



76TH ANNUAL ICA REGIONAL HUB THAILAND

ICA-TH 2026 Detailed Program

International Communication Association Regional Hub Thailand

5 June 2026 / Faculty of Communication Atrs
Chulalongkorn University

Special Forum conducted in Thai
with a summary in English. Guided University Tour.

6-7 June 2026

Plenary Panels, Masterclass, Special Talks,
and paper presentations

Mandarin Hotel Bangkok

Bangkok, Thailand

Conference Program

As of 1 June 2026



DAY 0

Friday, 5 June 2026

Faculty of Communication Arts, Chulalongkorn University · Conference Hall on the 11th fl, MKSW bldg.

13:00-13:20

Registration and Guided Tour Booking

Conference Hall on the 11th fl, MKSW bldg.

13:20-13:30

Opening Speech

By Dean, Assoc. Prof. Preeda Akarachantachoke (PhD.)

13:30-15:00

**Special Forum
Thai session with English Summary**

15:00-15:30

Group Photo and Coffee Break
Faculty of Communication Arts

15:30-16:30

Chulalongkorn University Shuttle Bus Tour

Campus highlights · 20 participants

13:30-15:00

Special Forum**THAI SESSION WITH ENGLISH SUMMARY**

“ถอดรหัสปรากฏการณ์ข่าวร้อน: อ่านความเหลื่อมล้ำเชิงโครงสร้างผ่าน ‘อำนาจ-ความจริง-แพลตฟอร์ม’ ในนิเวศสื่อไทย”

“Decoding Breaking News: Understanding Structural Inequality through Power, Truth, and Platforms in Thailand’s Media Ecology”

Moderator: Asst. Prof. Chanansara Oranop (Ph.D), Assistant Dean, Faculty of Communication Arts, Chulalongkorn University

13:20-13:30

Opening Speech

By Dean, Assoc. Prof. Preeda Akarachantachoke (PhD.)

Forum Speakers**Invited Speakers**

- **Dr. Dhanakorn Srisooksai**, Chief Executive Officer, Thai Media Fund
- **Supajitra Laohavatanapinyo**, Director of Platform Business Supervision and Inspection, ETDA
- **Anupong Chaiyarit**, Former Deputy Director for Media Distribution Technology, Thai PBS
- **Supinya Kiangnarong**, Co-founder, Cofact Thailand

15:00-15:30

Group Photo and Coffee Break

Networking break following the Special Forum.

15:30-16:30

Campus Tour

Chulalongkorn University Shuttle Bus Tour: Campus Highlights and Guided Exploration (20 Participants)



DAY 1

Saturday, 6 June 2026

Mandarin Hotel Bangkok · Plenary Hall + Room A-D

08:30-09:00

Registration & Networking Coffee

Foyer

09:00-09:30

Opening Ceremony

Plenary Hall / ROOM A (Mandarin A)

09:30-10:30

Plenary Panel: Asian Perspectives on Communication and Inequalities

Plenary Hall / ROOM A

10:30-11:00

Coffee Break

Foyer

09:00-09:30

Opening Ceremony

Presided over by the President of Chulalongkorn University, jointly with the Dean of the Faculty of Communication Arts, the President of ANPOR, and a video from the President of the International Communication Association (ICA).

PLENARY SPEAKER 1

Prof. Dr. Masato Kajimoto, PhD

Professor of Practice in Journalism, University of Hong Kong

From Fact-Checking to Information Integrity: Refining Media Literacy Education in the AI-Powered Ecosystem

PLENARY SPEAKER 2

Prof. Dr. Phouphet Kyophilavong

National University of Laos

The Impact of Digital Transformation on the Economy in the Greater Mekong Subregion (GMS)

PLENARY SPEAKER 3

Assoc. Prof. Dr. Long TV Nguyen

School of Communication & Design, RMIT International University, Vietnam

Health Communication in the Platform Society: Trust, Participation, and Digital Engagement



