

2017 International Research Workshop

輔仁大學傳播學院國際研究工作坊

Public Opinion, Health and Future of Communication

舉辦日期與時間：2017年11月25日（週六），1:00 pm - 6:00 pm

舉辦地點：輔仁大學文開樓3A教室

舉辦單位：輔仁大學傳播學院

Agenda

13:00-13:10	Opening Remarks: Vice President for Academic Affairs Jenq-Tay Yuan		
✧ Theme: Public Opinions on the New Media			
Moderator: Associate Professor Chun-Fu Chen			
13:10-14:00	The Internet, media, and public opinion in Japan	Professor Tadamasa Kimura	Rikkyo University
	Who speaks out and why? An examination of outspokenness on social networking sites and a reflection on assessing public opinion online	Associate Professor Stella Chia	City University of Hong Kong
	Essential elements of the Inoculated Spiral of Silence Model (ISoS) and its future theoretical development on public opinion research	Associate Professor Wei-Kuo Lin	Fu Jen Catholic University
14:00-14:30 Discussion 14:30-14:55 Coffee Break			
✧ Theme: Health and Crisis Communication			
Moderator: Associate Professor Wei-Kuo Lin			
14:55-15:45	Media exposure, perceived efficacy and protective behaviors in a public health emergency	Professor Xigen Li	City University of Hong Kong
	Functions of social media usage on K-culture consumption	Associate Professor Hye Eun Lee	Ewha Womans University
	A study of the news effect of 33 physicians poached by Fu Jen Catholic University Hospital from Taiwan University Hospital	Lecturer Shun Cheng Hsu Professor Alice Hong FJU Graduate Student Yu Yu Liu	Fu Jen Catholic University
15:45-16:15 Discussion 16:15-16:35 Short Break			
✧ Theme: Effects and Future Issues of the Media			
Moderator: Associate Professor Wei-Min Tang			
16:35-17:25	Feeling deceived by native ads or not?	Professor Soontae An	Ewha Womans University
	Artificial Intelligence and ethical issues	Associate Professor Shinichiro Wada	Rikkyo University
	News bias, credibility, and reaction time of anger-oriented news selection	Assistant Professor Yi-Hsing Han	Fu Jen Catholic University
17:25-18:00	Discussion/ Closing ceremony		

