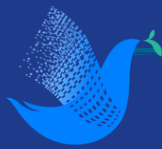




International
Communication
Association



Chula
Chulalongkorn University



กองทุนพัฒนาสื่อ
ปลอดภัยและสร้างสรรค์
THAI MEDIA FUND

CONFERENCE GUIDEBOOK

ICA REGIONAL HUB THAILAND 2026

Where Thailand-Mekong-Asian Region
Bridges Divides and Amplifies Voices

Communication and Inequalities:
Asian Perspectives,
Global Conversations

6–7 June 2026 • Bangkok
Chulalongkorn University

CONFERENCE GUIDEBOOK
ICA Regional Hub Thailand 2026
Communication and Inequalities:
Asian Perspectives, Global Conversations

Bangkok, Thailand · 5–7 June 2026

Hosted by

Faculty of Communication Arts, Chulalongkorn University

Co-hosted with

Asian Network for Public Opinion Research (ANPOR)

In Collaboration with

Thai Media Fund

Academic Partners

Council of Mass Communication Scholars of Thailand (C.M.C.T.)

College of Social Communication Innovation, Srinakharinwirot University

Faculty of Mass Communication, Chiang Mai University

Faculty of Communication Sciences, Comsci, Prince of Songkla University

Graduate School of Communication Arts and Management Innovation, NIDA

Journalism and Mass Communication, Thammasat University

Editorial Note

This guidebook is the official programme and intellectual companion to ICA Regional Hub Thailand 2026. It has been compiled and edited by the Programme Committee on behalf of the Conference Organising Committee, under the editorial direction of the co-hosts and with the generous support of the Thai Media Fund.

The guidebook serves two purposes. As a schedule, it provides participants with authoritative, complete information about every session, presentation, and event across three conference days in Bangkok. As an intellectual map, it situates each session within the larger scholarly conversation this conference is designed to stage: a regional engagement with communication, inequality, digital transformation, and the politics of voice.

The conference programme is the authoritative document for all session codes, times, venues, presenter names, and paper numbers. Where any discrepancy exists between earlier drafts and the final programme, the final programme prevails. Session overview texts and editorial introductions in the Plenary and Special Sessions section have been drafted by the Programme Committee on the basis of submitted abstracts, session descriptions, and the conference theme; they represent the editors' interpretation of each session's intellectual stakes, not authorised statements by presenters.

Paper descriptions in the Parallel Sessions section reproduce the full submitted abstracts for all parallel-session papers, as submitted by the authors and lightly copyedited for consistency of style. They represent the authors' own accounts of their research questions, methods, and findings. Editors' summaries of session themes are indicated as such and represent the Programme Committee's interpretation of each session's intellectual stakes, not authorised statements by presenters.

This gathering is a collaboration among Chulalongkorn University, ANPOR, the Thai Media Fund, ICA, Queensland University of Technology, the Australia–ASEAN Network, and a community of academic partners spanning Thailand's principal communication institutions. It reflects what becomes possible when regional scholarly infrastructure is built with care and sustained with purpose.

ICA Regional Hub Thailand 2026 is not a satellite event. It is a contribution to ICA's global programme and to the scholarly infrastructure of communication research in Asia. We hope this guidebook helps every participant understand why it matters — and navigate it well.

Dr iur Dhanaraj Kheokao

Editor-in-Chief of the Conference Programme Guidebook

Asian Network for Public Opinion Research

Table of Contents

<i>Editorial Note</i>	2
<i>Welcome Remarks</i>	7
President of Chulalongkorn University	7
Former President of the International Communication Association	8
Dean of the Faculty of Communication Arts, Chulalongkorn University	9
President of the Asian Network for Public Opinion Research (ANPOR)	10
<i>About the Conference</i>	11
The International Communication Association and Its Annual Conferences	11
The ICA Regional Hub Model	11
The Story of ICA Regional Hub Thailand 2026	11
Conference Theme: Communication and Inequalities	12
<i>Conference Committees</i>	13
Organizing Committee	13
• Honorary Patron	13
• International Advisory Board.....	13
• Chair.....	13
• Member	13
• Editor-in-Chief of the Conference Program Guidebook.....	13
Scientific Committee	13
• Chair.....	13
• Co-Chair	13
• Member	13
<i>Acknowledgements</i>	16
<i>Conference Programme</i>	17
Programme at a Glance	17
Venue Overview	19
• Friday, 5 June 2026 — Welcoming Day.....	19
• Saturday–Sunday, 6–7 June 2026.....	19
• Room Guide — Mandarin Hotel Bangkok.....	19
<i>Plenary and Special Sessions</i>	21

Opening Ceremony	21
Plenary Panel: Asian Perspectives on Communication and Inequalities	21
• Presentations.....	22
ICA Regional Hub Roundtable: Algorithmic Power, Care, Decennial Communication, and the Politics of Voice in the Global South	25
• Speakers.....	25
• Moderator	29
Masterclass	30
• Session 1 (11:00–11:45).....	30
• Session 2 (11:45–12:30).....	31
Outreach: ICA Handshake from Cape Town	34
Closing Forum and Legacy Building	34
Conference Tracks	35
<i>Parallel Sessions — Saturday, 6 June 2026 (Session A)</i>	36
• Session Overview	36
• Speakers and Discussant.....	36
• Session Overview	37
• Presentations	37
• Session Overview	40
• Presentations	40
• Session Overview	44
• Presentations.....	44
<i>Parallel Sessions — Saturday, 6 June 2026 (Session B)</i>	48
• Session Overview	48
• Special Talk Session I.....	48
• Special Talk Session II.....	49
• Session Overview	49
• Presentations.....	49
• Session Overview	53
• Presentations	53
• Session Overview	56
• Presentations	57

Parallel Sessions — Sunday, 7 June 2026 (Session C)	61
• Session Overview	61
• Speakers.....	61
• Session Overview	62
• Presentations	62
• Session Overview	66
• Presentations	66
• Session Overview	70
• Presentations	70
Parallel Sessions — Sunday, 7 June 2026 (Session D)	74
• Session Overview	74
• Presentations	74
• Session Overview	77
• Speakers.....	78
• Session Overview	78
• Presentations	78
• Session Overview	82
• Presentations	82
Notes for Participants	86
Notes for Presenters	86
Notes for Session Chairs and Moderators	86
Notes for Hybrid and Virtual Participants	86
Networking and Collaboration	86
Publication and Post-Conference Pathways	87
Practical Information	88
Conference Dates and Venues	88
Registration and Accreditation	88
Technical and AV Support	88
Language	88
Catering	88
Code of Conduct	89

Accessibility and Inclusion	89
<i>Legacy Statement</i>.....	90

Welcome Remarks

President of Chulalongkorn University



Professor Dr. Wilert Puriwat

It is a great honor for Chulalongkorn University to host ICA Regional Hub Thailand 2026, the official concurrent event of the 76th Annual Conference of the International Communication Association. As the global conference convenes in Cape Town, South Africa, this Regional Hub in Bangkok symbolically connects regional scholarship with global communication discourse, highlighting the growing importance of Asia, Southeast Asia, and the Mekong region within contemporary communication research.

The conference also reflects Chulalongkorn University's long-standing commitment to internationalization, interdisciplinary research, and meaningful global engagement through academic collaboration and knowledge exchange. The themes and objectives of this Hub are especially timely as communication increasingly shapes critical global issues, including inequality, technological transformation, information disorder, cultural representation, and civic participation.

Through keynote lectures, panel discussions, mentorship activities, and collaborative sessions, the conference creates valuable opportunities for scholars, practitioners, policymakers, and students to strengthen regional and international networks while advancing future-oriented research collaboration. Chulalongkorn University sincerely appreciates all organizers, partners, faculty members, staff, volunteers, and participants whose contributions have made this important gathering possible.

The university hopes that ICA Regional Hub Thailand 2026 will serve as a lasting foundation for future academic partnerships and regional cooperation in communication scholarship.

Former President of the International Communication Association



Professor Noshir Contractor

I am delighted to welcome you to the 2026 ICA Thailand Regional Hub, meeting right now in concert with our 76th Annual Conference in Cape Town, South Africa.

ICA began in 1950 as the National Society for the Study of Communication. By 1969, with members from twenty-eight countries, we changed our name to the International Communication Association — a name that was, at the time, as much aspiration as description. Our first conference outside the United States was held in Montreal in 1973; our first outside North America, in Berlin in 1977. This year in Cape Town marks our twentieth annual conference held outside the United States.

The Regional Hub model emerged during the pandemic, when ICA recognised that if our members could not come to ICA, ICA should come to them. What began as a creative response to crisis has grown into something remarkable: this year, ten hubs are meeting simultaneously with Cape Town, spanning Asia, Africa, South America, and Oceania. Alongside hubs, ICA launched a Regional Chapters programme in 2023, building sustained, year-round regional scholarly communities across six countries.

For Thailand, this moment is a first. Chulalongkorn University is one of the great research universities of Southeast Asia, and the fact that this Hub is anchored there speaks to the quality of ambition behind it. Thailand has a rich tradition of communication scholarship, and I have every confidence that this Hub will grow into something the entire ICA community will look to as an example of what is possible.

My warmest thanks to Alongkorn and his colleagues at Chulalongkorn University, and to Jantima and Dhanaraj Kheokao and the entire ANPOR team, for the vision, the work, and the courage it takes to be first. Welcome to the ICA family. We are very glad you are here. It is my hope that this gathering will be the beginning of a long and productive engagement with ICA for scholars across Thailand and the region.

Dean of the Faculty of Communication Arts, Chulalongkorn University



Assoc. Prof. Preeda Akarachankachote (PhD.)

ICA Regional Hub Thailand 2026 marks a historic milestone for the Faculty of Communication Arts, Chulalongkorn University, and for Thailand as the country hosts its first-ever ICA Regional Hub and only the 11th such Hub worldwide. Held concurrently with the 76th ICA Annual Conference in Cape Town, South Africa, the event highlights the growing contribution of scholarship from Thailand, the Mekong region, and Asia to global communication and media studies.

Taking place amid rapid transformations driven by artificial intelligence, platform economy, misinformation, and communication inequalities, the conference reflects a shared commitment to advancing critical, socially engaged, and globally relevant scholarships. As the Faculty of Communication Arts celebrates its 61st anniversary, the conference reaffirms its mission to foster intellectual exchange, interdisciplinary collaboration, and impactful communication research.

Beyond the conference itself, ICA Regional Hub Thailand 2026 seeks to strengthen long-term academic collaboration and regional networking. The faculty extends its sincere appreciation to all partners, speakers, reviewers, participants, staff, volunteers, and students whose contributions have made this event possible. It is hoped that this proceeding will serve not only as a record of scholarly exchange, but also as a lasting contribution to the future of communication and media studies in Asia and beyond.

President of the Asian Network for Public Opinion Research (ANPOR)



Assoc. Prof. Jantima Kheokao, Ph.D.

Message from Asian Network for Public Opinion Research

On behalf of ANPOR, I am pleased to support the ICA Regional Hub Thailand 2026, hosted by Chulalongkorn University, with regional and international partners. This event is a significant step toward strengthening communication research across Asia.

As a co-host, ANPOR aims to strengthen academic dialogue connecting Asia with the global communication research community. The conference theme, “Where Thailand-Mekong-Asian Region Bridges Divides and Amplifies Voices” underscores the urgent need to address communication inequalities and foster scholarship that is both regionally grounded and globally relevant.

The ICA Thailand Regional Hub 2026 is more than a conference; it is a chance to amplify Asian voices, inspire cross-border collaboration, and empower regional scholars. ANPOR believes diverse perspectives will advance communication research to meet emerging challenges.

We value the conference's commitment to hybrid participation and mentorship, which broaden access and promote sustainable academic networks throughout Asia.

We invite scholars, practitioners, policymakers, and students to join us in Bangkok in June 2026. Together, we can deepen public understanding, strengthen cooperation, and shape communication scholarship for an equitable future

About the Conference

The International Communication Association and Its Annual Conferences

Founded in 1950, the International Communication Association (ICA) is the world's leading scholarly association dedicated to the study of communication. Its membership spans more than ninety countries and encompasses researchers working in journalism and mass communication, interpersonal and organisational communication, political communication, health communication, technology and society, and the interdisciplinary field of communication studies broadly conceived.

The ICA Annual Conference is the principal gathering of the global field: a meeting at which the discipline's most significant new research is presented, debated, and positioned for the future. The 2026 Annual Conference takes place in Cape Town, South Africa, where the theme of communication and inequalities — from global digital divides to platform governance to the politics of knowledge production — will animate five days of scholarship.

ICA Regional Hubs are satellite conferences, organised in partnership with host institutions and regional networks, that extend the Annual Conference's intellectual programme into regions that are otherwise underrepresented in the main event. They are not lesser versions of the Annual Conference. They are designed to be serious scholarly venues in their own right — with peer-reviewed papers, distinguished invited speakers, and original programming that responds to the specific scholarly context of the host region.

The ICA Regional Hub Model

The Regional Hub model rests on a conviction that is both intellectual and political: that communication scholarship is genuinely enriched by perspectives that are grounded in diverse regional contexts, and that the institutional infrastructure of a global scholarly association should actively work to create those conditions, not merely to welcome them when they arrive.

A Regional Hub operates on the basis of a shared theme — in 2026, communication and inequalities — but interprets that theme through the lens of its region's particular scholarly history, research traditions, and contemporary concerns. ICA Regional Hub Thailand 2026 therefore takes the global conversation about digital inequality, platform power, and the politics of knowledge and asks: what does this look like from Bangkok? From the Philippines? From Indonesia? From Vietnam? From Nigeria? From New Zealand? What does the Global South's experience of digital transformation tell the field that the Global North's experience does not?

These are not rhetorical questions. They are the organising logic of this conference's programme.

The Story of ICA Regional Hub Thailand 2026

The proposal for a Regional Hub in Thailand emerged from a longstanding collaboration between the Faculty of Communication Arts at Chulalongkorn University and the Asian

Network for Public Opinion Research. Both institutions had observed the same gap: that Asia's substantial and growing body of communication scholarship was inadequately represented in global venues, and that Asian scholars frequently found themselves presenting work about Asian contexts to audiences whose primary frame of reference was elsewhere.

The proposal was developed, submitted to the ICA, and accepted as part of the ICA's 2026 Regional Hub programme. Planning began in earnest in late 2025 and has involved an open international call for papers, a peer-review process administered through ConfTool, the development of special-session partnerships with QUT and the Australia–ASEAN Network, and the engagement of a distinctive group of plenary speakers whose work engages directly with the conference theme.

Eighty-nine papers were accepted across twelve oral panels and a poster gallery, representing scholars from Thailand, the Philippines, Indonesia, Malaysia, Vietnam, India, China, Japan, South Korea, Australia, New Zealand, the United States, France, and Nepal. The geographic spread of submissions was itself a finding: that the questions this conference is asking are legible and urgent to scholars working across a wide range of institutional and national contexts.

Conference Theme: Communication and Inequalities

The theme of communication and inequalities is deliberately broad. It invites scholarship that examines inequality as a structural condition of communication systems — built into the infrastructure that determines who has access to information, into the algorithms that govern whose voices circulate, into the institutional hierarchies that determine whose methods and knowledge count.

But the theme also invites something more granular: the patient examination of specific cases in which communication reinforces, reproduces, or occasionally challenges inequality. A paper about trans women's Instagram use in Indonesia is a paper about communication inequalities. A paper about AI journalism governance in Asia is a paper about communication inequalities. A paper about the Javanese script and multisensory design is a paper about communication inequalities. The theme does not demand a single methodology or a single level of analysis. It demands rigour, honesty, and the willingness to follow the argument wherever it leads.

The sessions assembled in this programme represent sixteen countries and at least seven distinct research traditions. They approach the theme through platform studies, discourse analysis, survey methods, content analysis, legal analysis, experimental design, ethnography, and creative practice. Together, they constitute not a consensus but a conversation — one that ICA Regional Hub Thailand 2026 is designed to facilitate.