DAY 1

Parallel Session A

11:00-12:30 · Mandarin Hotel Bangkok

PARALLEL SESSION A

11:00-12:30

Mandarin Hotel Bangkok

Slot	Plenary Hall / ROOM A (Mandarin A) A1 Narrative Inequality in Digital Battlegrounds: Social Media, Influencers, and Public Perception of the Thai-Cambodian Conflict	ROOM B (Budsaba) A2 The Editorial Algorithm: AI, Automation, and the Accountability Gap in Asian Media	ROOM C (Rodsukon) A3 Between Evidence and Algorithm: Health Communication, Medical Authority, and the Platform Challenge	ROOM D (Karaked) A4 The Price of Visibility: Queer Identities, Gendered Labour, and the Surveillance of Digital Selves
Paper 1	<p>THAI MEDIA FUND SPECIAL SESSION · ALL ONSITE</p> <p>This panel explores an example of communication inequality, where a small group of influencers and news agencies can dominate public discourse in the Thai-Cambodian Conflict, often prioritizing nationalistic views over factual and balanced information.</p> <p>The panel highlights an urgent need to foster media literacy and encourage all stakeholders, including influencers, media outlets, and social platforms, to exercise social responsibility rather than chasing engagement through conflict.</p> <p>Speakers Dr. Dhanakorn Sriooksai, CEO, Thai Media Fund Dr. Chamnan Ngammaneeudom, Deputy CEO, Thai Media Fund Nattapol Zupasit, Thai Media Fund Thamrong Chittapasata, Thai Media Fund</p> <p>Discussant Asst. Prof. Chanansara Oranop (Ph.D), Assistant Dean, Faculty of Communication Arts, Chulalongkorn University</p>	<p>#129 Automating the News: AI Anchors, Hype, and Bounded Journalism in China Chen, Yiming Xi'an Jiaotong-Liverpool University, China</p>	<p>#108 Efficacy of Constructive Journalism on Affective Wellbeing: A Systematic Review and Meta-Analysis Fu, Zhengke NingboTECH University, China</p>	<p>#116 Platform-Mediated Thai Queerness: Thai BL, Global Streaming, and Messy Hybrid Masculinities dela Cruz, Erwin James Alonzo Thammasat University, Thailand</p>
Paper 2		<p>#167 Governing AI in Journalism: Media Company and News Rooms' (Self) Regulation in Using AI for News Production Manalu, S. Rouli Universitas Diponegoro, Indonesia</p>	<p>#135 IDEA Model-Based Approaches to Risk and Crisis Communication in Non-Communicable Diseases Suppiah, S. Maartandan Universiti Utara Malaysia, Malaysia</p>	<p>#106 Reclaiming the Tourist Gaze: Indigenous Self-Representation Among Peruvian Content Creators and Its Resonance in Southeast Asian Digital Contexts Laura Paima, Emily Cecilia Universitas Gadjah Mada, Indonesia</p>
Paper 3		<p>#172 Creative AI Ecosystem for Children and Youth: A Comparative Analysis of Global and Regional Policy Frameworks Devahastin, Dean Deeprom KidWise Studios, Thailand</p>	<p>#190 Health Misinformation on Social Media: An Analysis of TikTok Content Related to Non-Communicable Diseases in the Philippines and Thailand Calib, Aleyah Nadia I. University of the Thai Chamber of Commerce, Thailand</p>	<p>#121 Controlling Visibility: Trans Women, Identity, and Risk on Instagram Putri, Sukma Monash University, Australia</p>
Paper 4		<p>#189 Innovation as Aspirational Performance: Big Data Development in Guizhou, China Zhao, Hanqing Keio University, Japan</p>	<p>#110 The Meaning of Nursing Homes: A Study on Communication and Interpretation Among Thai Consumers of Different Generations Palapreewan, Phittaya Panyapiwat Institute of Management, Thailand</p>	<p>#155 From Taboo to Meme: Negotiating Queer Meanings through 'Jomok' Content on Indonesian TikTok Firdaus, Muhammad Nauris The University of Melbourne, Australia</p>
Paper 5		<p>#183 Operationalizing Human-in-the-Loop Governance Across the AI Application Development Lifecycle: The L-HAT Framework Suksakul, Parm Chulalongkorn University, Thailand</p>	<p>#137 Crisis Communication and Public Health Messaging Framework Analysis for Hazmat Incident and Occupational Chemical Leakage in Thailand Rakshit, Pornpidcha Faculty of Medicine Ramathibodi Hospital, Mahidol University, Thailand</p>	<p>#213 Gendered Motivations and Platformed Sexual Labor: Cis and Trans Women Creators on OnlyFans Yutthaworakool, Saittawut Asian Institute of Technology, Thailand</p>

