa Khaneed Harahap<sup>2</sup>, Farah Mulyasari<sup>2</sup>

<sup>1</sup>*Universitas Sahid, Indonesia;* <sup>2</sup>*Universitas Pertamina, Indonesia*

Air pollution caused by fossil fuel emissions has become a global issue, encouraging many countries to use renewable energy. The media also pays attention to the issue of climate change and the use of renewable energy as a solution. Previous studies show that media coverage of renewable energy is still a controversial issue. This study aims to find out how the media frames renewable energies. Are there differences in framing between old and new media and the types of renewable energy that receive the most attention? The quantitative content analysis was carried out using Entman's framing concept consisting of



‘problems versus benefits’, ‘the cause or reasons’, ‘treatment recommendation’, and ‘moral evaluation’. Articles appearing from 2019 to 2022 were collected using Google Search. The research results show that ‘problems-benefits’ and ‘treatment recommendation’ emerged as the most dominant frames, and there is no difference in framing between old and new media. At the same time, geothermal and hydropower are the types of renewable energy that are most widely reported. Findings also show that the media frames renewable energy more positively than fossil energy, but there is no difference in framing between old media and new media.

**Keywords:** *Renewable energy, media, framing, climate change, Indonesia*

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## **Gratifying The Artificial Intelligence Features of ChatGPT in Malaysia**

Gao Chenxuan, Chang Peng Kee, Ong Ai Ling

*Taylor's University, Malaysia*

The emergence of artificial general intelligence (AGI) chatbots has dramatically enhanced the audience's experience and involvement in human-computer connection. The target audience's satisfaction ratings may vary depending on the distinct features and functionalities of the two chatbots. This study aims to utilize the Use and Gratification Theory (U & G) to revise and enhance the framework established by Cheng and Jiang in 2020. This study improves on the framework established by Cheng and Jiang in 2020 on the impact of artificial intelligence-driven chatbots on user experience. Real-time user input via ChatGPT's human-machine communication mode lets viewers escape real life and complex interpersonal relationships. ChatGPT integrates data Q&A models from all disciplines and categories to offer audiences more services and options than previous AI products. The objective was to assess and analyze how the audience utilizes AI features and the satisfaction they derive from it. AGI chatbots, a form of new media, possess a high level of proficiency in following commands and interacting with humans. The primary goal of this study was to examine five critical aspects of Artificial General Intelligence (AGI) and propose four potential solutions to enhance user happiness. Firstly, this study aimed to compare ChatGPT audiences to assess the level of satisfaction experienced by each audience. Furthermore, this study aimed to examine the varying degrees of satisfaction experienced by the audience about the characteristics of AGI chatbots. This study employed quantitative analysis to administer an online survey to Chinese students in Malaysia who utilize ChatGPT. This study used cross-sectional and questionnaire surveys. A total of 500 Chinese students from Malaysia completed an online questionnaire, and SPSS was used to analyze and present the data.

**Keywords:** *Artificial intelligence, ChatGPT, uses and gratification theory, chatbots*

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## **Towards a Sustainable Media and Cultural Industry: Best Practices and Future Directions**

Faten Aljazzar<sup>1</sup>, Sameer O.A Baniyassen<sup>2</sup>

<sup>1</sup>*City University Ajman, United Arab Emirates;* <sup>2</sup>*University of Malaya, Malaysia*

This study investigated the integration of sustainability within the media and cultural sectors to address pressing environmental and social challenges. Given the influential role

these sectors play in shaping public attitudes, adopting sustainable practices is crucial for reducing ecological impacts and enhancing social responsibility. The research employed a mixed-methods approach, combining both qualitative and quantitative methodologies to assess current sustainability practices in these fields. Qualitative case studies were conducted through detailed interviews with key stakeholders, including media producers, cultural institution leaders, and sustainability officers recognized for their commitment to sustainability. A total of 12 interviews were performed. Thematic analysis was used to identify common strategies, successes, and challenges. Quantitative surveys were administered to a representative sample of 100 participants from various media and cultural organizations. These surveys collected data on the prevalence and effectiveness of sustainable practices, with statistical methods used to analyze trends and correlations in public attitudes towards these practices. The study reveals several key strategies for enhancing sustainability, such as reducing carbon footprints, adopting green technologies, and ensuring ethical content production. Media organizations can implement eco-friendly production processes, while cultural institutions can promote sustainability through programming and community engagement. Addressing issues like resource depletion and climate change through informed practices and strategic partnerships aligns with global sustainability goals. The research underscores the necessity of embedding sustainability into organizational frameworks and advocates for collaborative efforts among industry stakeholders, policymakers, and the public. Future directions include expanding research on sustainable practices, improving policy support, and fostering innovative solutions to achieve long-term environmental and social benefits.