Conference Committees

Organizing Committee

- **Honorary Patron**

Prof. Dr. Wilert Puriwat, Chulalongkorn University, Thailand

Prof. Dr. Rungsun Rerknimitr, Chulalongkorn University, Thailand

- **International Advisory Board**

Prof. Noshir Contractor, International Communication Association, USA

Christopher Rochette, International Communication Association, USA

Prof. Mohan Dutta, Massey University/ICA Regional Hub, New Zealand

- **Chair**

Assoc. Prof. Dr. Alongkorn Parivudhipongs, Chulalongkorn University, Thailand

- **Member**

Asst. Prof. Dr. Chanansara Oranop na Ayutthaya, Chulalongkorn University, Thailand

Dhanikcha Boonwattanopas, Asian Network for Public Opinion Research

Asst. Prof. Dr. Oradol Kaewprasert, University of the Thai Chamber of Commerce, Thailand

Asst. Prof. Dr. Kanyika Shaw, Panyapiwat Institute of Management, Thailand

Praewpan Horkitrungruang, Chulalongkorn University, Thailand

Thitiporn Cheewarattanapong, Chulalongkorn University, Thailand

Sansanee Pliankam, Chulalongkorn University, Thailand

- **Editor-in-Chief of the Conference Program Guidebook**

Dr. iur. Dhanaraj Kheokao, Asian Network for Public Opinion Research

Scientific Committee

- **Chair**

Assoc. Prof. Preeda Akarachantachote (PhD.), Chulalongkorn University, Thailand

- **Co-Chair**

Assoc. Prof. Dr. Alongkorn Parivudhipongs, Chulalongkorn University, Thailand

Prof. Dr. Jantima Kheokao, St. Paul University Manila, Philippines

- **Member**

Prof. Dr. Yunjuan Luo, South China University of Technology, China

Prof. Dr. Eni Maryani, Universitas Padjadjaran, Indonesia

Professor Dr. Arnika Fuhrmann, The University of Hong Kong, Hong Kong
Prof. Dr. Songyot Buaphuean Burapha University Thailand
Assoc Prof. Dr. Smith Boonchutima, Chulalongkorn University, Thailand
Assoc Prof. Dr. Saravudh Anantachart, Chulalongkorn University, Thailand
Assoc Prof. Dr. Surasit Vithayarat, Suan Sunandha Rajabhat University, Thailand
Assoc Prof. Dr. Viroj Suttisima, Bangkok University, Thailand
Assoc Prof. Dr. Nitta Roonkaseam, Phranakhon Rajabhat University, Thailand
Assoc Prof. Dr. Warat Karuchit, National Institute of Development Administration, Thailand
Assoc Prof. Dr. Phattar Burarak, University of Phayao, Thailand
Assoc Prof. Dr. Robbie Jan Vincent Tobias Buelo, National University–Dasmariñas, Philippines
Assoc Prof. Dr. Dipima Buragohain, Guangdong University of Petrochemical Technology, China
Assoc Prof. Dr. Aida Mokta, International Islamic University Malaysia, Malaysia
Assist Prof. Dr. Waraporn Chatratichat, Chulalongkorn University, Thailand
Assist Prof. Dr. Papassara Chaiwong, Chulalongkorn University, Thailand
Assist Prof. Dr. Sasithon Yuwakosol, Srinakharinwirot University, Thailand
Assist Prof. Dr. Naruemol Wongprasert, University of the Thai Chamber of Commerce, Thailand
Assist Prof. Dr. Ekapon Thienthaworn, Thammasat University, Thailand
Assist Prof. Dr. Tanaporn Charoenthansakul, Walailak University, Thailand
Assist Prof. Dr. Pimonpan Chaninan, Chiang Mai University, Thailand
Assist Prof. Dr. Siritorn Yingrengreung, California State University Stanislaus, USA
Assist Prof. Dr. Debarati Dhar, Institute of Management Technology, Hyderabad India
Assist Prof. Dr. Worapron Chanthapan, California State University, Long Beach USA
Dr. Nuntaka Suthamprasert, Chulalongkorn University, Thailand
Dr. Chanon Sirithorn, Chulalongkorn University, Thailand
Dr. Visawat Panyawongsataporn, Chulalongkorn University, Thailand
Dr. Pitiporn Kittirattrakan, Chulalongkorn University, Thailand
Dr. Graiwoot Chulphongsathorn, Chulalongkorn University, Thailand
Dr. Thanapol Chaowanich, Chulalongkorn University, Thailand
Dr. Thicha Bhiraleus, Chulalongkorn University, Thailand
Dr. Pitchpatu Waiyachote, University of the Thai Chamber of Commerce, Thailand

Dr. Suthee Phowboonmee, University of the Thai Chamber of Commerce, Thailand
Dr. Benjabhorn Wuthipand, University of the Thai Chamber of Commerce Thailand
Dr. Issavara Sirirungruang, Mahidol University, Thailand
Dr. Ronnaphop Nopsuwan, Southeast Bangkok University, Thailand
Dr. iur. Dhanaraj Kheokao, ANPOR, Thailand
Dr. Manachai Inkaew, Rattana Bundit University / Thammasat University, Thailand
Dr. Sermsiri Nindum, Chiang Rai Rajabhat University, Thailand
Dr. Rustano Farady Marta, Universitas Indonesia Mandiri, Indonesia
Dr. Annie Beaumont, The City university, United Kingdom
Dr. Allauddin Kakar, Command and Staff College, Quetta, Balochistan, Pakistan
Dr. Khemraj Sharma, Kalinga Institute of Industrial Technology University, India
Dr. Korsiney N. Cabasis, St. Michael's College of Iligan, The Philippines
Dr. Kanae Kawamoto, The University of Tokyo, Japan

Acknowledgements

ICA Regional Hub Thailand 2026 would not exist without the efforts of a large number of people and institutions who gave their time, expertise, and support generously and without reservation.

The Faculty of Communication Arts at Chulalongkorn University provided the institutional home, the logistical infrastructure, and the academic leadership that made this conference possible. The Dean's office, administrative staff, and faculty members who contributed to planning and execution deserve particular recognition.

The Asian Network for Public Opinion Research (ANPOR) provided the regional scholarly network, the co-hosting partnership, and the intellectual community that gave the conference its regional depth. ANPOR's cross-national network and its sustained history of supporting communication and public opinion research in Asia made this Hub possible in a way that no single institution could have achieved alone.

The Thai Media Fund provided financial support and institutional endorsement without which the conference could not have operated at this scale. Its contribution reflects a commitment to supporting scholarly engagement with media, communication, and the public interest.

Queensland University of Technology contributed a distinctive all-virtual special session that demonstrates what international scholarly partnership can look like across time zones and institutional boundaries. The Australia–ASEAN Network's contribution of Session D2 deepens the conference's engagement with sustainability communication and regional environmental policy.

We are grateful to all authors who submitted papers, all reviewers who provided feedback, and all speakers who accepted invitations to plenary and special sessions. Special thanks are owed to session chairs and moderators, and to the volunteers and student support team without whom the logistics of the conference would be impossible to manage. To the participants who have travelled from across Asia and the world: the conference was made for you.

Conference Programme

Programme at a Glance

Time	Session / Event	Location
Friday, 5 June 2026 — Welcoming Day		
13:00–17:00	Welcoming Day: Registration · Welcome Reception · Special Forum · Campus Tour	Faculty of Communication Arts, Chulalongkorn University
Saturday, 6 June 2026 — Main Conference Day 1		
08:30–09:00	Registration & Networking	Foyer, Mandarin Hotel Bangkok
09:00–09:30	Opening Ceremony	Plenary Hall, Mandarin Hotel Bangkok
09:30–10:30	Plenary Panel: Asian Perspectives on Communication and Inequalities	Plenary Hall, Mandarin Hotel Bangkok
10:30–11:00	Coffee Break	Foyer, Mandarin Hotel Bangkok
11:00–12:30	Parallel Session A (A1 · A2 · A3 · A4)	Rooms Mandarin A · Budsaba · Rodsukon · Pornphairin
12:30–13:30	Lunch Break / Networking	Mandarin Hotel Bangkok
13:30–15:00	ICA Regional Hub Roundtable	Plenary Hall, Mandarin Hotel Bangkok
15:00–15:30	Coffee Break	Foyer, Mandarin Hotel Bangkok
15:30–17:00	Parallel Session B (B1 · B2 · B3 · B4)	Rooms Mandarin A · Budsaba · Rodsukon · Pornphairin
17:00–17:30	Day 1 Highlights & Recap	Plenary Hall, Mandarin Hotel Bangkok

Sunday, 7 June 2026 — Main Conference Day 2		
08:30–09:00	Registration & Networking	Foyer, Mandarin Hotel Bangkok
09:00–10:30	Parallel Session C (C1 · C2 · C3 · C4)	Rooms Mandarin A · Budsaba · Rodsukon · Karaked
10:30–11:00	Coffee Break	Foyer, Mandarin Hotel Bangkok
11:00–12:30	Master Class (Session 1 & 2) — All Virtual	Plenary Hall, Mandarin Hotel Bangkok
12:30–13:30	Lunch Break	Mandarin Hotel Bangkok
13:30–15:00	Outreach: ICA Handshake from Cape Town	Plenary Hall, Mandarin Hotel Bangkok
15:00–15:30	Coffee Break	Foyer, Mandarin Hotel Bangkok
15:30–17:00	Parallel Session D (D1 · D2 · D3 · D4)	Rooms Mandarin A · Budsaba · Rodsukon · Karaked
17:00–17:30	Closing Forum & Legacy Building	Plenary Hall, Mandarin Hotel Bangkok

Venue Overview

- Friday, 5 June 2026 — Welcoming Day**

Conference Hall, 11th Floor, MKSW Building, Faculty of Communication Arts, Chulalongkorn University

Time	Session & Activity	Speakers & Facilitators
13:00– 13:20	Registration and Guided Tour Conference Hall, 11th Floor	Conference Secretariat
13:20– 13:30	Opening Speech	Assoc. Prof. Dr. Preeda Akarachantachote Dean, Faculty of Communication Arts
13:30– 15:00	Special Forum “Decoding Breaking News: Understanding Structural Inequality through Power, Truth, and Platforms in Thailand’s Media Ecology” [Thai session with English summary]	Moderator: Asst. Prof. Dr. Chanansara Oranop Panellists: Dr. Thanakorn Srisuksai (Thai Media Fund) · Supajitra Laohavatanapinyo (ETDA) · Anupong Chaiyarit (Former Thai PBS) · Supinya Klangnarong (Cofact Thailand)
15:00– 15:30	Group Photo and Coffee Break	All Delegates & Faculty Members
15:30– 16:30	Campus Tour via University Shuttle Bus (Capacity: 20 participants)	Institutional Tour Guides

- Saturday–Sunday, 6–7 June 2026**

Mandarin Hotel Bangkok

662 Rama IV Road, Bangrak, Bangkok 10500

- Room Guide — Mandarin Hotel Bangkok**

Room	Sessions Held	Notes
Plenary Hall	Opening Ceremony · Plenary Panel · Roundtable · Master Class · ICA Handshake · Closing Forum · Day 1 Recap	Main plenary hall; full conference capacity

Room	Sessions Held	Notes
Room Mandarin A	A1 (Thai Media Fund Special) · B1 (Special Talk) · C1 (QUT All Virtual) · D1 (All Virtual)	Configured for hybrid/virtual streaming both days
Room Budsaba	A2 · B2 · C2 (Hybrid) · D2 (Australia–ASEAN Special)	Hybrid-capable for Session C2
Room Rodsukon	A3 · B3 · C3 · D3	Onsite (both days)
Room Pornphairin	A4 · B4	Onsite (Day 1 only)
Room Karaked	C4 · D4	Onsite (Day 2 only)
Foyer	Registration · All coffee breaks · Networking	Registration opens 08:30 both days

Plenary and Special Sessions

Opening Ceremony

Date and Time: Saturday, 6 June 2026, 09:00–09:30

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: Onsite

The Opening Ceremony formally inaugurates ICA Regional Hub Thailand 2026. It will include welcome addresses from the conference hosts and co-hosts, remarks from ICA representatives, and brief presentations acknowledging the academic partners whose support has made the conference possible. The ceremony is designed to be purposeful and succinct, setting the intellectual and collegial tone for the two conference days that follow.

Plenary Panel: Asian Perspectives on Communication and Inequalities

Date and Time: Saturday, 6 June 2026, 09:30–10:30

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: Onsite

The plenary panel takes the conference's central question seriously from three directions: information integrity and media literacy; digital transformation and regional inequality; and health communication, trust, and platform participation.

Masato Kajimoto of the University of Hong Kong approaches the problem through media literacy. As AI systems are increasingly integrated into information production, distribution, and consumption, the traditional tools of critical media literacy are proving insufficient. His contribution traces the evolution from fact-checking practice to the more ambitious project of information integrity: a framework that asks not only whether a claim is true but whether the system producing and circulating it is trustworthy.

Phouphet Kyophilavong of the National University of Laos approaches the theme through political economy. The Greater Mekong Subregion — comprising Thailand, Vietnam, Laos, Cambodia, Myanmar, and Yunnan Province — is undergoing digital transformation at a speed and scale that is reshaping economic life across the region. His analysis maps the implications of this transformation and asks whether the region's communication infrastructure is being built in ways that serve all its populations.

Long TV Nguyen of RMIT International University Vietnam brings the theme into health communication. In platform societies, health information is abundant, but abundance does not mean equity. His research examines how digital platforms mediate the relationship between medical authority, public trust, and health-seeking behaviour, and what it means to design for genuine participation in health communication environments.

- **Presentations**

Masato Kajimoto, PhD

Professor of Practice in Journalism

University of Hong Kong

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

ABSTRACT

Focusing on teaching practice, this talk illustrates how fact-checking initiatives in the classroom can serve as entry points to broader discussions of information integrity in the age of AI. Through examples of student work in journalism and infodemic management, it considers how media literacy education can better address platform dynamics and emerging risks. The presenter offers reflections and suggestions for educators seeking to update their approaches in a rapidly changing ecosystem



BIOGRAPHY

Masato Kajimoto is Professor of Practice at the School of Future Media, the University of Hong Kong, specialising in news literacy education, fact-checking practice, and misinformation ecosystem research in Asia. He founded ANNIE (Asian Network of News and Information Educators) in 2019 and leads the student-run fact-checking newsroom Annie Lab at HKU, a verified member of the International Fact-Checking Network at the Poynter Institute. He was elected to the IFCN Advisory Board in 2024. Before his academic career, he worked as an online reporter and web producer for CNN.

Prof. Dr. Phouphet Kyophilavong

Vice President and Professor of Economics

Faculty of Economics and Business Management, National University of Laos

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

ABSTRACT

The digital transformation is the engine to promote economic growth. However, there is a large digital divide in GMS and ASEAN. The digital transformation process in GMS is relatively slow compared to other ASEAN countries. Several papers have investigated the impact of the digital transformation on the economy. However, there are relatively few studies in the GMS countries. Therefore, the objective of this paper is to quantify the impact of digital transformation on macroeconomic variables in GMS countries using the Dynamic GTAP model. There are two simulations from 2026 to 2050: (1) Increase investment in ICT sectors; (2) Increase productivity; (3) Liberalization of the trade in services. The results showed that digital transformation accelerates the economic growth in GMS countries. In addition, it increases welfare and job opportunities for skilled laborers. In addition, the digital transformation is stimulating industrial output in some sectors. In sum, the implications of digital transformation are crucial for growth. Therefore, the policymaker must accelerate the implementation of digital transformation.



BIOGRAPHY

Dr. Phouphet Kyophilavong is Vice President of the National University of Laos and Professor in the Faculty of Economics and Business Management. He holds a PhD in economics from Kobe University (2003) and has been a visiting scholar at Kobe University and a Fulbright U.S.–ASEAN Visiting Scholar at Harvard University. He has directed numerous research projects and works closely with government agencies in Laos and international organisations.

Assoc. Prof. Dr. Long TV Nguyen
School of Communication and Design
RMIT International University, Vietnam

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

ABSTRACT

This presentation examines how trust operates as a critical mechanism for health participation and collective empowerment in Asian digital platforms, with particular attention to cultural production and audience co-creation. Contemporary health communication in Southeast Asia increasingly occurs through platforms—especially TikTok and messaging apps—where music, nostalgia, and user-generated content become vehicles for building trusted health narratives and collective participation. Drawing on research across health communication, platform dynamics, and prosumption, I explore how populations navigate and co-create credibility in health discussions through influencer engagement, cultural remixing, and peer-driven narratives. The session addresses four interconnected questions: How does cultural participation build health trust in Asian platforms? What role do prosumers and influencers play in democratizing health credibility? What role do AI systems and algorithms play in enabling or constraining collective empowerment? And how can practitioners design communication ecosystems that enable collective empowerment across digital inequality?