12:30-13:30

Lunch Break

Mandarin Hotel Bangkok



DAY 1

Saturday, 6 June 2026 · Afternoon

Lunch 12:30-13:30 · Coffee 15:00-15:30

12:30-13:30

Lunch Break

Mandarin Hotel Bangkok

13:30-15:00

Hub-to-hub Roundtable

Plenary Hall (Room A)

15:00-15:30

Coffee Break

Foyer

17:00-17:30

Day 1 Highlights & Recap

Plenary Hall / ROOM A

18:30-21:00

ICA Thailand Cultural Evening

By invitation only

13:30-15:00

Hub-to-hub Roundtable Representing Five ICA Regional Hubs

Bringing together ICA hub representatives from the Philippines, Nigeria, Indonesia, Thailand, and New Zealand to discuss algorithmic power, decolonial communication, and the politics of voice in the Global South.

Marco M. Polo — Philippines

Associate Professor, De La Salle University–Dasmariñas | PACE & AMIC

Ekaete George — Nigeria

Development Communication Researcher | ICA Nigeria Chapter

Dorien Kartigawangi — Indonesia

Scholar of AI, epistemic coloniality, and non-Western knowledge systems

Mohan J. Dutta — New Zealand

Director of CARE, Massey University | Culture-centered communication scholar

Alongkorn Parivudhipongs — Thailand

Deputy Dean, Faculty of Communication Arts, Chulalongkorn University

Moderator Jerwin S. Borres, Assistant Prof., University of Science and Technology of Southern Philippines (USTP)