**Keywords:** *Sustainable practices, media, culture, environmental impact, social responsibility, ethical content*

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## **Revolutionizing Tourism Communication an In-Depth Analysis of Artificial Intelligence Applications and Future Perspectives**

Yang Ying

*Universiti Putra Malaysia, Malaysia*

This chapter navigates the evolving landscape of the tourism industry in the context of digital transformation and the post-epidemic era. It examines the increasing impact of communication, unveiling AI-driven solutions to address challenges in customer service, recommendation systems, promotion, marketing, social interaction, language translation, and personalization. Delving into the profound implications of AI on human communication, the chapter explores its multifaceted impacts on customer experiences, motivations, attitudes, responses, and decision-making processes. While highlighting the transformative potential, the discussion also addresses limitations such as the lack of a human touch, language and cultural barriers, and concerns related to bias and discrimination. The chapter underscores the imperative role of industry leadership in ensuring responsible implementation of AI, emphasizing ethical considerations and sustainable practices within the tourism sector.

**Keywords:** *Artificial intelligence, tourism communication, customer experience, responsible implementation*

### **Cross-Cultural Communication: Archipelago Module Student Exchange as an Intercultural Media in Strengthening Character Nation at the Indonesian University of Education**

Wina Nurhayati Praja, Lia Shafira Arliantyr, Ahmad Fahrul Muchtar Affandi, Alwan Husni Ramadhan

*Indonesian Education University, Indonesia*

This research aims to determine patterns of interregional and intercultural cultural adaptation through the Independent Module Nusantara Student Exchange Program (PMM) at the Indonesian University of Education. The Merdeka Belajar program refers to the educational foundations of humanism, constructivism and progressivism which enable students to actualize themselves. This research uses a qualitative approach that focuses on cross-cultural communication skills in the adaptation of PMM students. Case study of 25 students in groups of 10 were conducted through observations, interviews and documentation studies. Competencies tested include intercultural sensitivity, intercultural awareness, and intercultural skills. Cultural adaptation focuses on trust, information sharing/communication, power structures, commitment, and time awareness. Data were collected through interviews and analyzed using case studies with four stages: categorical aggregation, direct interpretation, establishing patterns, and developing natural generalizations. The research results show the importance of the PMM Nusantara Module Program in building intercultural dialogue, strengthening Indonesian culture, and creating harmony in differences. The implications of this program provide deep meaning for the culture of each region involved.

**Keywords:** *Intercultural adaptation, exchange, archipelago module, cross-cultural communication*

### **The Role of Media Channels in Propagating Misinformation: A Study of Public Perception in Malaysia**

Muhamad Fazil Ahmad

*Universiti Sultan Zainal Abidin, Malaysia*

This study investigated the complex relationship between propagandist narratives, the dissemination of misinformation, and public perception in Malaysian society. The research used Malaysia as a case study due to its diverse social environment and the widespread transmission of propaganda narratives across media channels. The study used a mixed methodology, including a time regression model and media content analysis, to examine the progression of Malaysian public sentiment and the impact of propaganda narratives on public perception. The research also investigated the distribution patterns of three key news portals and social media platforms in Malaysia. The study found that politicians in Malaysia often neglect the opinions of ordinary citizens, making it easier to evaluate the dynamic relationship between misinformation and public opinion development. The findings suggest the need for more research on the methods used to disseminate propaganda narratives and their influence on the mentality of the Malaysian public. Policymakers and stakeholders can strengthen media capabilities, promote critical analysis, and reduce the effect of propagandist narratives within the Malaysian society to improve knowledge of these processes.

**Keywords:** *Public perception, propaganda narratives, misinformation, Malaysian society, media analysis*

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## **Machine Learning and Media Disruption: Transforming Audience Targeting in The Era of Automation**

S. B. Goyal<sup>1</sup>, Anand Singh Rajawat<sup>2</sup>, Nurun Najah Tarmidzi<sup>3</sup>

<sup>1</sup>*Sandip University, India;* <sup>2</sup>*City University Malaysia, Malaysia;* <sup>3</sup>*Taylor's University, Malaysia*

Off late, machine learning (ML) has revolutionised the media industry by transforming how audiences are targeted, content is personalised, and advertising strategies are optimised. This research paper explores the transformative impact of machine learning on the medial landscape, highlighting the significant disruption experienced by media industry amid the technological advancements and automations. This change not only improves the efficacy of ads, but it also changes the dynamics of audience interaction and democratizes access to material, which threatens existing media paradigms. This transition underscores the diminishing role of traditional, one-size-fits-all content strategies and through the ML algorithm, it facilitates the highly customised audience experiences and optimising the expenditure of the advertisement. This paper also discusses the issues concerning possible algorithm biases, transparencies, accountabilities and openness to Artificial Intelligence (AI). These issues compromise trust and complicate the digital media landscape for creators and distributors, leading to ML-driven automation that prioritises the ethical integrity of the ML applications. Machine learning allows marketers to analyse consumer behaviour patterns with remarkable accuracy by utilizing massive datasets. The result sees the shifting from traditional methods to data-driven automation that allows media industry to leverage on predicting analytics, analysing behaviours, processing real-time data, personalising and enhancing the content and audience segmentation, by prioritising the audience trust and content integrity through the usage of ML developments. The result also sees the usage of real-time analytics, gaining insights through data-driven and the content creation via generative AI. Ultimately, it posits that through machine learning, through the automation of workflow, this may foster efficiency and the precision of operating the media and reevaluates the ethical standards and the pursuits of building customer trust whilst facing media disruptions in an increasingly automated media environment.