BIOGRAPHY

Long Nguyen has 15 years of senior management experience in global organisations and focuses on work-integrated learning in marketing communication research. His research addresses sustainability, health communication, and collective empowerment in cyberspace, with publications in Higher Education Research and Development, Health Communication, and Journal of Strategic Marketing. He has contributed to Vietnam's communication and PR industry through research whitepapers, media columns, and workshops on culture, AI, digital music, and sustainable development.

ICA Regional Hub Roundtable: Algorithmic Power, Care, Decennial Communication, and the Politics of Voice in the Global South

Date and Time: Saturday, 6 June 2026, 13:30–15:00

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: Onsite (speakers in person and/or joining virtually)

This cross-hub roundtable examines communicative inequality across Asian and Global South contexts through three interconnected dimensions: algorithmic systems and media literacy, pedagogical practice and care-centred communication, and institutional power structures and the politics of voice. Moving beyond access-based definitions of digital inequality, the session argues that disparities in communication are fundamentally about who is heard, how knowledge is shaped, and whose voices are legitimised within rapidly evolving digital and educational environments.

The first dimension addresses the media and information literacy gap in Asian classrooms, where unequal access to critical competencies creates a two-tiered communicative reality. The second dimension introduces the EduCAREing Framework, drawing from relational values found in many Asian cultures to reposition care as a structural communicative intervention rather than a purely affective practice. The third dimension examines inequality of voice in Asian media and professional communication spaces, where concentrated ownership, uneven regional representation, and the dominance of Western theoretical frameworks shape whose narratives gain legitimacy.

- **Speakers**

Marco M. Polo

Associate Professor

De La Salle University–Dasmariñas | PACE & AMIC, Philippines



Dr. Marco M. Polo is an Associate Professor in the Communication and Journalism Department at De La Salle University–Dasmariñas (Philippines) and currently serves as Director for University Advancement. He is a recognized leader in communication education in the Philippines, having served as two-term National President of the Philippine Association

of Communication Educators (PACE) and as a member of the Board of Management of the Asian Media Information and Communication Centre (AMIC).

His scholarly work spans digital communication, communication education, and interdisciplinary research, including anthropology and pedagogy. He has presented research at major international conferences such as the AMIC Conference in India and the World Anthropological Union Congress, reflecting his engagement in global academic discourse.

Dr. Polo's research contributions include studies on digital communication strategies in higher education, curriculum development in communication, and audience engagement in media platforms, as well as work on care-centered education frameworks in technology-mediated learning environments.

He has received recognition for his contributions to education and innovation, including an Educational Technology Innovation Award from DLSU-D and distinction as a Distinguished Alumni in Communication Education from the University of the Philippines Los Baños.

Overall, Dr. Polo is known for advancing communication research, curriculum development, and regional collaboration in Asia, with a strong focus on aligning academic scholarship with industry and societal needs.

Ekaete George

Development Communication Researcher

ICA Nigeria Chapter, Nigeria



Ekaete George was born in Uyo, Akwa Ibom State Nigeria in 1981. She grew up in the cities of Calabar and Port Harcourt, Nigeria. Ekaete obtained her first degree in English and literary studies from the University of Calabar where she developed her love for literature and honed her creative writing skills. As an undergraduate, she was on the Editorial Board of 'The Quill' a Journal of the English and Literary Studies Association, and also editor of the weekly poetry bulletin. Ekaete spent her university years studying, writing and connecting with writers' bodies on campus and across Nigeria.

Ekaete has spent several years since 2005 in the maritime and development sector working as an administrator, projects manager and development communications professional. She holds a Masters degree in Development communications from the University of Port Harcourt and is currently a doctoral researcher on development communication in the same university.

Ekaete is also an organizer and leader who has held different roles in writers' associations and non-profit organisations across Nigeria.

Ekaete draws inspiration for her writings from her vast work and life experiences. In 2018 her debut collection *Saints and Scoundrels* was released. *Saints and Scoundrels* is Ekaete's foray into literary activism against environmental and gender injustice that endangers development in her immediate Niger Delta region of Nigeria. It decries the degradation and despoiling and makes a rallying call for justice to an environment and a gender in dire need of it.

Her latest books *Hurricane Lover* and *These Thighs* published in November 2020.

Ekaete lives in Port Harcourt Nigeria with her daughter Gabi, her nieces Miranda and Michelle, and her octogenarian mother Mary. When she is not working, writing, caregiving or running her household, she loves to enjoy the occasional beer and boisterous company.

Dorien Kartigawangi

Scholar of AI, Epistemic Coloniality, and Non-Western Knowledge Systems

Atma Jaya Catholic University of Indonesia, Jakarta



Professor Dorien Kartikawangi is the Former Dean of the Faculty of Business Administration and Communication Science at Atma Jaya Catholic University of Indonesia, Jakarta. She is actively giving lectures at the School of Communication and Postgraduate Program of the Department of Communication Science, Universitas Indonesia, Jakarta. Starting in 2021, she was invited as an adjunct Professor at the School of Communication, Far Eastern University, the Philippines. She is also a visiting professor at Westphalian University of Applied Science, Germany (2018, 2024); Santa Fe College, Florida, US (2019); The University of Le Havre, Normandy, France (2023); and Bourgogne University, Dijon, France (2024). Her teaching and research focus is on organizational communication, public relations, corporate social responsibility (CSR), strategic communication, and digital communication. She is an awardee of the Supersemar Scholarship, Stanvac, Canada World Youth – Ministry of Education and Culture, JICA, Erasmus+, and Anugerah Perhumas 2024. Dorien is involved in various social organizations at the national as well as international levels: Founding Chair of the International Communication Association (ICA) Indonesia Chapter; Advisory Board, Indonesian Public Relations Association (PERHUMAS); Committee of Asia Pacific Public Relations Research and Education Network (APPRREN), Executive Committee of Asia Pacific Communication Alliance (APCA), Lifetime member of International Communication Association (ICA) and

International Society for Development and Sustainability (ISDS) as a Lifetime Fellow Member. She is also the founder of the “House of Kartika Kusuma,” which oversees DK Consulting, a Public Library, and a Batik Gallery.

Prof. Mohan J. Dutta

Director of CARE | Culture-Centred Communication Scholar

Massey University, New Zealand



Mohan Dutta is Dean’s Chair Professor in Communication at Massey University and Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE). Internationally recognized for his pioneering work on the culture-centered approach, health communication, social justice, and decolonial communication theory, he has led numerous community-engaged research initiatives across the Asia-Pacific and Global South. He also leads the International Communication Association (ICA) Oceania Hub, fostering regional and global dialogue on communication, inequality, and social change.

Assoc. Prof. Alongkorn Parivudhipongs, PhD

Deputy Dean, Faculty of Communication Arts

Chulalongkorn University, Thailand



AL or Alongkorn Parivudhipongs is Associate Professor and Deputy Dean of the Faculty of Communication Arts at Chulalongkorn University. His work focuses on journalism studies, digital media, creative and cultural industries, and communication studies in the age of AI.

With professional experience as a journalist, television producer, and radio host, he actively bridges academic research and media practice through international collaboration, public communication, and research on media transformation in Thailand and Asia.

- **Moderator**

Jervin S. Borres

Assistant Professor

Director, Marketing and Recruitment for Internationalization

University of Science and Technology of Southern Philippines (USTP), Philippines



Asst. Prof. Jerwin S. Borres is a faculty member in the Department of Technology Communication Management at USTP Cagayan de Oro. He is actively involved in teaching, academic collaboration, and student research development within the College of Information Technology and Computing.

Masterclass

Date and Time: Sunday, 7 June 2026, 11:00–12:30

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: All Virtual (presentations streamed in the Plenary Hall for onsite attendees)

The Master Class is the conference's methodological centrepiece: a dedicated space for early-career researchers and advanced graduate students to engage with two experienced methodologists on questions currently reshaping communication research practice. The session is open to all conference participants and is particularly recommended for researchers at the doctoral and postdoctoral stage.

Session 1 (11:00–11:45) addresses the use of AI tools in research data analysis — the careful, critical question of how these tools can be used rigorously, how their outputs can be validated, and what they can and cannot replace in the research process. Session 2 (11:45–12:30) offers participants an encounter with the Culture-Centred Approach: a methodology built on principles of structural transformation, community voice, and reflexive engagement.

- **Session 1 (11:00–11:45)**

Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

Presentation: " AI-Assisted Data Analysis: Automated Regression and AI-Supported Text Analytics"

ABSTRACT

This workshop explores practical approaches to integrating AI into the data analysis process. The focus is not on AI as a substitute for researchers or statistical expertise, but on its role in supporting the analytic workflow—from refining research questions and inspecting data to selecting analytic strategies, conducting analyses, and interpreting findings.

Participants will see how AI can assist in clarifying research objectives, examining data structures, suggesting appropriate analytic methods, checking assumptions, generating statistical outputs, and explaining results in relation to the original research question. The workshop demonstrates how AI can help reduce routine analytic burdens while allowing researchers to concentrate on substantive reasoning and decision making.

Practical demonstrations will include regression analysis, illustrating how AI can support variable specification, model estimation, assumption checking, interpretation of coefficients, and the identification of follow-up analyses. In addition, the workshop will present examples of AI-supported text analysis, including the categorization of open-ended responses and the use of embedding-based approaches to identify semantic similarities and thematic patterns in textual data.

A central theme of the workshop is the critical evaluation of AI-generated outputs. While AI can accelerate many analytic tasks, its recommendations and interpretations should not be

accepted uncritically. The session therefore discusses strategies for assessing whether suggested analyses are appropriate, whether conclusions are consistent with the underlying data, and whether interpretations adequately address the research question.

Through a series of demonstration applications, participants will gain a practical understanding of both the opportunities and limitations of AI-assisted analysis. The workshop highlights how AI can make analytical workflows more accessible and systematic while underscoring the continuing importance of researcher judgment, methodological transparency, and independent verification.



BIOGRAPHY

Prof. Sung Kyum Cho is Distinguished Chair Professor at DGIST, South Korea. He spent over three decades as Professor in the Department of Communication at Chungnam National University (1991–2022), serving as Dean of the College of Social Sciences and the College of Public Policy. He currently serves as President of ANPOR Korea and Secretary General of the Asia-Pacific Communication Alliance, and was President of ANPOR from 2012 to 2016. Since 2013 he has been Publisher and Co-Editor of the Scopus-indexed Asian Journal of Public Opinion Research.

- **Session 2 (11:45–12:30)**

Prof. Mohan J. Dutta
Director of CARE
Massey University, New Zealand

Presentation: "Culture-Centred Approach to Research and Evaluation: Voice, Reflexivity, and Structural Transformation"

ABSTRACT

The CARE methodology (housed within the Center for Culture-Centered Approach to Research and Evaluation) is a framework used to address health inequities and social justice. It is built upon the Culture-Centered Approach (CCA), which shifts the focus of health communication from top-down, behavior-change messaging to bottom-up, community-driven advocacy.

At its core, CARE seeks to create "voice infrastructures" for marginalized or "subaltern" communities—those who are often silenced by mainstream political and economic systems.

1. The Core Framework: Structure, Culture, and Agency

The CARE methodology operates on the interaction of three primary concepts:

* **Structure:** The institutional and social systems (like healthcare policies, economic barriers, or laws) that determine who has access to resources.

* **Culture:** The shared meanings, values, and local knowledge that communities use to understand their health and well-being.

* **Agency:** The capacity of community members to act, speak, and resist structural constraints.

2. Key Methodological Pillars

The CARE methodology is distinct because it is activist-oriented. It doesn't just "study" a community; it partners with them to drive change.

Pillar	Description	Purpose
Voice	Centering the lived experiences and stories of the marginalized	To challenge dominant narratives written by "experts"
Reflexivity	Academic researchers must constantly question their own power and privilege	To ensure the research doesn't become another form of colonizing the community
Structural Transformation	The ultimate goal is to change the systems causing the inequality	To move beyond "awareness" and into policy and social change

Pillar Description Purpose

Voice Centering the lived experiences and stories of the marginalized. To challenge dominant narratives written by "experts."

Reflexivity Academic researchers must constantly question their own power and privilege. To ensure the research doesn't become another form of colonizing the community.

Structural Transformation The ultimate goal is to change the systems causing the inequality. To move beyond "awareness" and into policy and social change.

3. How the Methodology Works in Practice

Unlike traditional research that uses surveys to gather data, CARE utilizes dialogic participation. This often involves:

- * Immersion: Researchers spend extended time in the community to build trust.
- * Co-creation: Communities decide what the health problems are, rather than having them defined by outside NGOs or governments.
- * Communication Infrastructures: Helping communities create their own channels—such as community radio, theater, or social media campaigns—to demand their rights from policymakers.

Examples of CARE Projects

- * Heart Health among Malays (Singapore): Addressing the gap in health outcomes by centering the specific cultural and structural barriers faced by the minority Malay population.
- * Indigenous Sovereignty (New Zealand/Aotearoa): Working with Māori communities to use the Treaty of Waitangi as a tool for health justice and resisting structural racism.

4. Why it Matters

CARE is a critique of Neoliberalism. It argues that mainstream health communication often blames the individual (e.g., "you should eat better") while ignoring the structure (e.g., "you live in a food desert with no living wage"). By centering culture, Dutta's methodology aims to decolonize knowledge and restore power to the people at the margins.



BIOGRAPHY

Mohan Dutta is Dean's Chair Professor in Communication at Massey University and Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE). Internationally recognized for his pioneering work on the culture-centered approach, health communication, social justice, and decolonial communication theory, he has led numerous community-engaged research initiatives across the Asia-Pacific and Global South. He also leads the International Communication Association (ICA) Oceania Hub, fostering regional and global dialogue on communication, inequality, and social change.

Outreach: ICA Handshake from Cape Town

Date and Time: Sunday, 7 June 2026, 13:30–15:00

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: Hybrid (live connection to ICA Annual Conference, Cape Town)

On the afternoon of Sunday, 7 June 2026, the Plenary Hall of the Mandarin Hotel Bangkok will open a live connection to ICA's Annual Conference in Cape Town, South Africa. The ICA Handshake from Cape Town is both a logistical event and a symbolic one: a demonstration that the Regional Hub model is not a geographical concession but a structural commitment to the decentralisation of scholarly conversation.

The session will feature showcases and highlights from the ICA family globally — presentations of initiatives, network activities, and emerging collaborations that connect the Bangkok gathering to the wider ICA community. It is designed to give Bangkok participants a window onto the Cape Town programme, and to give Cape Town participants a window onto what Asian communication scholarship is producing.

The specific content of the session — speakers, showcases, and format — is being coordinated with the ICA Secretariat and will be confirmed closer to the conference date. Participants are encouraged to attend with an open and collaborative spirit: this session is about connection, not presentation.

Closing Forum and Legacy Building

Date and Time: Sunday, 7 June 2026, 17:00–17:30

Venue: Plenary Hall, Mandarin Hotel Bangkok

Mode: Onsite

Every conference ends; not every conference leaves something behind. The Closing Forum is an attempt to ensure that ICA Regional Hub Thailand 2026 does more than conclude. Its purpose is to consolidate the intellectual outputs of three days of scholarly exchange, to identify the themes and questions that participants believe deserve further investigation, and to map the collaborations, publications, and future gatherings that might carry this work forward.

The session will include brief reflections from session chairs and plenary discussants on the conference's key findings, an open conversation about future directions for ICA regional engagement in Asia, and formal closing remarks from the conference hosts and ICA representatives.

Participants are encouraged to arrive with a question they would like to put to the room: something they heard in a session that unsettled them, something they wished had been discussed further, something they want to build with the colleagues they have met. The legacy of this conference will be made by the people in this room.

Conference Tracks

The sixteen parallel sessions of ICA Regional Hub Thailand 2026 are organised across seven thematic tracks. These tracks are orientation guides, not rigid categories: many sessions speak to more than one track, and productive conversations often happen at the intersections.

Code	Track Name	Sessions
T1	Digital Divides and Algorithmic Justice in Asia	A2 · C1 · D1
T2	Representation, Voice, and Marginality	A4 · C1 · C3 · C4
T3	Health and Environmental Communication	A3 · C2 · C3
T4	Language, Power, and Decolonial Knowledge	C4 · D3
T5	Polarisation, Disinformation, and Civic Participation	A1 · B3 · D1 · D3
T6	AI Governance, Power, and Innovation	A2 · B1 · B2
T7	Marketing Communication and Inclusive Engagement	B4 · D2 · D4

Parallel Sessions — Saturday, 6 June 2026

(Session A)

Parallel Session A runs from 11:00 to 12:30 on Saturday, 6 June 2026, across four rooms. Sessions A1–A4 proceed simultaneously. Session A1 (Room Mandarin A) is the Thai Media Fund Special Session.