DAY 1

Parallel Session B

15:30-17:00 · Mandarin Hotel Bangkok

PARALLEL SESSION B

15:30-17:00

Mandarin Hotel Bangkok

Slot	Plenary Hall / ROOM A (Mandarin A) B1 Special Talk on Creative Economy and Journalism in China	ROOM B (Budsaba) B2 What Cables Carry: Communication Infrastructure, State Power, and the Right to Speak in Asia	ROOM C (Rodsukon) B3 The Truth Was Never Trending: News Avoidance, Disinformation, and the Democratic Information Crisis	ROOM D (Karaked) B4 When Everyone Is a Publisher: Platform Governance, Content Labour, and Commercial Communication in Asia's New Media Economy
Paper 1	<p>SPECIAL TALK SESSION I</p> <p>Creative and Cultural Industries in Asia</p> <p>This session discusses the transformation of creative industries in Asia, focusing on cultural labour, platform economies, and digital media industries.</p> <ol style="list-style-type: none"> Creative Labour and Trade Unions in East Asia Jocelyn Yi-Hsuan Lai, Associate Professor, Department of Communication Arts and Chief of Internationalization, College of Communication, Fu Jen Catholic University Digital Platform and Transformation of Creative Work in Malaysia Kenneth Lee Tze Wui, Media Scholar and Social Anthropologist; Assistant Professor and Head, Department of Mass Communication, Faculty of Creative Industries, Universiti Tunku Abdul Rahman <p>Discussant Assoc. Prof. Alongkorn Parivudhiphongs (PhD), Deputy Dean, Faculty of Communication Arts, Chulalongkorn University</p> <p>SPECIAL TALK SESSION II</p> <p>Journalism Education in China</p> <p>This session explores emerging trends in journalism education in China amid digital transformation and changing media industries.</p> <ol style="list-style-type: none"> Global Business Journalism Education in Contemporary China Lee Miller, Senior Editor, Bloomberg News and Visiting Professor of Journalism, Tsinghua University Transforming Journalism Education in Contemporary China Zhang Jianzhong, Professor, School of Journalism and Communication, Guangxi University <p>Discussant Prof. Dr. Masato Kajimoto, Professor of Practice in Journalism, University of Hong Kong</p>	<p>#147</p> <p>The Impacts of China's SEA-H2X Submarine Cable: Telecommunications Regulatory Study under the NBTC Framework</p> <p>Kheokao, Thasan National Broadcasting and Telecommunications Commission (NBTC), Thailand</p>	<p>#179</p> <p>A State of Knowledge Survey on Fact-Checking Research in Communication Studies</p> <p>Phothihang, Pratya Pibulsongkram Rajabhat University, Thailand</p>	<p>#188</p> <p>Branding the Misbranded: An Exploratory Study of Influencer-Mediated Cultural Misbranding in Hanoi</p> <p>Nguyen, Chung Anh Vietnam Japan University - VNU, Vietnam</p>