**Keywords:** *Machine learning, audience targeting, media disruption, automation, consumer behaviour, ethical implications*

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## **AI-Driven Disruptions in Media: Redefining Content Creation and Consumer Interaction in a Digital Age**

Anand Singh Rajawat<sup>1</sup>, S. B. Goyal<sup>2</sup>, Nurun Najah Tarmidzi<sup>3</sup>

<sup>1</sup>*Sandip University, India;* <sup>2</sup>*City University Malaysia, Malaysia;* <sup>3</sup>*Taylor's University, Malaysia*

The media industry is being transformed by the ever-increasing level of artificial intelligence (AI) and its role in producing data that is changing how content is created as well as how consumers interact with it. In this paper, we discuss the AI-driven applications which are transforming content production, personalisation and consumption such as natural language processing (NLP), computer vision and machine learning. AI is changing the face

of traditional media, from automating news creation and generating deepfakes to hyper-targeting audiences with personalized recommendations. With such innovation, brands are moving closer than ever to creating hyper-personalized experiences — AI algorithms sift through your preferences and deliver content tailored in real-time to provide additional user satisfaction with a new form of brand loyalty. Moreover, the rise of AI in media also triggers ethical questions such as privacy issues around users' data, algorithmic biases and spreading fake news. In this research, we delve into the challenges and quality of benefit of AI in media and provide a holistic view on how it can disrupt content creation, distribution and audience engagement. The paper investigates and analyses case studies that offer unique perspectives into the future of AI in media as well as provide general insights on how AI can impact digital transformation across entertainment, journalism, among others, starting from very recent developments.

**Keywords:** *Artificial intelligence in media, AI-driven content creation, personalized media consumption, AI and consumer interaction, digital media disruption, AI ethics in media*

## SESSION 2: Media Literacy and Resilience in a Disruptive Era

ROOM 3

### **The Transformation From Conventional Media to Digital Media in Jordanian TV Channels. A Case Study: Jordan TV and Al-Mamlaka TV and Jordan TV Sports Channel**

Ahmad Alzubi, Noor Aziah binti Abdullah, Azliza binti Othman

*Universiti Utara Malaysia, Malaysia*

Information technology and the internet have significantly transformed the landscape of media and journalism. The development of information and communication technology, especially the internet, has changed the way news is produced, disseminated, and consumed by the public. This phenomenon is spread throughout media organizations, and Jordan is no exception. Therefore, this research aims to identify the transformation from conventional media to digital media in Jordanian TV channels, specifically at Jordan TV, Al-Mamlaka TV, and Jordan TV Sports Channel. The method used in this study was qualitative, that is, in-depth interviews with TV employees and media experts' informants. The informants were TV employees and media experts. The results of the study found that among the most significant challenges in the change from traditional media to digital media is the lack of skills due to lack of targeted training, low motivation, vagueness about the goals and vision of the organization, and also the facilities provided are not in line with current technological developments.

**Keywords:** *Conventional media, digital media, Jordan TV, Al-Mamlaka TV, Jordan TV sports, transformation, Jordan, new media*

### **The Influence of Quality Content and Brand Image on Streaming Television Service Subscriptions**

Ridwan Raji

*Zayed University, United Arab Emirates*

Following Netflix's successful disruption of traditional television consumption and the subsequent rise of numerous streaming and on-demand video platforms, the phenomenon



known as “streaming wars” has emerged, characterized by fierce competition among platforms vying for market dominance, such as Disney+ challenging Netflix’s early market lead. This intense competition has spurred media management researchers to investigate the factors that can enhance or hinder the success of streaming service providers. While extant literature has primarily focused on technological, economic, and social aspects of streaming consumption, limited attention has been given to the role of content quality and brand image in motivating audiences to subscribe to and continue using streaming services. Grounded in the Uses and Gratifications Theory and Brand Equity Theory, this paper proposes a conceptual model to explain the influence of perceived content quality and brand image on audience willingness to subscribe to streaming services. The proposed model suggests that high-quality content directly enhances viewer satisfaction, which, when coupled with a strong brand image, leads to increased subscription rates and customer loyalty. By examining these interrelationships, this study aims to fill the gap in current research and provide valuable insights. Theoretical and practical implications are discussed to deepen our understanding of paid media subscriptions in a highly competitive market environment, offering strategies for service providers to enhance their competitive edge and customer retention.