A1 Narrative Inequality in Digital Battlegrounds: Social Media, Influencers, and Public Perception of the Thai-Cambodian Conflict

Date & Time: Saturday, 6 June 2026 · **Track:** T5 · Polarisation, Disinformation, and Civic Participation
11:00–12:30

Room: Room Mandarin A · **Mode:** Onsite | Thai Media Fund Special Session

- **Session Overview**

This panel explores how a small group of influencers and news agencies can dominate public discourse on an international border conflict, often prioritising nationalistic views over factual and balanced information. The panel highlights the need to foster media literacy and to encourage influencers, media outlets, and social platforms to exercise social responsibility. It also considers how society can develop the critical tools to evaluate emotionally loaded content and prevent digital platforms from becoming instruments for escalating cross-border hostility.

- **Speakers and Discussant**

Dr. Dhanakorn Srisooksai · Chief Executive Officer, Thai Media Fund

Dr. Chamnan Ngammaneeudom · Deputy Chief Executive Officer, Thai Media Fund

Nattapol Zupasit · Thai Media Fund

Thamrong Chittapasata · *Thai Media Fund*

Discussant: Asst. Prof. Dr. Chanansara Oranop · Assistant Dean, Faculty of Communication Arts, Chulalongkorn University

A2 The Editorial Algorithm: AI, Automation, and the Accountability Gap in Asian Media

Date & Time: Saturday, 6 June 2026 · **Track:** T1 · Digital Divides and Algorithmic Justice in Asia · T6 · AI Governance, Power, and Innovation
11:00–12:30

Room: Room Budsaba

Mode: Onsite

- **Session Overview**

When an AI anchor reads the news in China, who is responsible for what it says? Five papers approach the accountability gap in AI-mediated media: how hype-driven representations translate into bounded journalistic practice, how Indonesian newsrooms develop self-regulatory frameworks, how global AI policy frameworks fail to position children as creative agents, how Guizhou's big-data agenda operates as aspirational political performance, and how the L-HAT Framework operationalises human-in-the-loop governance in practice.

- **Presentations**

#129

Automating the News: AI Anchors, Hype, and Bounded Journalism in China

Yiming Chen, Liming Liu, Yumeng Wang · Xi'an Jiaotong-Liverpool University, China; Arizona State University, USA · Presented by Yiming Chen

Abstract

AI-generated news anchors have been widely promoted in China as a breakthrough in intelligent journalism, frequently portrayed in media coverage as efficient, tireless, and capable of surpassing human presenters. Such representations are not merely descriptive but reflect broader hype-driven narratives that construct technological futures through promises and expectations. Yet what these narratives claim and what these systems actually do in practice remain strikingly misaligned. Drawing on 45 media feature reports and a walkthrough analysis of five prominent AI news anchor cases, this study examines how hype-driven representations of AI are translated into situated journalistic practices within China's state-aligned media system. The analysis develops a three-step framework — hype, automation framing, and institutional shaping — to trace this transformation. Media discourse constructs AI anchors as technologically spectacular and human-like, yet empirical observation reveals that AI anchors operate within highly scripted, pre-defined environments, with limited interactional capacity and no editorial autonomy. Their role is largely confined to the delivery of standardised, low-risk content, particularly in political and policy-oriented contexts. These systems are institutionally absorbed into existing media structures, functioning less as disruptive innovations than as symbolic technologies that signal modernisation while reinforcing established communication logics. By foregrounding the gap between discursive construction and practical deployment, the study argues that AI hype does not simply exaggerate technological capability; it selectively redefines journalistic work in ways that obscure embodied authority, editorial judgment, and accountability — resulting in a form of bounded automation.

#167

Governing AI in Journalism: Media Company and Newsrooms' (Self) Regulation in Using AI for News Production

S. Rouli Manalu · Universitas Diponegoro, Indonesia

Abstract

The adoption of artificial intelligence in journalism has become an increasingly global phenomenon extending beyond media industries in the United States and Europe to developing countries across Asia and the Global South. While European research tends to emphasise ethical frameworks, regulation, and public interest concerns, studies from Asian contexts more often highlight technological innovation and competitive pressures within the media industry. This study examines AI adoption in the Indonesian media industry, focusing on how AI is used in journalistic practices such as news selection, production, and editing, and how AI is governed in everyday newsroom activities — including the role of external regulation through National Press Council guidelines and the development of internal or self-regulatory mechanisms within media organisations. Data are collected through semi-structured in-depth interviews with media practitioners from national and local Indonesian news organisations, including editors-in-chief, desk editors, reporters, and correspondents. Preliminary findings show that economic pressure to increase news quantity, visibility, and traffic is one of the primary drivers for using AI in news production. Transparency in AI use has not yet become a major governance concern in news production. The study aims to contribute to academic debates on AI in journalism while informing policy development and governance frameworks aligned with Indonesia’s media ecosystem.

#172

Creative AI Ecosystem for Children and Youth: A Comparative Analysis of Global and Regional Policy Frameworks

Dean Deeprom Devahastin · KidWise Studios, Thailand

Abstract

The rapid advancement and integration of artificial intelligence into media and educational environments is reshaping how children and youth live, learn, and play — raising urgent questions about who these technologies are designed for, and who they leave behind. This study explores global and regional policy frameworks and develops ecosystem policy recommendations with children and youth as creative agents. The analysis employs systematic comparative document analysis of frameworks from UNICEF, UNESCO, OECD, EU, WEF, ASEAN, and Thailand, each examined through the Creative AI Ecosystem lens, which draws from four intersecting domains: Media Literacy, Digital Literacy, AI Literacy, and Future Competencies. Preliminary findings reveal that existing frameworks represent significant advances in AI governance, establishing essential protections, rights, and ethical principles. However, a consistent and critical gap exists across all frameworks examined: children and youth as active creators of AI culture has not emerged as a distinct policy category. Children appear primarily as subjects of protection rather than agents of creative participation. In the Southeast Asian context, where AI development ambitions are accelerating rapidly, this gap is most pronounced, presenting both an urgent challenge and a significant

opportunity for regional policy leadership. The study contributes an original Creative AI Ecosystem policy framework to address a critical communication inequality.

#189

Innovation as Aspirational Performance: Big Data Development in Guizhou, China
Zhao Hanqing · Keio University, Japan

Abstract

This paper examines how Guizhou Province — a peripheral inland region with limited technological foundations — became one of China's most visible promoters of big data development. It asks how a provincial big data agenda was constructed as a governance project and how digital innovation was turned into visible local performance. The paper argues that Guizhou's big data strategy is a case of aspirational performance: local officials used data centres, digital platforms, policy pilots, and innovation narratives to translate technological ambition, alignment with national strategies, and future-oriented development into reportable achievements and political recognition. Drawing on provincial policy documents, government reports, official industry statistics, and materials related to Cloud Guizhou and the Guizhou Big Data Development Administration, the analysis combines process tracing with interpretive analysis of policy discourse and performance production. The strategy generated substantial political visibility and institutional recognition, while its industrial outcomes showed uneven development, limited firm concentration, weak talent foundations, and a persistent gap between symbolic visibility and market-based digital capacity. The paper develops the concept of aspirational performance to capture a mode of local governance in which future-oriented technological visions are organised into measurable projects, official platforms, policy events, and recognisable achievements.

#183

Operationalizing Human-in-the-Loop Governance Across the AI Application Development Lifecycle: The L-HAT Framework

Parm Suksakul, Nathan Kittichaikoonkij, Nakhin Polthai, Aung Pyae · Chulalongkorn University, Thailand · Presented by Parm Suksakul

Abstract

Human-in-the-Loop (HITL) and Human-Centred AI principles are widely endorsed as prerequisites for trustworthy AI, yet practitioner studies consistently report that translating these principles into day-to-day workflows remains unresolved. Leading governance instruments — NIST AI RMF, ISO/IEC 42001, the EU AI Act, RLHF, and MLOps — articulate governance objectives but leave the pipeline-level operational layer underspecified, producing a persistent disconnect between principle and practice. This paper presents the Lifecycle Human Authority and Traceability (L-HAT) Framework: a deployable governance overlay that works with existing methodologies

(Agile, MLOps, CRISP-DM) rather than replacing them. L-HAT translates HITL principles into named, pipeline-level mechanisms specifying who holds decision authority, when human review gates lifecycle progression, and how human interventions are captured as accountable, recoverable artefacts. The framework comprises three operationally interdependent pillars: Authority (decision rights across four named domains), Lifecycle Gates (structured review checkpoints with three-outcome closure logic), and Traceability (a backward-tracing recovery protocol). Validation combined expert appraisal by thirteen participants with a prospective illustrative application governing thirteen distinct events in the development of an Agentic Business Intelligence chatbot. Two structural limitations emerged: the framework does not yet verify whether authority holders possess the commitment and AI literacy needed to exercise governance substantively, and it does not extend oversight mechanisms into the operational period following deployment.

A3 Between Evidence and Algorithm: Health Communication, Medical Authority, and the Platform Challenge

Date & Time: Saturday, 6 June 2026 · **Track:** T3 · Health and Environmental
11:00–12:30 Communication

Room: Room Rodsukon **Mode:** Onsite

- **Session Overview**

Digital platforms optimise for engagement; health communication optimises for accuracy and behaviour change. These two objectives, operating simultaneously in the same information environment, produce conflicts that researchers are only beginning to map systematically. Five papers examine those conflicts across TikTok health misinformation in the Philippines and Thailand, nursing home communication across Thai generational cohorts, constructive journalism and affective wellbeing, risk and crisis communication frameworks for non-communicable diseases, and crisis communication for hazardous materials incidents in Thai occupational settings.

- **Presentations**

#108

Efficacy of Constructive Journalism on Affective Wellbeing: A Systematic Review and Meta-Analysis

Fu Zhengke · NingboTECH University, China

Abstract

The efficacy of constructive journalism on affective wellbeing remains contested. This meta-analysis assesses its effectiveness on affective wellbeing and relevant secondary outcomes. Studies comparing affective wellbeing of participants exposed to

constructive journalism with those who were not identified via systematic search of PubMed, Embase, PSYINFO, CINAHL, Web of Science, and Cochrane Library. Standardised mean differences (SMDs) with 95% confidence intervals were extracted and pooled across 25 included studies. Constructive journalism significantly increased positive affective wellbeing and decreased negative affective wellbeing. It significantly improved high-arousal positive affect outcomes and reduced high-arousal negative affect outcomes; efficacy on low-arousal affect outcomes was not found. Media type and intervention duration significantly moderated efficacy; topic and intervention strategy had marginally significant effects on positive affective wellbeing; region and age showed no significant moderating effects. Benefits are most evident in plain-text delivered, mixed-topic, combined-strategy, short-duration formats. Constructive journalism also increases media trust, self-efficacy, and prosocial intention, though its influence on other cognitive and prosocial outcomes is limited. Findings highlight constructive journalism's potential utility as a tool to increase public affective wellbeing, emotional resilience, and positive audience engagement. (Registration: CRD420250654945)

#135

IDEA Model-Based Approaches to Risk and Crisis Communication in Non-Communicable Diseases

S. Maartandan Suppiah, Stephen Croucher, Muhamad Fadhil Mohamad Marzuki ·
Universiti Utara Malaysia; Clemson University, USA; State Health Department of Kedah
· Presented by S. Maartandan Suppiah

Abstract

Non-communicable diseases (NCDs) contribute to 72% of premature deaths nationwide in Malaysia and are classified as a health crisis. This study explores a government-run initiative to train community members as volunteers and agents of change to combat NCDs — Komuniti Sihat Pembina Negara (KOSPEN) — through the IDEA Model proposed by Sellnow and Sellnow (2019). The IDEA Model (Internalise, Distribute, Explain, Action) serves as a framework to assess strategic communication in a crisis or risk situation. A qualitative approach was employed using in-depth interviews and focus group discussions with 40 informants selected via purposive sampling from 10 KOSPEN localities in Kedah. Data were thematically analysed using NVivo 15. Findings reveal how strategic communication is structured to influence behavioural change and identify gaps in current message dissemination strategies. Research discovered that lack of internalisation and action in the developing and communicating of health messages hinders behavioural changes — providing a reference for how health messages should be constructed effectively by health volunteers to combat NCDs in Malaysia.

#190

Health Misinformation on Social Media: An Analysis of TikTok Content Related to Non-Communicable Diseases in the Philippines and Thailand

Aleyah Nadia I. Calib, Allyzsa Nicole S. Jong, Bruce L. Pahugot, Reynald Alfred G. Sy, Oradol Kaewprasert, Benedicto Modesto, Brian Bantugan, Felicitas SPC Bernardo · St. Paul University Manila, Philippines; University of the Thai Chamber of Commerce, Thailand · Presented by Oradol Kaewprasert

Abstract

Social media usage is very high in both the Philippines and Thailand, with strong growth driven by platforms such as TikTok. TikTok offers short, engaging videos on a wide range of topics including health; however, it can also facilitate the spread of health misinformation, which may influence users' perceptions and behaviours. This study examines health misinformation related to non-communicable diseases (NCDs) on TikTok in Thailand and the Philippines and its potential impact on users. It aims to explore the types of misinformation present, the characteristics of content that contribute to its dissemination, and how users interpret and respond to misleading health information. Adopting a qualitative approach, the study employs qualitative thematic analysis of 60 TikTok videos and their associated user comments to generate in-depth insights into patterns of misinformation and audience interpretation. The findings are expected to demonstrate how health misinformation is constructed and interpreted within social media contexts, its implications for health beliefs and behaviours, and to offer recommendations for addressing misinformation in digital spaces.

#110

The Meaning of Nursing Homes: A Study on Communication and Interpretation Among Thai Consumers of Different Generations — A Case Study of Sanpiti Nursing Home, Bangkok and Mae Sa-nga Homecare, Nakhon Pathom Province

Palapreewan Phittaya · Panyapiwat Institute of Management, Thailand

Abstract

As Thailand transitions into a fully aged society, structural shifts in demographics have fundamentally altered family-based caregiving traditions. This study explores the evolving socio-cultural meaning of nursing homes, moving beyond historical stigmas toward a modern interpretation of professionalised, quality care among the expanding middle class. Using a qualitative multi-method approach, the research investigates the alignment between brand construction and consumer decoding. The Encoding process is analysed through in-depth interviews with the founders of two distinct facilities: Sanpiti Nursing Home, a large-scale premium facility in Bangkok, and Mae Sa-nga Homecare, a smaller private facility in Nakhon Pathom. The theoretical framework integrates Stuart Hall's Encoding/Decoding Model, Consumer Culture Theory (CCT), the Marketing Mix

(7Ps), and Generation Concepts to differentiate the attitudes of Baby Boomers, Gen X, Gen Y, and Gen Z. Data collection involves textual analysis of digital artefacts and physical environments, alongside 15 in-depth interviews with consumers to analyse the Decoding phase. By analysing the intersection of founder-led communication and generational interpretation, this research illuminates the dynamics of inclusive meaning-making in a rapidly ageing developing economy.

#137

Crisis Communication and Public Health Messaging Framework Analysis for Hazmat Incident and Occupational Chemical Leakage in Thailand

Pornpidcha Rakshit, Sahaphume Srisuma, Parit Phongam, Wichai Aekplakorn, Tassanee Lerksuthirat, Kitipong Banomyong · Faculty of Medicine Ramathibodi Hospital, Mahidol University; Samitivej Sukhumvit Hospital; Nopparat Rajathanee Hospital · Presented by Pornpidcha Rakshit

Abstract

Purpose: To review and develop an evidence-based framework for crisis communication and public health messaging in Thailand for hazardous materials incidents. **Methods:** Literature review establishing theoretical and empirical foundations across international frameworks and Thai national regulations, combined with news content analysis of six related incidents occurring between January–December 2025 retrieved from the NewsCenter X database, and semi-structured interviews with healthcare providers, occupational health officers, and toxicologists. **Findings:** Communication frameworks differ according to context and stakeholder relationships. The CSCATTT and METHANE frameworks are the structured models most commonly used in emergency crisis communication. Analysis of public health communication completeness during incidents found that the dominant element addressed was “When did you begin working on this?” (83.3% of incidents), while critical public information needs — “What can I do to protect myself?”, “Who is in charge?”, and “Are my family and I safe?” — were entirely absent from most incident communications. Under the METHANE framework, Exact Location and Number of Casualties appeared in only 33.3% of incidents, and Access routes were entirely absent. **Contribution:** This study advances understanding of crisis communication inequalities in occupational health governance, demonstrating how communication frameworks must adapt to stakeholder relationships and foregrounding the distribution of information and risk perception as central equity concerns.