Paper 2		<p>#202</p> <p>The 'ThAI' Nationalism: The Pandemic of Information Operation (IO) in Arousing Nationalistic Sentiment during the Age of AI</p> <p>Bintorleb, Asia National University of Singapore, Singapore</p>	<p>#133</p> <p>Selective News Avoidance and Misinformation Concerns among Women Councillors in Delhi, India</p> <p>Sharma, Annapurna Central University of Punjab, India</p>	<p>#218</p> <p>From Columnists to Influencers: A Historical Study on the Digital Transition of Thai Football Journalists</p> <p>Supakitcharoen, Apisit Chulalongkorn University, Thailand</p>
Paper 3		<p>#157</p> <p>The Sonic Sovereignty of the Voiceless: Silence, Inequality, and Recognition in Southeast Asian Cinema</p> <p>Serisamran, Teerapong Chulalongkorn University, Thailand</p>	<p>#174</p> <p>Media Coverage of Crime and Its Effects on Thai Audiences' Perceptions of Criminal Suspects and Persons of Interest</p> <p>Phansab, Chanamon Chulalongkorn University, Thailand</p>	<p>#153</p> <p>The Personal Branding Process of Historical Knowledge Influencers: A Case Study of Dr. Wit Sittivaekin and Nat Klinmalee (Farose)</p> <p>Immonen, Max Srinakharinwirot University, Thailand</p>
Paper 4		<p>#209</p> <p>The Marketing Communication Governance in the Digital Era: An Analysis of Substantive Provisions and Practical Gaps</p> <p>Panichpapiboon, Sopark University of the Thai Chamber of Commerce, Thailand</p>	<p>#136</p> <p>Triggering Polarization: Examining the Link Between Hard Talk Programs and Online Vigilantism in the Thai-Cambodian Border Dispute</p> <p>Oranop, Chanansara Chulalongkorn University, Thailand</p>	<p>#201</p> <p>A Survey of the State of Research on Online Micro-Dramas in Mass Communication</p> <p>Kattirat, Witavas ChiangRai Rajabhat University, Thailand</p>
Paper 5		<p>#169</p> <p>National Self-Reliance in Discursive Legitimation: A Study of Viet Nam's 'New Era' Discourse in State Media</p> <p>Gia Huy, Luu and Ngoc Thuy Duong, Le Diplomatic Academy of Vietnam, Vietnam (Q&A with co-author at the end) - Zoom</p>	<p>#117</p> <p>Institutional Failure and Crisis of Communicative Action in Indonesia's August 2025 Demonstration</p> <p>Ardiyanto, Erik Universitas Paramadina, Indonesia</p>	<p>#156</p> <p>Motivations of Porn Game Developers: Movement under Moral Boundaries Among Japanese Anime-Style Adult Game Developers on Steam</p> <p>Srigom, Warapob Mahidol University, Thailand</p>
Paper 6		<p>#131</p> <p>Decolonizing Experimental Methods in Communication Research: Notes from a Filipino Perspective</p> <p>Villacastin, Juven Nino University of Hawaii at Manoa, Philippines</p>	<p>#203</p> <p>From Public Broadcasting to Platform Dependency: Regulatory Challenges, Information Inequality, and Media Access in Thailand</p> <p>Kamplian, Artima Faculty of Journalism and Mass Communication, Thammasat University, Thailand</p>	—