**Keywords:** *Perceived streaming content quality, streaming consumption, brand image, ingredient branding perspective, media management*

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## **Media Preferences and Political Information Seeking Behaviour of Generation-Z in the 2024 Election in West Java Province, Indonesia**

Evie Ariadne Shinta Dewi, Zuhairi Sanofi, Kunto Ari Wibowo, Hadi S Arifin  
*Universitas Padjadjaran, Indonesia*

Understanding Generation Z’s media preferences and their behaviour in seeking political information is crucial for political parties and election authorities to design effective political education strategies. This study addresses the shift from mainstream to social media as primary sources of political information, focusing on the unique political landscape and media habits of Gen Z in West Java, Indonesia. Using a mixed-methods approach with an explanatory sequential design, we conducted an online survey of 1,905 respondents across 18 districts and 9 cities, followed by 10 focus group discussions to deepen the interpretation of findings. The results show that Instagram is the dominant platform for accessing political information. Its visual and interactive content—videos, memes, and infographics—enhances engagement, while its diversity of viewpoints increases perceived credibility compared to mainstream media. These findings reveal a new pattern in how Gen Z differentiates social from traditional media and positions social media as their primary and most trusted source of political information. The study contributes to the growing scholarship on youth political communication in the Global South and offers insights for developing targeted political education strategies to strengthen democratic engagement among young voters.

**Keywords:** *Media preferences, political education, election information, Gen Z, West Java, social media*

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## **Persuasive Communication of Contraceptive Decision-Making Among Couples of Childbearing Age**

Puri Kusuma Dwi Putri<sup>1</sup>, Sarwititi Sarwoprasodjo<sup>2</sup>, Oktaviana Purnamasari<sup>3</sup>

<sup>1</sup>*Universitas Dian Nuswantoro, Indonesia;* <sup>2</sup>*Bogor Agricultural University, Indonesia;* <sup>3</sup>*Universitas Muhammadiyah Jakarta, Indonesia*

The Family Planning (FP) Program begins discussions with married couples through persuasive communication. Husbands and wives have equal rights in the use of contraceptives. Persuasive communication in contraceptive decision-making could help spouses to determine their willingness to participate in FP. Therefore, this study aims: (1) to determine factors that influence contraceptive decision-making; (2) to explore the information processing route among Couples of Childbearing Age (CCA). This study was conducted using a quantitative method. A survey gathered data from 204 spouses in Bogor City, Indonesia. Partial Least Square tested the CCA route model using the Elaboration Likelihood Model theory. The results show that factors that influence contraceptive decision-making are motivation in processing information, ability to process information, and peripheral. This study found that persuasive communication of contraceptives of decision-making among couples of childbearing age is done through peripheral route or social influence.

**Keywords:** *Elaboration likelihood model, family planning, persuasive communication, decision making, couples of childbearing age (CCA)*

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## **The Use of AI in Traditional Mass Media: The Case of Community-Based Newspaper Solopos**

Diyah Indiyati<sup>1</sup>, Akmar Hayati Ahmad Ghazali<sup>1</sup>, Muhlis Muhlis<sup>2</sup>

<sup>1</sup>*Universiti Putra Malaysia, Malaysia;* <sup>2</sup>*University of Mataram, Indonesia*

Journalism is one of many fields that uses Artificial Intelligence (AI) in practice. Studies specifically on traditional community-based media are still under-explored. The research aims to explore the use of AI in the newsroom focus on the Solopos Daily, a community-based newspaper in Solo, Central Java, Indonesia, specifically seen from the perspective of the element of journalism. This qualitative study employed a case study approach to explore journalists' experiences in their practices of using AI in traditional media. The data collection method used was semi-structured interviews conducted at the level of editors and reporters and assisted by Atlas.ti for data analysis. This research identified four key themes: perceived impact, credibility impact and challenges faced. The findings highlight that in the community-based newspaper, the use of AI is more on functional AI rather than generative AI, due to readers being quite specific and the proximity to the source for the type of local news, therefore the touch of journalists is still needed. This research provides a deeper understanding of AI technology use in community-based media which is still locally rooted.