A4 The Price of Visibility: Queer Identities, Gendered Labour, and the Surveillance of Digital Selves

Date & Time: Saturday, 6 June 2026 · **Track:** T2 · Representation, Voice, and Marginality
11:00–12:30

Room: Room Pornphairin

Mode: Onsite

- **Session Overview**

To be visible on a digital platform is not neutral. For queer individuals and gender-marginalised creators, the calculation is particularly acute: representation offers validation, community, and economic opportunity; it also produces exposure to harassment, misrecognition, and institutional surveillance. Five papers examine that calculation across Thai BL drama on global streaming platforms, Indigenous Peruvian content creators, trans women’s Instagram practices in Indonesia, jomok meme culture on Indonesian TikTok, and sexual content creation on OnlyFans in Thailand. These papers share a commitment to taking seriously the experience of people for whom digital visibility is never simple, never cost-free, and never fully under their own control.

- **Presentations**

#116

Platform-Mediated Thai Queerness: Thai BL, Global Streaming, and Messy Hybrid Masculinities

Erwin James Alonzo dela Cruz · Thammasat University, Thailand

Abstract

Thai Boys’ Love (BL) media has undergone extensive mainstreaming, penetrating global streaming platforms like Netflix, iQiYi, and YouTube. This raises a central question: what kind of ‘Thai queerness’ becomes apparent when Thai BL is shaped by platform-specific distribution logics, cross-border funding arrangements, and the already-hybrid aesthetics of Thai masculinity? This paper argues that global streaming platforms, more than merely distributing Thai BL, mediate a ‘Thai queerness’ that is internationally legible yet messy when viewed against local Thai queer specificities and the ongoing incorporation of ‘Korpanese’ masculinity — a hybrid of Korean and Japanese masculine tropes — already embedded in the genre’s visual and narrative grammar. Drawing on platform studies and critical media industry studies, and utilising content analysis of Thai BL series across three platforms alongside Thai media reports, the study analyses how Netflix’s global commissioning expectations, iQiYi’s Chinese producer involvement, and YouTube’s post-broadcast upload model each put varying pressures on Thai BL content. Queer theory provides a conceptual lens for reading what is privileged and excluded in the mediation of ‘Thai queerness’ across platforms. The paper concludes that marginality in this context is not the absence of representation but the systematic de-emphasis of queerness that refuses easy transnational consumption — recommending attention to what platform logics render less findable, less repeatable, and less profitable.

#106

Reclaiming the Tourist Gaze: Indigenous Self-Representation Among Peruvian Content Creators and Its Resonance in Southeast Asian Digital Contexts

Emily Cecilia Laura Paima · Universitas Gadjah Mada, Indonesia

Abstract

Indigenous communities across the Global South are increasingly using platforms like TikTok and Instagram to produce, circulate, and negotiate their own representations. In the Peruvian case, digital circulation takes place within a tourism system that has long stabilised an idealised image of Andean and Amazonian peoples, fixing them in ornamental positions removed from contemporary life. This study asks how Indigenous Peruvian creators contest the tourist gaze when they themselves take charge of their digital representation, and to what extent their practices resonate with those documented among Indigenous creators in Southeast Asia. The research employs qualitative digital ethnography, analysing eight videos published between January 2025 and February 2026 by four creators selected through purposive sampling, using Multimodal Critical Discourse Analysis combined with Qualitative Content Analysis. Three discursive patterns emerge: traditional cultural markers are reactivated through contemporary digital codes that disrupt their ornamental function within tourism imagery; Indigenous languages operate as political acts of representational sovereignty through active translation as intercultural bridge and immersion without translation as territorial affirmation; and creators articulate critique from within their communities that the tourism system tends to silence. The study establishes empirical convergences with cases documented in Thailand, Malaysia, Indonesia, and the Philippines, showing that contestation of the tourist gaze by Indigenous creators forms part of a broader Global South pattern.

#121

Controlling Visibility: Trans Women, Identity, and Risk on Instagram

Sukma Putri · Monash University, Australia

Abstract

This paper explores how Indonesian trans women negotiate digital visibility on Instagram, focusing on the complex relationship between visibility, safety, and identity in contexts of marginality. While digital visibility is often understood as empowering for marginalised communities, this study asks how visibility can also produce new forms of risk, including harassment, surveillance, and social stigma. The study draws on qualitative scroll-back interviews with Indonesian trans women and employs thematic analysis to examine how participants manage their online presence and identity. Participants actively practice visibility control, using strategies such as privatising accounts, deleting previous profiles, selectively sharing content, and withholding explicit identification as trans in public spaces. These practices reflect an awareness of risks

extending beyond anonymous online interactions to include surveillance from family members, former partners, and broader social networks. The analysis develops three key themes — digital self-protection, strategic opacity, and curated femininity — demonstrating that visibility is not simply about being seen, but about controlling who sees, what is visible, and when it is revealed across different audiences and contexts. This paper reconceptualises reduced visibility as an active and strategic practice, showing how digital visibility is shaped by inequalities related to gender, identity, and platformed social relations — challenging the assumption that visibility is inherently empowering.

#155

From Taboo to Meme: Negotiating Queer Meanings through ‘Jomok’ Content on Indonesian TikTok

Muhammad Nauris Firdaus, Hafidhoh Maulidiyah · The University of Melbourne, Australia; Universitas Airlangga, Indonesia · Presented by Muhammad Nauris Firdaus

Abstract

While discussions about LGBTQ issues in Indonesian society tend to be sensitive and taboo, there is growing acceptance of queer content within the digital community through ‘jomok’ — an Indonesian internet slang and meme culture rich in queer references, humour, and sometimes derogatory meanings. Rather than discussing queer identity directly or explicitly, the ‘jomok’ meme translates queer connotations into a visual language that is humorous, playful, and ambiguous, making it an important cultural medium for examining how users confront, reproduce, and negotiate meanings related to queerness within a context where explicit LGBTQ discourse sparks controversy. Drawing on Stuart Hall’s encoding/decoding model and Henry Jenkins’ concept of participatory culture, the research employs qualitative visual discourse analysis of memes gathered from TikTok using the keyword ‘jomok’. The findings indicate that ‘jomok’ functions as a form of cultural negotiation, allowing users to engage with content carrying queer connotations while distancing themselves from its original meaning. These negotiations produce a contradictory form of visibility: queer meanings become more familiar and easily shared, yet are often reduced, displaced, or distorted into stereotypes that reinforce assumptions heavy with racial and sexual connotations. ‘Jomok’ does not merely signify growing acceptance of queer content, but reveals a more ambiguous process in which digital participation allows taboo meanings to circulate under the guise of humour.

#213

Gendered Motivations and Platformed Sexual Labor: Cis and Trans Women Creators on OnlyFans

Saittawut Yutthaworakool, Joyee Shairee Chatterjee · Asian Institute of Technology, Thailand

Abstract

Feminist debates on sex work have long highlighted the tension between empowerment, agency, and exploitation. Situated in Thailand — where sex work is criminalised and shaped by stigma and morality, and where gender minorities simultaneously experience visibility, tolerance, and marginalisation — this empirical study employs a cyberfeminist lens to critically examine the motivations of Thai cis and trans women sexual content creators on OnlyFans. Qualitative in-depth interviews were conducted with Thai cis (n=16) and trans (n=18) women sexual content creators during 2024–25, recruited through purposive and snowball sampling. Findings demonstrate that cis and trans women were influenced by complex and intersecting motivations. The most common motivation among both groups was economic necessity: the platform offered pathways to financial independence, entrepreneurial control, and flexible working conditions. For cis women, sexual self-expression played a significant driving force, allowing exploration of sexuality and embodied autonomy. For trans women, the platform afforded avenues for affirming gender identity and sexual expression, which were economically and culturally discriminated against in offline environments. The study theorises digital sex work as platformed labour, offering insight into gendered labour, precarity, and the ways marginalised creators negotiate economic survival, sexual agency, and identity affirmation within platformed economies.

Parallel Sessions — Saturday, 6 June 2026 (Session B)

Session B runs from 15:30 to 17:00 on Saturday, 6 June 2026. Session B1 (Room Mandarin A) is the Special Talk on Creative Economy and Journalism in China.

B1 Special Talk on Creative Economy and Journalism in China

Date & Time: Saturday, 6 June 2026 · **Track:** T6 · AI Governance, Power, and Innovation
15:30–17:00

Room: Room Mandarin A

Mode: Onsite | Special Talk

- **Session Overview**

China's communication and media industries are undergoing a transformation that is simultaneously economic, technological, and political. This Special Talk brings together scholars and practitioners whose work spans creative labour movements in East Asia, the rise of digital video platforms in Malaysia, global business journalism education in contemporary China, and the transformation of journalism education at a Chinese national university. Together they offer a portrait of a media ecosystem in rapid and contested change.

The session is structured in two parts. Special Talk Session I examines creative labour in East Asia and Malaysia's film and digital video industries. Special Talk Session II turns to journalism education as a site of international and domestic negotiation, from global business journalism teaching at Tsinghua to curriculum transformation at Guangxi University.

- **Special Talk Session I**

Jocelyn Yi-Hsuan Lai

Associate Professor, Department of Communication Arts; Chief of Internationalisation, College of Communication

Fu Jen Catholic University, Taiwan

Presentation: Creative Labour and Trade Unions in East Asia

Kenneth Lee Tze Wui

Assistant Professor and Head, Department of Mass Communication, Faculty of Creative Industries

Universiti Tunku Abdul Rahman (UTAR), Malaysia

Presentation: Cinema, YouTube, and Digital Transformation in Malaysia

Discussant: Assoc. Prof. Dr. Alongkorn Parivudhiphongs · Chulalongkorn University, Thailand

- **Special Talk Session II**

Lee Miller

Senior Editor, Bloomberg News; Visiting Professor of Journalism

Bloomberg News / Tsinghua University

Presentation: Global Business Journalism Education in Contemporary China

Professor Zhang Jianzhong

Professor, School of Journalism and Communication

Guangxi University, China

Presentation: Transforming Journalism Education in Contemporary China

Discussant: Prof. Dr. Masato Kajimoto · University of Hong Kong

B2 What Cables Carry: Communication Infrastructure, State Power, and the Right to Speak in Asia

Date & Time: Saturday, 6 June 2026 · **Track:** T6 · AI Governance, Power, and Innovation · T5 · Polarisation, Disinformation, and Civic Participation

Room: Room Budsaba

Mode: Onsite

- **Session Overview**

Communication infrastructure is not neutral. The cables that carry internet traffic are geopolitical assets, regulatory subjects, and — for the communities they connect or fail to connect — the physical condition of participation in the digital public sphere. Five papers examine what communication infrastructure carries, across regulatory analysis of the SEA-H2X submarine cable, AI-mediated information operations, silence in Southeast Asian cinema as sonic sovereignty, digital marketing governance gaps in the Marketing 6.0 era, and Vietnam’s ‘New Era’ discourse in state media.

- **Presentations**

#147

The Impacts of China’s SEA-H2X Submarine Cable: Telecommunications Regulatory Study under the NBTC Framework

Thasan Kheokao · Office of the National Broadcasting and Telecommunications Commission (NBTC), Thailand

Abstract

With over 90% of global internet traffic relying on submarine cables, the deployment of SEA-H2X represents a pivotal development for regional connectivity as a cornerstone

of the Digital Silk Road strategy, establishing a high-capacity 200 Tbps data artery connecting major Southeast Asian landing points with Chinese digital hubs. Thailand's \$61 billion digital trade sector faces a critical inflection point, as 69.2% of Thai citizens engage in weekly e-commerce. This study applies the OSI 7-Layer Model (Layers 1–3) as a conceptual framework to analyse the regulatory mandate of the NBTC, illustrating the structural dependency between physical internet cables and digital services. While the NBTC maintains clear authority over logical domains (Layers 2 and 3), the physical substrate (Layer 1) presents jurisdictional friction at the complex intersection of national policy and international maritime law. The study adopts a qualitative approach utilising in-depth interviews with NBTC officials and private telecommunications experts, combined with systematic comparative analysis of regulatory frameworks in Singapore, Malaysia, and the Philippines. The research concludes that Thailand must transition toward a proactive regulatory model that prioritises the secure design and rapid repair of subsea assets, and proposes designating subsea cables as critical national infrastructure to strengthen legal protections and secure Thailand's digital sovereignty.

#202

The 'ThAI' Nationalism: The Pandemic of Information Operation (IO) in Arousing Nationalistic Sentiment during the Age of AI

Asia Bintorleb · National University of Singapore, Singapore

Abstract

This study examines the rise of nationalist sentiment among Thai social media users in relation to war, border conflict, and internal insurgency — focusing on the Deep South insurgency and the Thai-Cambodian border crisis during the turning period of 2025–2026 amid AI disruption. It investigates how artificial intelligence may facilitate Information Operations (IO) and contribute to the reproduction of cultural prejudice, ethnic bias, and hostile perceptions of neighbouring countries and underrepresented groups within Thai territory. The study employs Baudrillard's theory of simulacra as an analytical approach to examine how AI systems generate, circulate, and amplify differential data, arguing that the digital space accelerates the reproduction of a new nationalist simulacra — a stage close to the 'de-referentiality' and 'deterritorialization' of reality. The 'ThAI Nationalism' that emerges is something innovative compared to old-school nationalism: it feeds users with digestible content created to attract social swarm engagement, combining artificial intelligence, the cognitive infosphere, and nationalist ideology. The study contends that the Thai government's insufficient response to AI-driven Information Operations risks normalising digital nationalism and deepening prejudice against both neighbouring populations and marginalised communities within Thailand.

#157

The Sonic Sovereignty of the Voiceless: Silence, Inequality, and Recognition in Southeast Asian Cinema

Teerapong Serisamran · Chulalongkorn University, Thailand

Abstract

This paper examines silence as a mode of communication within contemporary Southeast Asian cinema, investigating the ways in which marginalised and subaltern subjects articulate their existence beyond speech, and how such expressions are recognised. Focusing on *At the Horizon* (Laos, 2011), *Manta Ray* (Thailand, 2018), and *Taste* (Vietnam, 2021), the study explores the relationship between silence, social inequality, and the visibility of marginalised voices. Methodologically, the study adopts a qualitative phenomenological approach, synthesising textual analysis with an interdisciplinary framework integrating film sound theory, phenomenology, and postcolonial discourse. The study moves beyond treating silence as the absence of sound, instead understanding it as the absence of speech within a richly textured sonic environment. The analysis reveals that silence operates as a contingent and shifting communicative condition: in *At the Horizon* a fragile interpersonal connection ultimately collapses under unequal structures of power; in *Manta Ray*, the absence of a refugee's voice forces an encounter with the Other through shared sensory atmosphere; in *Taste*, silence is reconfigured as relational recognition rooted in the rhythmic and corporeal synchronicity of bodies at the fringes of society. The paper proposes the concept of 'Sonic Sovereignty' to highlight how agency can be asserted through auditory presence beyond formal language, calling for a more ethically grounded and phenomenologically aware approach to listening in contexts of systemic inequality.

#209

The Marketing Communication Governance in the Digital Era: An Analysis of Substantive Provisions and Practical Gaps

Sopark Panichpapiboon, Jutiporn Prinyokul · University of the Thai Chamber of Commerce; Rajamangala University of Technology Phra Nakhon, Thailand · Presented by Sopark Panichpapiboon


Abstract

This article examines the evolving legal landscape governing marketing communications during the transition into the Marketing 6.0 paradigm — the era of 'Immersive Marketing' — characterised by integration of AI, VR/AR, and the Metaverse to achieve hyper-personalisation. The study employs documentary research, scrutinising the substantive provisions of key Thai legislation including the Consumer Protection Act B.E. 2522, the Personal Data Protection Act (PDPA) B.E. 2562, the Cosmetics Act B.E. 2558, and the Alcoholic Beverage Control Act. Initial findings identify significant legal gaps in contemporary practice: the lack of specific statutory

oversight for Influencer/KOL Marketing regarding commercial disclosure; ambiguous legal accountability for AI-generated content and Interest-Based Advertising (IBA) algorithms; and insufficient regulation of deceptive digital tactics such as clickbait and opaque pricing models. The study concludes that traditional black-letter law is insufficient for effective consumer protection in a rapidly accelerating technological environment, advocating for a collaborative model of industry-led self-regulation alongside the adoption of technology-neutral regulations to foster a sustainable and ethical marketing ecosystem.