17:00-17:30

Day 1 Highlights & Recap

Plenary Hall (Room A)

18:30-21:00

ICA Thailand Cultural Evening (By Invitation only)

Hosted Dinner & Cultural Reception



DAY 2

Sunday, 7 June 2026

Mandarin Hotel Bangkok · Conference Rooms A-D

08:30-09:00

Registration & Networking Coffee

Foyer

10:30-11:00

Coffee Break

Foyer

PARALLEL SESSION C

09:00-10:30

Mandarin Hotel Bangkok

Slot	Plenary Hall / ROOM A (Mandarin A) C1 The Assemblages of Agency: Negotiating Visibility in Asian Digital Spaces	ROOM B (Budsaba) C2 Authority in Troubled Waters: Communication, Risk, and the Power to Shape Public Understanding (Hybrid)	ROOM C (Rodsukon) C3 Knowledge Is Not Enough: Health Communication, Behaviour Change, and the Body in Asian Contexts	ROOM D (Karaked) C4 Whose Story Is This? Historical Memory, Marginality, and the Right to Narrative Authority
Paper 1	QUT SPECIAL SESSION · ALL VIRTUAL This panel examines the complexities of digital visibility in Asian digital spaces. Through diverse case studies spanning digital advocacy in Indonesia, platform governance in Australia, virtual influencers in Vietnam, and cross-border creators in Myanmar, the speakers explore how marginalized groups negotiate agency amidst structural, cultural, and political constraints.	#109 Benevolent Leadership as a Relational Communication Signal: A Social Exchange Perspective on Customer Service Behavior Phochadom, Supissara Prince of Songkla University, Thailand	#161 Fighting a Laboring Women's Disease: Health Discourse about Uterine Prolapse in Socialist China (1958-1966) Zhang, Kaixuan NingboTech University, China	#139 Culturally Responsive Leadership Communication in Southeast Asia: A Case Study of Tony Fernandes and AirAsia Balakrishnan, Thiviya Tee Talks Services, Malaysia
Paper 2	Speakers 1. Dr. Alia Azmi , University of Bengkulu, Indonesia: online conversations on sexual violence and digital advocacy as a trajectory of agency. 2. Chuying Lu , University of Queensland, Australia: interaction architectures of Twitter/X during the COVID-19 pandemic and reply-based silencing.	#158 Mapping Policy Discourse on Flooding in Aceh: A Discourse Network Analysis of Government Responses Subektie, Rosalina Diponegoro University, Indonesia	#115 A DEMATEL-Based Systems Analysis of Health and Safety Risk Drivers Among Marginalized Worker Populations Bharadwaj, Manish ABV-IIITM Gwalior, India	#140 Representation of Historical Events in Malaysian National Historical Film Abd Halim, Siti Nur Izra Safra Universiti Kebangsaan Malaysia, Malaysia
Paper 3	3. Do Doan Hanh Nguyen , Queensland University of Technology, Australia: virtual influencers in Vietnam, representation, memefication, and commercialisation. 4. Dr. Yuxin Liu and Dr. Ming Zhang , Shanghai University of Political Science and Law, China; Wenzhou University of Technology, China: cross-border and transnational creators from Myanmar.	#216 News Framing of PM 2.5 Air Pollution in Thailand: A Comparative Study of National and Local News Websites Jitkaroon, Lalita Naresuan University, Thailand	#134 Bridging the Knowledge-Behavior Gap: A Health Communication Study of Liver Fluke Prevention in Thailand Shaw, Kanyika Panyapiwat Institute of Management, Thailand	#173 'Talking about my Beneficiaries': Knowledge Brokering Organisation Disrupting the Dominant Authority under Hierarchical Governance in the Global South Tan, Amanda Monash University Indonesia, Indonesia
Paper 4	Discussant Dr. Xiaoting Yu, Queensland University of Technology	#111 VIRTUAL Bridging the Implementation Gap in One Health: A Systematic Review of the Poultry Sector in Japan and Beyond Harmawan, Febriangga Ehime University, Japan	#149 Health Communication through Edutainment: A Case Study of 'Raw Pork, Deafness, Do You Know?' by Tai Baan x Department of Disease Control Werajong, Oubonpun Department of Disease Control, Thailand	#197 Active Ageing through Meaning, Routine, and Voice: An Onsite Study of Older Adults in Myanmar Pyaee, Aung Chulalongkorn University, Thailand
Paper 5		#193 VIRTUAL Constructing the 'Good Student': Digital Wellbeing and AI Use in Higher Education Discourses Buragohain, Dipima Chulalongkorn University, Thailand	#168 The Persuasive Impact of Narrative Storytelling in Entertainment-Education Audiovisual Media: Effects on Attitudes and Behavioral Intentions of Caregivers Sukitanon, Siwaporn Chiang Mai University, Thailand	#152 From Audience to Local Content Creators: Participatory Storytelling and the Expansion of Cultural Voices Srisaracam, Sakulsi Chulalongkorn University, Thailand
Paper 6		#180 VIRTUAL Who Defines the Risk? Framing Analysis of Thailand's PM 2.5 Crisis Chanthapan, Worapron California State University, Long Beach, USA	—	—