**Keywords:** *Artificial intelligence, community-based media, journalism, traditional mass media*

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DAY 02 TUESDAY 12 NOVEMBER 2024

**SESSION 3: Sustainable Practices in Media and Culture** ————— ROOM 1

### **Influence of Psychological Factors on Excellent Traditional Cultural Identity from Viewing Chinese Intangible Cultural Heritage Documentaries**

Han Yongqing, Chang Peng Kee

*Taylor's University, Malaysia*

Since the General Conference of the United Nations Educational, Scientific and Cultural Organization (UNESCO) promulgated the “Convention for the Safeguarding of the Intangible Cultural Heritage” (CSICH), media agencies in many countries, including those in China, produced a large number of intangible cultural heritage documentaries. However, there is still a research gap in the influence of audience’s psychological factors on their Chinese excellent traditional cultural identity from viewing Chinese intangible cultural heritage documentaries. This study integrated the Revamped Version of Modified Gerbner’s General Model of Communication, the New Stimulus-Organism-Response Model and the Cultural Identity Model to propose a theoretical framework. It conducted in-depth semi-structured interviews with 16 undergraduate students at Chongqing Normal University. The aim was to investigate the influence of their psychological factors on their Chinese excellent traditional cultural identity from viewing Chinese intangible cultural heritage documentaries. The study results show that undergraduate students at Chongqing Normal University viewed the form, content, and attribute of Chinese intangible cultural heritage documentaries. Their psychological factors were satisfaction, flow, and resonance from viewing Chinese intangible cultural heritage documentaries. These psychological factors directly influenced their cognition, affection, behavior, and goal of Chinese excellent traditional cultural identity from viewing Chinese intangible cultural heritage documentaries.

**Keywords:** *Chinese intangible cultural heritage documentaries, psychological factors, Gerbner’s General Model of Communication, Chinese excellent traditional cultural identity*

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### **The Exploration of Thematic Framework in Tobacco Control Advertisements Via Bilibili Platform**

Dujiancong, Normaliza Abd Rahim, Nur Haniz Mohd Nor, Kho Suet Nie

*Taylor's University, Malaysia*

China grapples with substantial public health ramifications stemming from widespread smoking. Despite initiatives such as “Healthy China 2030”, in Bilibili, a prominent video-sharing platform in China, the precise impact of these advertisements on public and youth smoking behaviors remains uncertain. This research endeavors to assess the typology of tobacco advertisements on Bilibili, with a specific focus on Message Thrillers Value (MTV) and Message Appeal (MA), examining their outreach and influence on viewer behavior and public responses. Employing a mixed-method approach integrating quantitative analyses, a sample of 40 popular tobacco-related videos and audience comments from Bilibili underwent scrutiny. The findings unveil prevalent categories of tobacco advertisements on Bilibili and their effectiveness, with MTV notably driving engagement in terms of clicks and comments. The result of Message Appeal and Scientific and Medical Framework

significantly impacted tobacco control narratives on the platform. This study furnishes invaluable insights for crafting and implementing tobacco control policies, underscoring the pivotal role of digital platforms in shaping public health initiatives. Future research endeavors should juxtapose the efficacy of diverse message appeals and frameworks across varied social media platforms to devise potent strategies countering the allure of tobacco advertisements among young users globally. Additionally, expanding similar investigations to encompass other social media platforms beyond Bilibili is recommended to comprehensively assess the impact of online tobacco advertising.

**Keywords:** *Tobacco control advertising, Bilibili, content analysis, thematic framing, audience response*

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## **Digital Literacy in Indonesia: Fighting Fake News and Hoaxes in the Digital Era**

Astri Dwi Andiani

*Universitas Putra Indonesia*

According to information released by the Ministry of Communication and Informatics, there are around 800,000 sites in Indonesia that have been identified as sources of invalid or false information. Facebook is the most frequently used platform for this purpose, followed by TikTok and YouTube. To address this, the Indonesian government through the Ministry of Communication and Informatics of the Republic of Indonesia held digital literacy aimed at 17 million Indonesians consisting of 4 main pillars in combating hoaxes, including: digital skills; digital culture; digital ethics, and digital safety. These efforts have succeeded in increasing the status of digital literacy in Indonesia in 2022, increasing to 3.54 compared to the previous year. The National Digital Literacy Index in 2022 increased by 0.05 points to 3.54 from the index achievement in 2021. There are three pillars that increased, namely Pillar 1 (Digital Skill) increased by 0.08 points, Pillar 2 (Digital Ethics) increased by 0.15 points, and Pillar 3 (Digital Safety) increased by 0.02 points. However, Pillar 4 (Digital Culture) decreased by 0.06 points.

**Keywords:** *Digital literacy, hoax, Indonesia, fake news*

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## **The AI Revolution in Media: Redefining Television and Radio Production**

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Artificial Intelligence (AI) is fundamentally transforming the landscape of television and radio production and broadcasting, ushering in a new era of efficiency, creativity, and audience engagement. This comprehensive review examines the multifaceted impact of AI technologies across the entire production pipeline, from content creation to distribution and viewer interaction. The paper explores how AI-driven natural language processing and machine learning algorithms are revolutionizing scriptwriting, enabling the generation of compelling narratives and dialogue. It also delves into the application of computer vision and deep learning techniques in video editing and post-production, automating tasks such as scene selection, color grading, and the creation of special effects. Furthermore, both Scopus and Google Scholar have indexed the previously examined body of work in their respective databases. This review is divided into four different themes, analyzing existing data or outcomes through categorization, comparison, and summarization. It

also uncovers research gaps and explore possibilities within the field. The review included English-language research and literature from 2022. It concludes by forecasting future trends, such as AI-generated virtual presenters, emotion-responsive content adaptation, and the seamless integration of augmented reality in broadcasting, illustrating a rapidly evolving media landscape where AI plays an increasingly central role.