#169

National Self-Reliance in Discursive Legitimation: A Study of Viet Nam's 'New Era' Discourse in State Media

Luu Gia Huy, Le Ngoc Thuy Duong · Vietnam Television; Diplomatic Academy of Vietnam · Online presentation, Q&A with co-author at end of session  Online presentation

Abstract

As Viet Nam increasingly asserts its position as a dynamic middle power on the global stage, its 'New Era' discourse marks a pivotal discursive shift in political communication. Far from a mere domestic slogan, this discourse serves as a critical ideological roadmap designed to mobilise national consensus and legitimise the country's ambitious policies, institutional reforms, and developmental trajectory. This study investigates how Vietnamese state media employ discursive legitimation strategies to promote the 'New Era', exploring how the culturally specific notion of self-reliance — rooted in Ho Chi Minh's ideology — integrates into this process not as isolationism, but as a language of national agency, developmental aspiration, and global positioning. Employing a mixed-method approach grounded in Van Leeuwen's (2007) framework and Wodak's Discourse-Historical Approach, the ongoing study analyses English-language articles from seven digital state media outlets from September 2024 to January 2026. Preliminary analysis indicates a legitimation hierarchy characterised predominantly by authorisation, rationalisation, and moral evaluation. Self-reliance acts as an ideological anchor functioning simultaneously as a political directive, a rational necessity, and an ethical virtue. The study extends decolonial perspectives on how non-Western nations negotiate discursive marginalisation in unequal global communication power structures.

B3 The Truth Was Never Trending: News Avoidance, Disinformation, and the Democratic Information Crisis

Date & Time: Saturday, 6 June 2026 · **Track:** T5 · Polarisation, Disinformation, and Civic Participation
15:30–17:00

Room: Room Rodsukon**Mode:** Onsite

- **Session Overview**

The democratic information crisis is not primarily a crisis of false information. It is a crisis of structure: information environments designed to maximise engagement rather than serve democratic publics; regulatory systems that cannot keep pace with platform change; audiences who avoid news not because they do not care but because caring has become too costly. Six papers examine the crisis across Thailand, India, and Indonesia.

- **Presentations**

#203

From Public Broadcasting to Platform Dependency: Regulatory Challenges, Information Inequality, and Media Access in Thailand

Artima Kamplean, Phubest Phirakulwanich · Faculty of Journalism and Mass Communication, Thammasat University, Thailand · Presented by Artima Kamplean

Abstract

By 2029, all digital television licences in Thailand will expire simultaneously. Drawing on Regulatory Failure and Capture theory, Habermas's Public Sphere, and Van Dijk's Digital Divide, this qualitative political economy study finds that regulatory asymmetry, platform dominance, and market restructuring are structural mechanisms that reproduce information inequality and weaken the public sphere.

#179

A State of Knowledge Survey on Fact-Checking Research in Communication Studies

Pratya Phothihang, Sermsiri Nindum · Pibulsongkram Rajabhat University; Chiang Rai Rajabhat University, Thailand · Presented by Pratya Phothihang

Abstract

The rapid spread of misinformation and disinformation in digital media has become a critical challenge in contemporary society, elevating the importance of fact-checking as a key mechanism in the information ecosystem. This study aims to: (1) examine the state of knowledge on fact-checking research in communication studies; (2) analyse keyword co-occurrence to understand the conceptual structure of the field; and (3) identify research trends and developments over time. The research integrates systematic review, qualitative content analysis, and keyword co-occurrence analysis of 43 peer-reviewed articles selected from major communication and media databases. The findings categorise the body of knowledge into six main themes: corrective mechanisms, journalistic practices, digital platforms, AI and technology, comparative and contextual studies, and audience and information ecosystems. The keyword analysis indicates that 'fact-checking' functions as the central concept, closely connected with 'disinformation' and 'audience engagement', reflecting a shift

from traditional journalism-focused studies toward a broader, system-oriented perspective. Research output increased notably after 2020, particularly in platform- and AI-related studies. Key research gaps remain: limited studies on audience effects, insufficient integration of technological and ethical dimensions, and a lack of research in Global South contexts.

#133

Selective News Avoidance and Misinformation Concerns among Women Councillors in Delhi, India

Annapurna Sharma, Mahesh Kumar Meena · Central University of Punjab, India · Presented by Annapurna Sharma

Abstract

The digital media platforms have significantly altered how individuals engage with and disengage from the news. According to the Reuters Digital News Report 2025, 39% of respondents worldwide reported sometimes or often avoiding the news. Elected representatives need to be informed, yet there is limited research on how local women politicians navigate the contemporary digital news environment. This study explores news avoidance among women councillors in Delhi, India, examining how their use of social media for news relates to concerns about misinformation and civic responsibilities. Data were collected through 20 in-depth interviews, and inductive thematic analysis guided by selective exposure theory was applied. The study finds that respondents rarely disengage from the news completely; instead, they practice selective news avoidance — filtering out sports, entertainment, business, and crime news while engaging with politically relevant updates. Even though participants are concerned about fake news, many lack fact-checking literacy, relying on intuition, interpersonal networks, and random Google searches rather than formal verification methods. The study argues that news avoidance among women councillors is a strategic response to misinformation, repetitive coverage, emotional strain, and time constraints — rather than simply an indicator of disengagement — highlighting how local political representatives remain informed through selective engagement in a complex, low-trust digital news environment.

#174

Media Coverage of Crime and Its Effects on Thai Audiences' Perceptions of Criminal Suspects and Persons of Interest

Chanamon Phansab, Duangkamol Chartprasert · Chulalongkorn University, Thailand · Presented by Chanamon Phansab

Abstract

The rise in crime news reporting in Thai media, combined with increasingly competitive media environments, has created pressure to publish crime news rapidly and with sensationalised, emotionally charged language. Such practices have led to

prominent incidents of media misrepresenting criminal suspects and persons of interest, potentially misleading the public and shaping distorted perceptions of guilt and innocence. This study investigates the effects of crime news coverage on Thai audiences' perceptions, drawing on Attribution Theory to explore how Thai audiences interpret crime news and assign causal attributions when evaluating individuals involved in criminal investigations. Using qualitative semi-structured in-depth interviews with Thai news consumers (N=15), participants were presented with selected crime news excerpts that varied in language and attributional cues, including emphasis on dispositional (character-based) versus situational (context-based) narratives. The findings indicate that crime news narratives focusing on dispositional factors significantly increase internal attributions of blame and perceived guilt, whereas narratives incorporating situational contexts lead to more cautious and balanced judgements. The study contributes to the literature by illuminating how audiences interpret crime news through attributional reasoning and highlights the ethical implications of crime reporting practices in influencing public judgement of culpability.

#136

Triggering Polarization: Examining the Link Between Hard Talk Programs and Online Vigilantism in the Thai-Cambodian Border Dispute

Chanansara Oranop · Chulalongkorn University, Thailand

Abstract

This research investigates the temporal relationship between televised Hard Talk news programmes and digital vigilantism in the context of the Thai-Cambodian border dispute. The study analyses preliminary data from two significant episodes of popular Thai current affairs programmes focused on border conflict issues, employing a mixed-methods Integrated Content Analysis framework with a comprehensive time-series dataset correlating television content variables — Sensationalism, Host Interventionism, and Conflict Framing — with over 20,000 YouTube live-chat comments categorised into hate speech, shaming, and calls for punishment. Time-Lag Cross-Correlation analysis at 30-second intervals measured the latency between broadcast triggers and digital audience responses. Preliminary findings reveal that televised rhetoric significantly dictates the speed and intensity of digital audience participation. When broadcasts target international out-groups through ethno-nationalist triggers, online responses are more immediate and virulent compared to domestic policy or legal-oriented debates, even when both concern national security. Programme host interventionism emerged as a primary catalyst: punitive and judgemental interventionism significantly amplified the volume of online vigilantism and calls to action. The research demonstrates how mainstream media can monopolise nationalist narratives to silence diverse perspectives, offering a replicable time-series model for analysing real-time cross-platform media impacts.

#117

Institutional Failure and Crisis of Communicative Action in Indonesia's August 2025 Demonstration

Erik Ardiyanto · Universitas Paramadina, Indonesia

Abstract

The large-scale demonstrations in Indonesia during August 2025 — initially triggered by public opposition to parliamentary housing allowances proposed for members of the House of Representatives (DPR) — rapidly escalated into nationwide mobilisations involving students, labour groups, and civil society actors, marked by intensified street demonstrations, mass arrests, violent clashes, and widespread public contestation over state legitimacy. This study analyses the demonstrations through the lens of Habermas's communicative action theory, in which democratic stability depends on communicative rationality — where political legitimacy is produced through inclusive, reciprocal, and non-coercive dialogue between institutions and citizens. Findings suggest a structural breakdown of communicative action characterised by asymmetric communication, limited institutional responsiveness, and the weakening of dialogical channels between the state and the public. Using a qualitative case study approach examining digital discourse across X (Twitter), Instagram, and TikTok during the protest period, the analysis indicates that in the absence of effective institutional communication, public discourse increasingly shifts toward emotionally driven narratives, fragmented interpretations, and the circulation of unverified information. The study concludes that the August 2025 demonstrations should be understood not solely as policy-driven protest, but as a manifestation of a deeper crisis in communicative action within Indonesia's democratic system.

B4 When Everyone Is a Publisher: Platform Governance, Content Labour, and Commercial Communication in Asia's New Media Economy

Date & Time: Saturday, 6 June 2026 · **Track:** T7 · Marketing Communication and Inclusive Engagement · T1 · Digital Divides and Algorithmic Justice in Asia

Room: Room Pornphairin

Mode: Onsite

• Session Overview

The phrase 'content creator' has become so ubiquitous that it obscures what it describes: a new class of media worker whose commercial viability depends on algorithmic systems they did not design and cannot fully understand. Five papers examine the political economy across influencer-mediated cultural misbranding in Hanoi, the digital transition of Thai football

journalists, personal branding among Thai history knowledge influencers, a survey of online micro-drama research, and Japanese anime-style adult game developers on Steam.

- **Presentations**

#188

Branding the Misbranded: An Exploratory Study of Influencer-Mediated Cultural Misbranding in Hanoi

Chung Anh Nguyen · Vietnam Japan University – Vietnam National University, Vietnam

Abstract

In a globalising world, city branding has emerged as a strategic tool for cities competing for tourism, investment, and talent. Within digital platforms, travel and lifestyle influencers shape perceptions of cities at scale, yet often communicate a city that diverges from the cultural complexity they encounter, marginalising local people whose practices constitute the cultural content being branded. This paper conceptualises these displaced participants — excluded from brand co-creation — as the ‘misbranded’, particularly in the case of Hanoi, Vietnam’s first UNESCO Creative City of Design (2019). The research asks how influencers across different positionalities communicate Hanoi as a place, and what patterns of inclusion and exclusion emerge in their representational practices. This study proposes ‘influencer-mediated cultural misbranding’ as an analytical concept, rejecting authenticity as an inherent property of place and instead describing a structural displacement in which influencers mediate local practices for global audiences, positioning locals merely as content rather than co-creators. Employing Griswold’s Cultural Diamond and qualitative content analysis of Hanoi-related content on TikTok and Instagram across three influencer categories, three preliminary patterns appear: aesthetic compression reducing cultural complexity into visually legible signs; algorithmic privileging hyper-visibility marketable urban imaginaries; and structural exclusion removing cultural producers from co-creation.

#218

From Columnists to Influencers: A Historical Study on the Digital Transition of Thai Football Journalists

Apisit Supakitcharoen, Napawan Tantivejakul · Chulalongkorn University, Thailand · Presented by Apisit Supakitcharoen

Abstract

This study investigates the transition of Thai sports columnists from traditional media to digital content creators, utilising Oral History to trace chronological and structural changes in the sports media industry and to explore individual experiences in identity reconstruction in the digital age. Data were collected through in-depth interviews with six veteran sports journalists whose careers span print, radio, television, and online platforms. The findings reveal a three-phase evolution: (1) the traditional media era, where journalists worked under established organisations with editorial oversight and

institutional credibility; (2) the transitional era, marked by cross-platform adaptation of existing skills; and (3) the digital era, where columnists communicate directly with audiences via personal platforms while establishing ethical personal brands. Despite shifting away from traditional outlets, these journalists uphold core journalistic values — fact-checking, accuracy, and public trust — when producing online content. Their digital identity reflects a continuation of their professional ethos rather than a departure from it. The study highlights the emergence of independent professionalism in digital journalism, where credibility is increasingly derived from personal identity, ethical stance, and community engagement rather than institutional affiliation.

#153

The Personal Branding Process of Historical Knowledge Influencers: A Case Study of Dr Wit Sittivaekin and Nat Klinmalee (Farose)

Max Immonen, R-titaya Supsinwiat · Srinakharinwirot University, Thailand · Presented by Max Immonen

Abstract

This study investigates the personal branding process of historical knowledge influencers on digital platforms through the DCCM framework (Discover-Create-Communicate-Maintain) and the concept of edutainment. A qualitative comparative case-study design was employed using semi-structured in-depth interviews with two purposively selected historical knowledge influencers at the macro (100,000–999,999 followers) and mega (1,000,000+ followers) levels on YouTube. The findings reveal that personal branding operates through four iterative DCCM stages: (1) Discover — accumulating ‘irreplicable life capital’ from personal interests, education, and diverse professional experiences; (2) Create — synthesising an authentic personality into a clear brand core; (3) Communicate — delivering content through platform-specific formats and storytelling techniques tailored to audience expectations; and (4) Maintain — preserving brand identity through a consistent persona and organic evolution. The process functions as an iterative cycle rather than a linear sequence. Furthermore, edutainment operates throughout all four stages and its format adapts to each influencer’s capital and audience. The study extends the DCCM framework by proposing an iterative cycle model for the digital creator economy and reconceptualises edutainment as a crosscutting element embedded throughout the branding process, demonstrating how personal branding through edutainment functions as a mechanism for access to historical knowledge and challenges gatekeeping structures in knowledge dissemination.

#201

A Survey of the State of Research on Online Micro-Dramas in Mass Communication

Witavas Kattirat, Sermsiri Nindum · Chiang Rai Rajabhat University, Thailand · Presented by Witavas Kattirat

Abstract

Online micro-dramas have emerged as a major content innovation within the digital media ecosystem. Typically produced and consumed as vertical videos, they feature concise, fast-paced narratives and rely on affective appeals to stimulate audience engagement within limited viewing time. This article examines the state of scholarly knowledge on micro-dramas from a mass communication perspective by synthesising existing studies, classifying research emphases, and identifying research gaps in publications from 2019 to 2026. The study employs documentary research through systematic literature review indexed in Google Scholar, conducted in accordance with PRISMA 2020 guidelines, with SciSpace AI utilised to support article retrieval and screening. Selected literature was analysed and categorised using Berlo's S-M-C-R communication framework. Findings indicate that the 'Receiver' dimension has received the greatest scholarly attention (40.9%), with prominent topics including consumer behaviour, audience engagement, and effects on receivers. The 'Message' and 'Channel' dimensions are the next most frequently examined (22.7% each). The 'Source' dimension is the least developed (13.6%), focusing mainly on content producers and strategies for platform use — an imbalance that points to significant opportunities for producer-centred and platform-governance research in this rapidly growing genre.

#156

Motivations of Porn Game Developers: Movement under Moral Boundaries Among Japanese Anime-Style Adult Game Developers on Steam

Warapob Srigiom, Matthana Rodyim · Mahidol University, Thailand · Presented by Warapob Srigiom

Abstract

Japanese anime-style erotic games are allowed on Valve's Steam platform, but developers in this niche must work around shifting content rules, uneven enforcement, and moral standards that change across cultures. This research looks at how these developers create their games and respond to what players want within Steam's public digital space. Two frameworks guide the study: posthuman anthropology applied through the Material, Sociality, Individual, Environment, Network (MSIEN) framework, and the digital public sphere developed by Fraser (1990) and rethought by Papacharissi (2010). The research agrees with Fraser that the public sphere keeps certain groups out and with Papacharissi that digital spaces reshape rather than open up participation, but goes further by showing that erotic game production on platforms reveals something neither writer fully addresses: the tangled relationship between non-human computer systems, moral economies, and the developers themselves, which MSIEN helps bring into view. Data come from in-depth interviews with game developers based in Thailand, together with analysis of their working conditions, motivations, emotional experiences, and the steps they take to publish their games. The research challenges the narrow moral view that treats Japanese anime-style erotic games as nothing more than pornography,

reveals the uneven power relations inside platform governance, and examines how users reach this content across different cultural and moral settings.