DAY 2

Masterclass & Outreach

Plenary Hall / ROOM A (Mandarin A)

11:00-11:45

MASTERCLASS · SESSION 1

Prof. Sung Kyum Cho

From Prompt to Verified Findings:
AI for Research Data Analysis and Validation in
Communication Studies

11:45-12:30

MASTERCLASS · SESSION 2

Prof. Mohan J. Dutta

CARE Methodology:
Culture-Centered Approach to Research and
Evaluation:
Voice, Reflexivity, and Structural Transformation

13:30-15:00

OUTREACH

ICA Handshake from Cape Town

Showcases and highlights from ICA family · Arranged by ICA Secretariat

All Masterclass sessions are virtual. Lunch Break: 12:30-13:30 · Coffee Break: 15:00-15:30.



DAY 2

Sunday, 7 June 2026 · Afternoon

Mandarin Hotel Bangkok · Rooms A-D

PARALLEL SESSION D

15:30-17:00

Mandarin Hotel Bangkok

Slot	Plenary Hall / ROOM A (Mandarin A) D1 The Global Algorithm: Digital Divides, Disinformation, and Algorithmic Power across Six Countries	ROOM B (Budsaba) D2 Communicating Green Energy and Sustainability in ASEAN	ROOM C (Rodsukon) D3 The Canon Was Never Neutral: Decolonial Methods, Cultural Memory, and Knowledge from the Global South	ROOM D (Karaked) D4 Add to Cart, Add to Culture: Digital Media, Youth Consumption, and the Platform Economy in Asia
Paper 1	#130 VIRTUAL The Reproduction of the Vertical Digital Divide in Vietnam's AI Education Strategy Tran, Long Xuan Bao Dalat University, Vietnam	AUSTRALIA-ASEAN NETWORK SPECIAL SESSION This special panel explores the role of communication, policy, science, and public engagement in advancing green energy and sustainability across ASEAN. The session is connected to the Aus4ASEAN Fellowship, an initiative by the Australian Government Department of Foreign Affairs and Trade (DFAT) supporting emerging regional leaders working on sustainability, climate resilience, and innovation. The panel highlights how communication and media can help bridge scientific knowledge, policy discussions, and public understanding in the transition toward sustainable energy futures. Speakers 1. Alongkorn Parivudhipongs, Associate Professor and Deputy Dean, Faculty of Communication Arts, Chulalongkorn University 2. Amornrat Limmanee, Team Leader, Solar Photovoltaic Technology Research Team, National Energy Technology Center (ENTECC), National Science and Technology Development Agency 3. Cleodette Latagan Lagata, Environmental Science Department, Ateneo de Manila University 4. Karnklon Raktham, Head of Communications, United Nations Development Programme Moderator Ms. Suriwassa Thanyanattawit	#142 Komunikograpiya: A Methodological Framework for Filipino Communication Research Villacastin, Juven Nino University of Hawaii at Manoa, USA	#171 Media Role in Promoting Y-Series as Soft Power through Online News and Online Conversation Puntakarnkul, Chonnikarn Chulalongkorn University, Thailand
Paper 2	#204 VIRTUAL The 'Second Parliament' in the Age of Algorithms: Invisibilisation and Transformation of French Street Politics Zuo, Chen Communication University of China, China		#100 Making Sense of Letters: The Reframing of the Javanese Script through Multisensory Communication Design Turangan, Jeremia Chulalongkorn University, Thailand	#107 The Influence of Social Media Content on Vietnamese Gen Z's Domestic Tourism Intention: The Mediating Roles of Flow Experience and Destination Envy Hoang, Thu-Trang and Duc-Phuc Nguyen Diplomatic Academy of Viet Nam, Vietnam
Paper 3	#181 VIRTUAL American Public and Commercial Medical Influence in Indonesia's Digital Health Space: Challenging Information Authority and Reliability Kartikawangi, Dorien Le Havre Normandy University, France		#150 Development of Thai Tourism Communication and Representation: A Case Study of Osotho Magazine Cheyjunya, Chavisa Chulalongkorn University, Thailand	#154 The Influence of the BookTok Media Community on the Book Purchasing Decision Behavior of Thai Readers Senawongse, Pasin Srinakharinwirot University, Thailand
Paper 4	#101 VIRTUAL Disinformation about the Oil Crisis: Filter Bubbles and Confirmation Bias in Social Media among South Korea's Gen-Z Chan, Steve K.L. Keimyung University, South Korea		#176 Language and Journalistic Style in a Rapidly Expanding English-Language Media: A Professional Discourse Perspective on Nepal Adhikari, Dharma Xi'an Jiaotong-Liverpool University, China	#187 Narrative Strategies for Bangkok Street Food on YouTube: A Case Study of 'BANGKOKCIAGA' Prapai boon, Preechaphol Srinakharinwirot University, Thailand
Paper 5	#215 VIRTUAL Silencing the Rational: Affective Publics and Power Imbalances in the Digital Discourse of Indonesia's Free Nutritious Meal Program Hanifah, Adenovi Universitas Gadjah Mada, Indonesia		#151 Political Identity as a Driver of Inadvertent Disinformation Sharing: Evidence from Thailand and Implications for Civic Participation Sittijinda, Suchewwa Chulalongkorn University, Thailand	#206 Designing for Discovery Beyond Virality: A Mobile Platform for Cultural-Heritage Tourism in Nepal Panta, Oshin and Chongvongruk, Jidapa Chulalongkorn University, Thailand
Paper 6	—		—	#164 Factors Influencing the Willingness to Pay for Sustainable Fashion among Generation Z Kontong, Tatkamon Srinakharinwirot University, Thailand

17:00-17:30

Closing Forum & Legacy Building

Reflections · Future Directions · Regional Research Agenda · Plenary Hall / ROOM A

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