**Keywords:** *Artificial intelligence, AI revolution, media, television, radio*

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## **Disaster Communication Management and Community Resilience: Volcanic Threats in Indonesia**

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Indonesia is located in a disaster-prone area, one of which is volcanic eruptions. Mount Merapi, located on the border of Central Java and Yogyakarta Special Region, is one of Indonesia's most active volcanoes and causes of disasters. The number of victims and the impact of damage caused every time Mount Merapi erupts periodically must be anticipated. This study aims to analyze communication management in handling the Mount Merapi disaster, where the government needs to compile a series of mitigation processes as a mitigation effort. The study used the disaster communication management theory, with qualitative methods and a phenomenological approach. The purposive sampling technique was used to determine relevant sources, namely the team from BPBD and the community living in the Disaster-Prone Area (KRB) III Boyolali. Research data were obtained from in-depth interviews, observations, and documentation. The study's results show that the problems in KRB III Boyolali are the threat of a Mount Merapi eruption disaster. In response to this situation, BPBD Boyolali runs the Sister Village program to implement action and communication. BPBD Boyolali also routinely holds socialization and disaster simulations for the community. BPBD Boyolali carries out pre-disaster communication to achieve the mitigation series process. They increased community preparedness through disaster socialization, simulation, and the Sister Village program. Socialization in the community is carried out by grouping age categories to facilitate the disaster mitigation process with information that is distributed comprehensively. Routine checks on the condition of public service aspects also need to be carried out to prevent obstacles when the disaster emergency response process occurs.

**Keywords:** *Disaster communication, Mount Merapi, KRB III Boyolali, mitigation, Sister Village experiences*

### **SESSION 3: Sustainable Practices in Media and Culture**

ROOM 2

## **A Framework to Understand and Resist AI Cold Care**

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With the increasing level of AI intelligence, AI can provide care, or AI's service can be perceived as caring from a human's perspective. For example, reciprocally self-disclosing and emotional support from robots can mitigate individual negative emotions effectively.



In the current AI technology, AI care is a behavior that is motivated by algorithmic logic instead of true emotional intelligence. The main problem of AI care involves coldness for specific groups. And these specific groups are usually marginalized in the whole society. Inappropriate AI care is putting them in more disadvantaged positions. Furthermore, the coldness of care is contagious between AI and humans. There exists an exchange mechanism between algorithm bias and reality bias. Also, people who receive and legitimize AI cold care may be tamed by AI as cold-blooded people gradually. However, cold care has a beneficial aspect. Analyzing from a structural level instead of an individual level, AI care may be an innovative way to decipher trolley problems. Regarding the resistance or utilization of AI cold care, there needs to be a comprehensive framework that involves every social actor in this process. This study attempts to propose a framework to explain and resist existing AI cold care. This study followed a critical approach and systematic review approach. First, this study reviewed existing relevant literature to clarify the research gap. Second, a critical analysis based on reality problems and theoretical background was conducted. Guided by the Social Ecological Model for public health promotion, a social-ecological model for AI care is also reasonable to clarify the relationships among different stakeholders during AI usage. For utilizing AI cold care, the social-ecological model will mainly contain individuals (targeted users and marginalized groups), the community (companies, AI designers), and the environment (policy). In this dynamic, the goal is to improve people's daily lives through optimizing AI care.

**Keywords:** *AI care, cold care, resistance, ecological framework*

## **Ecological Communication on Blue Economic Growth: Investigating Niklas Luhmann's Perspective on Minapolitan Area Development in the Special Region of Yogyakarta, Indonesia**

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Coastal development is complex, fragmented, dynamic, and involves many parties; effective communication is essential to overcome these challenges. Coastal development in Indonesia is threatened by overfishing, mangrove and coral reef loss, and marine debris degradation that undermines a sustainable economy. Five sub-districts (Sanden, Sedayu, Srandakan, Pandak, and Kretek) in the Special Region of Yogyakarta Province that represent the development of coastal areas were selected as study areas in this study. This study aimed to examine and outline coastal development in those sub-districts based on Law Number 04 of 2011 concerning Spatial Planning, Minapolitan, which has the potential to propose a concept of sustainable coastal development. A focus group discussion was conducted with 100 selected participants from five sub-districts, including the government, business actors, and the community. Pre and post-tests were also conducted in this study. The FGD data obtained was then thematically analyzed in qualitative form by mapping the three main elements of Niklas Luhmann's ecological communication that focus on managing environmental problems – awareness, mitigating, and calling for noises related to environmental issues around them. The results were then analyzed together with the pre and post- test scores. These findings show that people are aware and able to recognize the potential of their environment, the impact of risks and threats of environmental damage can be minimized, the production of messages, and the selection of appropriate communication media for exchanging information, knowledge, and stakeholders'

interest. The design of the Minapolitan area that supports sustainable development was also proposed in this study. The Minapolitan program has the potential to give birth to a blue economy business model with Penta helix collaboration that does not only stop at utilizing the sea for economic prosperity but also includes how to manage marine products from upstream to downstream in a sustainable manner or circular economy.