Parallel Sessions — Sunday, 7 June 2026 (Session C)

Session C runs from 09:00 to 10:30 on Sunday, 7 June 2026. Session C1 (Room Mandarin A) is the QUT Special Session, delivered entirely in virtual format. Session C2 (Room Budsaba) is hybrid.

C1 The Assemblages of Agency: Negotiating Visibility in Asian Digital Spaces

Date & Time: Sunday, 7 June 2026 · **Track:** T1 · Digital Divides and Algorithmic Justice in Asia · T2 · Representation, Voice, and Marginality

Room: Room Mandarin A

Mode: All Virtual | QUT Special Session

- **Session Overview**

This Queensland University of Technology Special Session gathers four researchers whose work traces the boundaries of digital agency across some of the most constrained contexts in the contemporary Asian information environment. Agency in these papers is not possessed by individuals but assembled through interactions between human actors, platform architectures, cultural scripts, and geopolitical structures that are rarely aligned and never neutral.

- **Speakers**

Dr. Alia Azmi

Researcher · University of Bengkulu, Indonesia

Dr Azmi's research traces online conversations on sexual violence across multiple social media platforms in Indonesia, demonstrating how digital advocacy through affective responses transformed into a trajectory of agency that drives legal reform and public awareness despite sociocultural barriers.

Chuying Lu (Candice)

Researcher · University of Queensland, Australia

By analysing the interaction architectures of Twitter/X during the COVID-19 pandemic, Candice's study reveals how platform governance enacted racialised and gendered silencing of Chinese diaspora women through reply-based interactions, exploring the boundaries of digital agency within structural constraints.

Do Doan Hanh Nguyen

Researcher · Queensland University of Technology, Australia

Hanh’s research focuses on virtual influencers in Vietnam and how the assemblage of representation, memefication, and commercialisation has articulated non-normative masculinity within livestream culture.

Dr. Yuxin Liu

Researcher · Shanghai University of Political Science and Law, China

Yuxin’s research examines Myanmar-based creators and how the interplay of geopolitical and platform infrastructures constructs the precarious agency of marginalised creators in a cross-border context.

Discussant: Dr. Xiaoting Yu · Queensland University of Technology, Australia

C2 Authority in Troubled Waters: Leadership Communication, Environmental Risk, and Who Gets to Frame the Crisis

Date & Time: Sunday, 7 June 2026 · **Track:** T3 · Health and Environmental Communication · T2 · Representation, Voice, and Marginality

Room: Room Budsaba

Mode: Hybrid

- **Session Overview**

Crisis communication is not simply a matter of transmitting accurate information under pressure. It is a contest over framing: who has the authority to define what the crisis is, who bears responsibility for it, and what the appropriate response looks like. This hybrid panel examines the contest across flooding in Indonesia, air pollution in Thailand, biosecurity in Japan, digital wellbeing in higher education, and customer relationship communication in Thai hotels.

- **Presentations**

#193

Constructing the ‘Good Student’: Digital Wellbeing and AI Use in Higher Education Discourses

Dipima Buragohain · Chulalongkorn University, Thailand  Virtual presentation

Abstract

This study examines how higher education discourses construct the figure of the ‘good student’ in the context of AI-mediated learning, with particular attention to digital wellbeing. As universities rapidly introduce guidelines for the use of generative AI tools, these documents not only provide technical instructions but also articulate norms of responsibility, efficiency, and appropriate engagement — increasingly positioning AI use as an essential academic practice rather than an optional support tool.

Methodologically, the study draws on qualitative discourse analysis of publicly available AI guidelines from selected universities across diverse higher education contexts. The findings suggest that institutional discourses construct an ideal student who is self-regulating, critically vigilant, and continuously optimising their interaction with AI systems. Prompting practices are framed as a core competence, requiring precision, iterative refinement, and ongoing verification of outputs. To capture these emerging pressures, the study introduces the concept of ‘prompt anxiety’ — the cognitive and affective burden associated with meeting institutional expectations of effective AI use. The study contributes to communication and education research by foregrounding the role of institutional discourse in shaping digital wellbeing, arguing that digital wellbeing in higher education should be understood not only in terms of access or usage but also through the normative frameworks that structure how students are expected to engage with AI technologies.

#109

Benevolent Leadership as a Relational Communication Signal: A Social Exchange Perspective on Customer Service Behavior

Supissara Phochadom, Wisanupong Potipiroon · Prince of Songkla University, Thailand · Presented by Supissara Phochadom

Abstract

This study examines whether perceived obligation to reciprocate (POR) mediates the relationships between benevolent leadership (BL) and two dimensions of customer service behaviour (CSB) — in-role service behaviour (IRB) and extra-role service behaviour (ERB) — and whether employee tenure moderates this mediated process. Drawing on social exchange theory, data were collected from 586 full-time frontline hotel employees nested within 62 hotels in Songkhla Province, Thailand. POR significantly and partially mediated the positive relationships between BL and both IRB and ERB (BL→POR→IRB: $b=.198$, 95% CI [.136, .262]; BL→POR→ERB: $b=.193$, 95% CI [.131, .253]). Employee tenure significantly moderated the BL–POR relationship ($b=-.043$, $p<.05$), with stronger effects among shorter-tenure employees. Conditional indirect effects were statistically significant at all tenure levels and systematically attenuated with increasing tenure. The study advances social exchange theory by identifying POR as a proximal psychological mechanism through which benevolent leadership shapes differentiated service contributions, demonstrating how relational communication enacted through benevolent leadership generates systematically unequal motivational effects across employees of differing organisational tenure — a communicative inequality with implications for inclusive leadership and equitable workforce management.

#158

Mapping Policy Discourse on Flooding in Aceh: A Discourse Network Analysis of Government Responses

Rosalina Subektie, Mohammad Huda, Edi Hartono · Diponegoro University, Indonesia
· Presented by Rosalina Subektie

Abstract

The massive floods that struck Aceh Province in late November 2025 caused significant social, economic, and environmental disruption while exposing structural challenges in disaster governance in Indonesia. This study examines the policy discourse surrounding the Aceh floods using Discourse Network Analysis (DNA) — a framework integrating qualitative discourse analysis with quantitative network analysis to examine relationships among actors, issues, and policy positions. Data are drawn from national and local online media coverage published during the first week following the flood disaster. Preliminary findings indicate that state institutions and established organisations dominate the disaster discourse, while local communities and vulnerable groups remain less visible. The communication network reflects unequal access to agenda-setting, where actors with institutional authority and stronger media presence hold greater influence over policy framing. Such asymmetries may reinforce governance inequalities and constrain adaptive, inclusive disaster recovery, while emerging non-state actors may contest dominant narratives and introduce alternative policy perspectives. The study contributes theoretically by linking disaster governance with communication inequalities, demonstrating how discourse networks shape power distribution in policy processes.

#216

News Framing of PM 2.5 Air Pollution in Thailand: A Comparative Study of National and Local News Websites

Lalita Jitkaroon · Naresuan University, Thailand

Abstract

The problem of PM 2.5 air pollution in Thailand has worsened each year, posing environmental and public health challenges. This study examines how national and local media portray PM 2.5 air pollution and shape public perception, using news framing as the key theoretical framework. Employing a qualitative mixed-methods comparative case study of Thairath.com (national media) and ChiangmaiNews.com (regional media in northern Thailand), the study begins with a systematic literature review using the PRISMA framework and bibliometric analysis of Scopus-indexed journals, followed by content and thematic analyses. Findings show that news reporting on PM 2.5 is most frequent from late January to April each year. From 2024 to 2026, the news agenda shifted from anticipation of new government policies to criticism of law enforcement effectiveness, and then to demands for health equality. In comparative

framing analysis, Thairath.com (national) typically uses top-down framing emphasising economic and tourism impacts and macro-level policy perspectives, while ChiangmaiNews.com (local) adopts a bottom-up approach highlighting immediate health crises, community resilience, and lived experiences while questioning structural inequalities. The findings demonstrate the need to integrate local voices into the national agenda to drive structural reforms and effective law enforcement.

#180

Who Defines the Risk? Framing Analysis of Thailand's PM 2.5 Crisis


Worapron Chanthapan · California State University, Long Beach, USA  Virtual presentation

Abstract

PM 2.5 pollution has become a prominent environmental and public health issue in Thailand. This study examines how the risks of PM 2.5 are framed by two influential sources in Thailand — the Ministry of Public Health (MOPH) and the Facebook page Drama Addict — using Entman's framing theory applied to qualitative content analysis of Facebook posts during March–April 2026, when PM 2.5 levels are high in northern Thailand. Three research questions are examined: how these sources frame PM 2.5 as a public health risk; how they frame severity, causes, and assigned responsibility; and what solutions and actions are proposed. Preliminary findings reveal distinct framing differences. MOPH described PM 2.5 as a serious 'invisible threat' causing physical harm, with causes linked to pollution and seasonal conditions, and framed the government as actively managing the crisis while encouraging individual adoption of preventive measures. Drama Addict framed PM 2.5 as a life-threatening crisis, humanising the health impact through firsthand accounts, linking causes to continuous burning and government failure, and criticising government actions directly. Drama Addict focused on DIY strategies and low-cost protective measures, highlighting economic inequality. The study reveals how different voices describing the same crisis can influence the public's understanding of associated risks, consequences, and perceptions of responsibility.

#111

Bridging the Implementation Gap in One Health: A Systematic Review of the Poultry Sector in Japan and Beyond

Febriangga Harmawan, Siti Amanah, Sumardjo, Sarwititi Sarwoprasodjo, Hiroki Kasamatsu · IPB University, Indonesia; Ehime University, Japan · Presented by Febriangga Harmawan  Virtual presentation

Abstract

The surge in HPAI spillovers and AMR has repositioned the One Health approach as a biosecurity imperative. However, a persistent 'implementation gap' remains — a

disconnect where sophisticated laboratory surveillance fails to translate into effective field practices. This systematic literature review adhering to PRISMA 2020 guidelines synthesises 75 peer-reviewed studies (2020–2025) from Scopus and specialised databases, applying the Theory, Context, and Method (TCM) framework to categorise findings into pathogen dynamics, socio-behavioural interfaces, and governance structures. Findings identify a ‘Japanese Paradox’: while Japan leads in high-precision genomic surveillance, there is a scarcity of social science data investigating the ‘human factor’ behind biosecurity non-compliance. Conversely, evidence from Indonesia and Thailand — via knowledge, attitudes, and practices (KAP) studies and localised Joint Risk Assessments — reveals a ‘behavioural paradox’ in high-density settings like live bird markets, where stakeholders demonstrate adequate theoretical knowledge yet persist in high-risk practices due to socio-political hurdles and systemic communication failures. Introducing the ‘Multi-Level One Health Implementation Nexus’, the study argues that the implementation gap is a communication failure rooted in structural and epistemic inequalities, advocating for a transdisciplinary shift toward inclusive, culturally resonant health communication.

C3 Knowledge Is Not Enough: Health Communication, Behaviour Change, and the Body in Asian Contexts

Date & Time: Sunday, 7 June 2026 · **Track:** T3 · Health and Environmental
09:00–10:30 Communication

Room: Room Rodsukon **Mode:** Onsite

- **Session Overview**

The knowledge–behaviour gap is one of health communication’s most persistent and frustrating findings. Five papers examine that gap — and creative attempts to bridge it — across health discourse about uterine prolapse in socialist China, occupational health risk in India, liver fluke prevention in Thailand, a Thai edutainment short film, and narrative-based entertainment-education media for caregivers.

- **Presentations**

#161

Fighting a Laboring Women’s Disease: Health Discourse about Uterine Prolapse in Socialist China (1958–1966)

Kaixuan Zhang, Yanrui Xu · NingboTech University; Fudan University, China ·
Presented by Kaixuan Zhang

Abstract

By examining Chinese print media from 1949 to 1966, this paper investigates how the conceptualisation of uterine prolapse changed under a state-promoted framework of

women's liberation. First, beyond the quantitative increase in discussions, the representation of uterine prolapse underwent scientific reformulation in the socialist period, drawing on modern Western medical science while also highlighting the application of Chinese medicine in prevention and treatment. Second, health discourse in the socialist period emphasised the theoretical connection between uterine prolapse and labouring women — the concept of 'labouring women' legitimatised public discussion of a disease previously considered 'private'. Third, viewed in historical context, health discourse about uterine prolapse reflected the complexity of women's participation in social production: whereas media discourse attempted to negotiate the relationship between women's labour and women's health, the double burdens of women could still lead to the disease's occurrence. Fourth, discourse about uterine prolapse in the socialist period to some extent challenged long-lasting male-centrism in health discourse. The paper concludes that the case of uterine prolapse reveals both how print culture helped prevent women's disease and some features of China's 'socialist state feminism'.

#115

A DEMATEL-Based Systems Analysis of Health and Safety Risk Drivers Among Marginalized Worker Populations

Manish Bharadwaj, Manoj Patwardhan · Atal Bihari Vajpayee Indian Institute of Information Technology and Management (ABV-IIITM Gwalior), India · Presented by Manish Bharadwaj

Abstract

Occupational health and safety (OHS) risks among marginalised worker populations are governed by complex and interdependent determinants that are inadequately captured by conventional linear assessment models. This study applies the Decision-Making Trial and Evaluation Laboratory (DEMATEL) method, integrating quantitative data inputs, to model and evaluate the causal structure of critical risk factors influencing OHS outcomes. A total of 18 risk factors were identified through systematic literature review and field investigation, evaluated by a panel of seven domain experts. Data collection incorporates expert judgment and numeric-based evidence including Likert-scale pairwise influence scores, incident frequency rates, hazard exposure indices, and compliance metrics. Results indicate that regulatory exclusion ($D-R=+0.72$), employment informality ($+0.61$), and inadequate access to safety training ($+0.49$) emerge as primary causal drivers. The integration of numeric data enhances analytical rigour and reduces subjectivity in causal mapping, enabling more precise prioritisation of intervention points. Findings reveal feedback loops between socioeconomic vulnerability and safety outcomes, reinforcing the systemic nature of OHS challenges in marginalised contexts. The study demonstrates that combining expert-driven DEMATEL modelling with quantitative data integration provides a robust framework for evidence-based decision-making supporting targeted policy interventions.

#134

Bridging the Knowledge-Behavior Gap: A Health Communication Study of Liver Fluke Prevention in Thailand

Kanyika Shaw, Chardchawin Tantivejavanichaya, Kesinee Pratumsuwan, Phiraphath Phansiri · Panyapiwat Institute of Management; The Secretariat of the Senate, Bangkok; Mahachulalongkornrajavidyalaya University, Nakhon Pathom; Nakhon Pathom Rajabhat University · Presented by Kanyika Shaw

Abstract

Liver fluke infection (*Opisthorchis viverrini*) and cholangiocarcinoma remain persistent public health challenges in Thailand, particularly in the Northeast, where raw fish consumption is deeply embedded in local food culture. Despite decades of health campaigns, public awareness and sustained behavioural change remain limited. This study evaluates the effectiveness of the ISAN ZERO OV health communication campaign in promoting safer consumption practices among younger generations. Using a mixed-methods design combining a cross-sectional survey (n=616) with in-depth interviews and participatory workshops, quantitative findings indicate moderate levels of knowledge (M=7.43/10) and attitudes (M=3.03/5), alongside moderate risk behaviours, with nearly half of participants still engaging in occasional raw food consumption. A persistent knowledge-behaviour gap is observed, shaped by social norms, cultural familiarity, and perceived inconvenience of behaviour change. Campaign media show high perceived effectiveness (M=4.14/5), particularly in raising risk awareness and prompting concern for family health. However, qualitative findings suggest that emotional engagement alone is insufficient to overcome culturally normalised practices, emphasising the need for culturally grounded, norm-shifting strategies that address the social and symbolic dimensions of food practices in endemic contexts.