**Keywords:** *Ecological communication, coastal development, blue economy*

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## **Perception and Utilization of Artificial Intelligence for News Gathering and Dissemination by Journalists in Nigeria**

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In the recent years, artificial intelligence (AI), have been perceived to become a disruptive technology in news gathering, production and dissemination globally. The use of AI in newsrooms has generated immense debate and there is a growing recognition of the unique implications, challenges, and opportunities posed by AI in the news rooms. This study therefore aims to look into awareness, usage, challenges and opportunities for newsrooms in Nigeria using artificial intelligence. The design of this study is quantitative/survey research design. Findings reveal that majority of the participants find AI to be reliable, and credible with high percentage of positive perception on the usage of AI for news gathering and dissemination, however, most of them do not make effective use of AI for news gathering and dissemination.

**Keywords:** *AI, news gathering, Nigeria, dissemination*

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## **Exploring Diverse Learning Preferences and Technological Challenges: A Pilot Study on the Addie Model for Generation Z Learners**

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This paper presents the findings of a pilot study aimed at exploring key themes related to diverse learning preferences, technology integration, and student motivation among Generation Z learners at Universiti Sains Malaysia (USM). The study seeks to understand how these themes inform the potential adaptation of the ADDIE Model for digital learning environments, particularly for the dynamic needs of Generation Z students. The research methodology involved two phases of data collection: an initial survey using a Google Form with open-ended questions, followed by focus group interviews to gain deeper insights into students' experiences with digital learning. Participants were selected from Year 1, 2, and 3 Communication students at USM, offering a diverse range of perspectives on learning preferences and technological challenges. Findings suggest that while students highly value technology-driven learning, issues such as technical challenges, varied user experiences, and motivation need to be carefully addressed. These insights are critical for informing the design and implementation phases of the ADDIE Model, ensuring it can accommodate students' preferences and mitigate potential barriers. Ethical considerations, including inclusivity, privacy, and equitable access to technology, were also highlighted as crucial

factors. This pilot study plays a significant role in refining the research approach for the upcoming full-scale study. By testing methods and identifying challenges early on, the pilot study ensures that the main research will be more focused, impactful, and aligned with the needs of Generation Z learners in digital environments.

**Keywords:** *Generation Z learners, digital learning environments, technology integration, learning preferences, student motivation*

### SESSION 3: Sustainable Practices in Media and Culture

ROOM 3

#### **Blockchain-Enabled Media Disruption: Revolutionizing Content Ownership and Digital Rights Management**

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Blockchain technology is fundamentally changing how the media industry looks at content ownership and digital rights management (DRM). Existing methods of handling intellectual properties encounter difficulties, such as pirating & other illegal use by third parties, and the misappropriation of revenue. However, Blockchain gives us a Trustworthy, Transparent and Immutable ledger where all transactions are secure and traceable. Ensuring content control, automatic payments using smart contracts and clear trace in ownership. The blockchain, moreover enables direct to consumer interactions between content creators and end users (who are likely ready to pay small amounts of money for what they consume) while obviating the need for a middleman, thus facilitating fair remuneration structure. On the other hand, tokenization allows for fractional ownership, allowing fans and investors to engage in new ways. This disruption will not only reconfigure the media distribution/treatment landscape but also build trust between stakeholders to ascertain that everyone gets paid right and even ensuring rights usage. With the ever-growing adoption of blockchain, it is set to become a foundational technology in the media ecosystem, solving issues that have always plagued the media industry.

**Keywords:** *Blockchain, media disruption, digital rights management, content ownership, smart contracts, tokenization.*

#### **Metaverse and the Future of Media: Exploring Immersive Storytelling in a Virtual Ecosystem**

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The Metaverse redefines and represents the evolving of virtual ecosystem integration through blockchain technologies, augmented reality (AR) and virtual reality (VR) in media and storytelling. This research paper explores the affects that Metaverse has over immersive storytelling that highlights the potential relationship between the consumers and the storyteller. This new digital landscape has created opportunities for the media to interact aggressively with their audience that empowers virtual engagements. Through the combination of the real world and the virtual world, the presence of AR and VR promotes

social interaction among users. In the virtual world, Metaverse allows the media landscape to be more controlled and profitable. Our lives are backed by the rise of decentralised platforms and blockchain technology in ensuring the content ownership and the authenticity. Through the findings obtained, the research paper also sees the opportunities that the media industry can benefit through the emergence of Metaverse, that allows global reach and community building, innovative model for monetisation, creating more creative opportunities, enhancing the engagement with the audience and creates offering for the media companies that tailor to consumers' behaviours and preferences. Consequently, this research probes into such transitions and the study argues that the Metaverse might become a salient vector for shaping tomorrow's media environment while shedding light on related dilemmas of digital ethics amongst media, their accessibilities, and technological affordances.

**Keywords:** *Metaverse, immersive storytelling, virtual reality, augmented reality, digital media, interactive*

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### **Exploring the Ethical Dimensions of AI Integration in Media Practices: Perspectives from Journalism/Media Studies Scholars**

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This paper examines the multifaceted ethical implications arising from the integration of Artificial Intelligence (AI) technologies in contemporary media practices, as seen through the perspectives of journalism and media studies professors. In an era marked by rapid technological advancement and the proliferation of AI tools in various sectors, including media production, dissemination, and consumption, it is crucial to critically examine the ethical ramifications inherent in this paradigm shift. Using surveys to gather insights from academia, this study traverses the ethical landscape, analyzing the dilemmas, challenges, and opportunities presented by AI-driven media practices. The survey methodology included a sample of 200 professors from the global south focusing on United Arab Emirates and Pakistan. By focusing on the UAE and Pakistan, this study encompasses a wide spectrum of experiences and challenges faced by countries in the Global South. The UAE represents a high-tech, rapidly advancing nation, while Pakistan embodies a developing country with significant growth potential. This dual focus ensures a comprehensive understanding of the ethical implications of AI in media across different stages of technological and economic development within the Global South. The discourse encompasses a range of pertinent issues, including algorithmic bias, data privacy, transparency, accountability, and the socio-cultural impact of AI-mediated content creation and dissemination. By synthesizing perspectives from distinguished scholars in journalism and media studies, this paper aims to contribute to a systematic understanding of the ethical dimensions surrounding AI utilization in media. Additionally, it offers concrete recommendations for responsible AI integration to uphold journalistic integrity, societal values, and democratic principles.

**Keywords:** *Artificial intelligence, media ethics, journalism, media practices, ethical dimension*

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## **Disinformation Warfare Against Pakistan: Its Impact on Public Opinion, International Perception and Government Policy**

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This study aims to examine the disinformation and negative propaganda warfare waged by adversary states against Pakistan and through its research ascertain whether the warfare was impactful. Pakistan's subjecting to inter-state disinformation warfare was referred to by Pakistan's top officials, including the then army chief. In this warfare, media is used to build narratives against Pakistan, portraying it as a promoter of terrorism, an unsafe nuclear arsenal holder, the possessor of a rogue army, etc. The purpose is to shape the Pakistani public's opinion and international perception and, as a result, government policy in their favor. This study approached the problem through the agenda-setting theory lens based on a seminal study by Maxwell McCombs and Donald Shaw (1972), one of the most valuable tools for investigating the influence of the mass media on public thinking and attitude. Interpretivism was the research paradigm adopted for this study and a purposive sampling method was adopted to recruit participants identified through snowballing. So that only individuals with appropriate knowledge of disinformation and propaganda warfare against Pakistan could provide the relevant data. Based on guidance from the relevant literature for predominantly phenomenological studies, this research comprised a sample size of 15 interviewees with diverse backgrounds, comprising media academicians and journalists with international affairs backgrounds and defense analysts to complement the data from various aspects of the disinformation phenomenon. Based on five research questions, in-depth phenomenological interviewing was employed to collect data in line with this study's ontological stance and epistemological beliefs. The Thematic Analysis Method was used for data integration and analysis. Although this study majorly involved inductive reasoning, like most qualitative studies, it partly has a validating character. In its latter role, this study modified the seminal study to the extent that agenda-setting capacity had been overstated, especially in the case of inter-state disinformation. Instead, it has limited power to shape public opinion because of numerous moderators. This study identified eight potential impacts that disinformation recipients could have developed. Four of these potential impacts did not happen because of the significant moderators. The remaining four impacts were diluted to varying extents proportionate to the moderators' significance. Inductively, this study identified that internal changes could enhance the impact of inter-state disinformation on public opinion, as was the case with the Pakistan Army and the national intelligence agencies. It also concludes that the impact of disinformation could be contained by directly engaging the target public in the recipient state. This study also found that a disinformation target may impact different recipients differently depending on the moderators' effectiveness. This study also yields practical implications. It suggests that the impact of disinformation and propaganda can be mitigated by suitable measures involving the government, academia, the media, private sector businesses, and leading civil society organizations. It also calls upon policymakers to develop a comprehensive strategy in this regard.

**Keywords:** *Disinformation warfare, media agenda, disinformation impact, public opinion, moderators*