#149

Health Communication through Edutainment: A Case Study of 'Raw Pork, Deafness, Do You Know?' by Tai Baan x Department of Disease Control

Ubonpun Werajong, Boonchok Srikham, Kunphas Komanee, Surasak Pongson, Archariya Sritha · Department of Disease Control, Ministry of Public Health; Tai Baan Studio; LOOK ISAN and Tai Baan Studio; Communication Arts, Sisaket Rajabhat University · Presented by Ubonpun Werajong

Abstract

Tai Baan Studio, in collaboration with the Department of Disease Control, Ministry of Public Health, Thailand, produced the short film 'Raw Pork, Deafness, Do You Know?' to communicate health messages preventing *Streptococcus suis* infection among people in the Northeast and other areas, distributed via Tai Baan Studio's Reels and Facebook and receiving over one million views in two months. This study analyses the communication models employed for content production strategy: (1) the persuasive

communication model, (2) the Elaboration Likelihood Model, (3) the Fear Appeal Model, (4) the Entertainment-Education model, and (5) the narrative structure of storytelling. Using a descriptive design combining screenplay analysis, short film analysis, audience engagement analysis by age, generation and location, and comments analysis, findings show that storytelling integrating Tai Baan's signature identity — reflecting culture and beliefs — effectively reaches people through health communication. Friendly comedy, improved dialogue, a group of talented actors, and the director's style reduce public resistance to government media and lead to positive responses. Respondents expressed that they had never known or had previously misunderstood the information presented, and showed readiness to change behaviour. The study suggests that communicating in the audience's language combined with academic health information — and shifting story tone and film production design from coercive persuasion toward risk awareness and readiness to change — can significantly increase the effectiveness of public health communication.

#168

The Persuasive Impact of Narrative Storytelling in Entertainment-Education Audiovisual Media: Effects on Attitudes and Behavioral Intentions of Caregivers

Siwaporn Sukittanon · Chiang Mai University, Thailand

Abstract

This research develops an Entertainment-Education (EE) audiovisual media to create positive attitudes for caregiving in the intermediate care context, and studies the influence of informational media and entertainment-education media on the attitudes and behavioural intentions of caregivers. In the intermediate care setting, caregivers of patients with post-stroke conditions, spinal cord injuries, or brain injuries engage in long-term rehabilitation processes and receive extensive care information that can contribute to high stress and psychological resistance. The study employs a two-phase design: a 15-minute drama-based intervention was developed using the Entertainment Overcoming Resistance Model (EORM) and Transportation theory, then an experiment was conducted with 142 caregivers (experimental group n=72, control group n=70). Data were analysed using the Mann-Whitney U test and simple linear regression. Results showed that the EE media engaged caregivers at a high level of narrative transportation ($M=4.16$, $SD=0.28$). While no statistically significant difference between groups was found ($p>.05$), regression analysis found that narrative transportation significantly predicted caregivers' attitudes ($\beta=.379$, $R^2=.143$, $p=.001$), supporting the EORM. The study contributes to health communication scholarship by highlighting both the potential and the limits of narrative-based health communication in caregiver contexts.

C4 Whose Story Is This? Historical Memory, Marginality, and the Right to Narrative Authority

Date & Time: Sunday, 7 June 2026 · **Track:** T2 · Representation, Voice, and Marginality · T4 · Language, Power, and Decolonial Knowledge

Room: Room Karaked

Mode: Onsite

• Session Overview

History is never merely the past. It is a communication system: a set of choices about which stories to tell, whose voices to amplify, and which forms of memory to institutionalise as legitimate. Five papers examine those choices across Malaysian national historical film, AirAsia’s leadership communication, knowledge brokering organisations in Indonesia, active ageing among older adults in Myanmar, and participatory storytelling as a pathway from audience to local content creator.

• Presentations

#140

Representation of Historical Events in Malaysian National Historical Film

Siti Nur Izra Safra Abd Halim, Nur Afifah Vanitha Abdullah · Universiti Kebangsaan Malaysia (UKM) · Presented by Siti Nur Izra Safra Abd Halim

Abstract

Malaysian National History Films (MNHF) have served since 1981 as a cinematic platform that reconstructs and reinterprets selected historical events into narrative forms. As of 2023, seven MNHF have been produced within the Malaysian film industry. This study examines the creative processes undergone by the narratives of MNHF in portraying historical events, employing a qualitative research design using content analysis and Julia Kristeva’s (1980) theory of intertextuality as the analytical framework across all seven films. The findings indicate that MNHF represent historical events across three narrative acts: the beginning introduces context and background; the middle emphasises conflict and struggle; the ending presents resolution through outcomes such as success, defeat, or death. MNHF employ three primary techniques — acting, archival footage, and visual text — in conveying these representations. Historical events have also undergone narrative reconstruction through three of the ten principles of intertextuality: existence, expansion, and modification. The study contributes to the theme of communication and inequalities by highlighting how creative processes in MNHF shape the representation of historical events into film narratives, raising questions about whose historical consciousness the genre is designed to produce and sustain.

#139

Culturally Responsive Leadership Communication in Southeast Asia: A Case Study of Tony Fernandes and AirAsia

Thiviya Balakrishnan, S. Maartandan Suppiah, Prakash Velloo, Yuen Beng Lee ·
Universiti Utara Malaysia · Presented by Thiviya Balakrishnan

Abstract

In 2001, Tony Fernandes acquired the struggling AirAsia for just US\$0.25 and, despite inheriting debts of US\$11 million, transformed it within a few years into one of Southeast Asia's most recognisable low-cost carriers. Central to this turnaround was Fernandes' culturally responsive leadership communication, which reshaped organisational culture and reframed public perception of air travel. Drawing on phenomenological interviews with AirAsia employees in Malaysia, Thailand, Indonesia, and the Philippines, the study explores how internal and external communication practices aligned to create a coherent narrative. The slogan 'Now Everyone Can Fly' is analysed as a communicative act of inclusion, mobilising employees around a shared sense of purpose while redefining air travel as an accessible social good for the region. The paper draws on Hofstede's cultural dimensions and GLOBE findings to examine how Fernandes adjusted his communication across Southeast Asia's multicultural settings, framing the case within transformational leadership theory and intercultural communication scholarship to show how culturally responsive leadership can influence organisational behaviour, public narratives, and transformational change in Asian corporate contexts.

#173

'Talking about my Beneficiaries': Knowledge Brokering Organisation Disrupting the Dominant Authority under Hierarchical Governance in the Global South

Amanda Tan · Monash University Indonesia, Indonesia

Abstract

Decentring the locus of Knowledge Brokering Organisations (KBOs) in the Global South compels rethinking of intermediary organisations that translate evidence for policy between researchers and policymakers. In Global South countries, these include NGOs, think-tanks, university-based research institutions, and peak body organisations. Using the Narrative Policy Framework (NPF) to analyse narratives used in KBOs' policy briefs on three highly political issues in Indonesia — smoke-free zone policy, sugar-sweetened beverages taxes, and suicide prevention strategies (all regulated in Indonesia's Government Regulation 28/2024 of the 2023 Health Law) — the study asks how KBOs deploy narratives on highly political issues and how beneficiaries are being addressed. Findings indicate that while KBOs are subjugated to hierarchical power structures and consistently address government mandates for protecting human rights, KBOs with significant resources for narrative-building are specifying beneficiaries' groups (consumers and youth) and their needs for protection from harmful products. This

provides two contributions: (1) beneficiaries are not passive actors but an active community that can exert influence into policymaking via addressing their needs; and (2) the working together of KBOs and beneficiaries indicates coalitional building for disrupting dominant authority.

#197

Active Ageing through Meaning, Routine, and Voice: An Onsite Study of Older Adults in Myanmar

Aung Pyae · International School of Engineering, Chulalongkorn University, Thailand

Abstract

Older adults in low- and middle-income countries are under-represented in the active-ageing literature, and the WHO framework has been operationalised largely on European and Anglophone evidence. This study asks how older adults in Myanmar enact daily life, wellbeing, and technology use under economic precarity, religious centrality, and digital exclusion. Onsite semi-structured interviews were conducted with 40 community-dwelling older adults (age 55–92; 19 women, 21 men; predominantly Buddhist). Three patterns emerged. First, episodic activity-level affect and global recent-happiness ratings functioned as distinct constructs, suggesting that single-item global scales understate everyday positive affect under macro-economic stress. Second, religious-spiritual, merit-making, and close-relational activities received the highest affect ratings, indicating that meaning content rather than novelty carries the affect signal. Third, volunteering — but not paid work — was associated with higher life, social-relationship, and daily-activity satisfaction. The study advances active-ageing theory by specifying the selection criterion of socioemotional selectivity theory as content-mediated in this Theravada-Buddhist setting, arguing against treating workforce participation as a sufficient indicator of active ageing, and treating freely chosen, other-oriented contribution as its core form. Communicative equality for this population is therefore not access alone but voice: the capacity to be addressed in one's own language and cultural terms, around activities the community recognises as meaningful.

#152

From Audience to Local Content Creators: Participatory Storytelling and the Expansion of Cultural Voices

Sakulsri Srisaracam · Chulalongkorn University, Thailand

Abstract

In the platform-driven media environment, local cultural representation is increasingly shaped by algorithmic visibility, often limiting the diversity of voices and participation. This study examines how audiences can transition into content creators and how such transformation contributes to cultural value creation within the creative economy. Drawing on a quantitative survey of 1,099 respondents across three generations in Thailand, the research applies the AIO (Activities–Interests–Opinions) framework

alongside behavioural measures to analyse audience engagement with local cultural content. The findings identify two key audience segments: latent creators, who demonstrate strong interest and positive attitudes toward local culture but show limited involvement in content creation; and active creators, who exhibit higher levels of participation across online and offline contexts. This distinction reveals a critical intention–behaviour gap, where cultural interest does not automatically translate into creative participation. The study proposes a Local Content Storytelling Lab as a participatory intervention model designed to transform audiences into local content creators, operating through three processes: (1) identity activation; (2) participation and engagement; and (3) skill development. The model advances the concept of ‘creator literacy’ as a key dimension of inclusive cultural communication.

Parallel Sessions — Sunday, 7 June 2026 (Session D)

Session D is the final parallel session of the conference, running from 15:30 to 17:00 on Sunday, 7 June 2026. Session D1 (Room Mandarin A) is All Virtual. Session D2 (Room Budsaba) is the Australia–ASEAN Network Special Session.

D1 The Global Algorithm: Digital Divides, Disinformation, and Algorithmic Power across Six Countries

Date & Time: Sunday, 7 June 2026 · **Track:** T1 · Digital Divides and Algorithmic Justice in Asia · T5 · Polarisation, Disinformation, and Civic Participation

Room: Room Mandarin A

Mode: All Virtual


- **Session Overview**

Five scholars are presenting in this session, connecting from Vietnam, China, France, Indonesia, and South Korea. The all-virtual format is not incidental to the session’s content: it enacts the argument that digital infrastructure both enables and constrains participation, that access is unequal, and that algorithms determine whose knowledge circulates and whose is suppressed.

- **Presentations**

#130

The Reproduction of the Vertical Digital Divide in Vietnam’s AI Education Strategy

Thuy Thi Phuong Tran, Long Xuan Bao Tran · Ottawa University, Canada; Da Lat University, Vietnam · Presented by Thuy Thi Phuong Tran  Virtual presentation


Abstract

Vietnam’s ambitions in artificial intelligence have been increasingly realised through national initiatives, particularly in education — prioritising the integration of AI education programmes into primary and secondary school curricula. This study asks: to what extent does Vietnam’s AI education strategy constitute a form of techno-solutionism that produces a vertical digital divide, reinforcing platform imperialism and algorithmic colonisation rather than advancing digital sovereignty? Employing a qualitative case study design focusing on three policy instruments — MOET’s 2025 National Plan for generative AI adoption, MOET Directive 3439/QĐ-BGDĐT on the National Pilot Framework for AI Education, and MOET Circular 18/2026/TT-BGDĐT on the Digital Competency Framework for educators — and applying a Political Economy Approach

with content analysis, preliminary findings indicate that constraints on policy effectiveness are primarily structural rather than technological. The current approach reflects techno-solutionism, deploying external AI tools to address educational gaps without tackling critical underlying inequalities, increasing reliance on foreign platforms and creating jurisdictional tensions that challenge regulatory capacity. In response, the study proposes a ‘dual strategy’ integrating technological advancement with equity-oriented reforms, arguing that digital sovereignty depends on addressing structural inequalities alongside technological adoption.

#204

The ‘Second Parliament’ in the Age of Algorithms: Invisibilisation and Transformation of French Street Politics


Chen Zuo, Chen You · Communication University of China; Shanghai International Studies University, China · Presented by Chen Zuo  Virtual presentation

Abstract

In France, street politics — frequently referred to as the ‘second parliament’ — has since May 1968 become a direct channel of expression for the population, in a context marked by declining effectiveness of representative democracy and a growing gap between public policies and citizen expectations. In January 2026, the French National Assembly extended until 2027 the implementation of algorithmic video surveillance (VSA) as part of the ‘Joint Olympic and Paralympic Plan 2030’, sparking strong concerns about algorithmic control of individual political activities. This research employs a comparative method and an LDA model to analyse more than 2,268 protest discourses related to algorithmic surveillance policies published between May 2023 and March 2026 on Facebook and TikTok. Results show that street politics in the algorithmic age is characterised by the invisibilisation of protest forms, the polarisation of participatory structures, a guerrilla logic of space, an official interpretation of the political, and a populist drift among young demonstrators. This transformation not only constitutes a major evolution in French street politics but may also reshape the traditional conception of the ‘social contract’ between the population and the state in France, while revealing a double dynamic of emancipation in the face of top-down algorithmic surveillance.

#181

American Public and Commercial Medical Influence in Indonesia’s Digital Health Space: Challenging Information Authority and Reliability

Dorien Kartikawangi, Hadi Saba Ayon · Atma Jaya Catholic University of Indonesia; Le Havre Normandy University, France · Presented by Dorien Kartikawangi  Virtual presentation

Abstract

This study examines the structure of Indonesia’s digital health information ecosystem, critically analysing how authority and reliability are constructed within it, with particular emphasis on the role of health-related business actors as strategic communicators. Grounded in organisational communication theory and computer-mediated communication (CMC) theory, the study conceptualises digital health platforms as hybrid organisational fields in which public institutions, commercial health businesses, and transnational medical actors compete to produce, circulate, and legitimise knowledge. Using a digital methods approach, references from 100 randomly selected articles across five Indonesian e-health platforms (2020–2023) were mapped and evaluated based on authority characteristics and information reliability. Findings reveal that the Indonesian e-health space is dominated by American medical institutions, for-profit health businesses, and global scientific networks. Within this configuration, health businesses leverage visibility, calculability, and platform metrics to construct communicative authority through algorithmic amplification, networked interaction, and digital traceability — rather than institutional credibility. Critically, authority does not necessarily correspond with reliability: commercial actors may attain high authority despite questionable informational rigour, while public and academic institutions may remain less visible within platform ecologies. The study highlights the urgency of strengthening digital health literacy and developing critical evaluative frameworks.

#101

Disinformation about the Oil Crisis: Filter Bubbles and Confirmation Bias in Social Media among South Korea’s Gen-Z

Steve K.L. Chan · Keimyung University, South Korea  Virtual presentation

Abstract

One of the most eye-catching global headlines in recent times has been the USA–Iran conflict and the blockade of the Strait of Hormuz, which has particularly affected the oil supply of East Asian nations. In March 2026, a rumour about an ‘April Energy Crisis’ circulated on South Korean social media, claiming that the country’s oil and gas supplies would soon be completely depleted. Vehicles were observed queuing at petrol stations, and images and videos shared triggered viral effects leading to panic buying and fuel hoarding. This study explores university students’ perceptions of and responses to such news reports and rumours encountered on social media. Generation Z are digital natives who rely primarily on social networking sites for news consumption rather than traditional mass media. Qualitative methods are employed, including a self-administered online survey and in-depth interviews with selected respondents. Building on Eli Pariser’s work on filter bubbles and Sunstein’s echo chamber metaphor, this study identifies confirmation bias among students, particularly in relation to their own views and those of their peer groups within broader political contexts, contributing to addressing a gap in the existing literature on filter bubbles in the context of a polarised global event.

#215

Silencing the Rational: Affective Publics and Power Imbalances in the Digital Discourse of Indonesia's Free Nutritious Meal Program

Adenovi Hanifah · Universitas Gadjah Mada, Indonesia  Virtual presentation

Abstract

This study explores public participation in digital discourse related to Indonesia's Free Nutritious Meal (Makan Bergizi Gratis / MBG) programme. It examines a viral case on X in which a high school student published an open letter requesting that his free meal be reallocated to teachers' welfare, then faced severe digital intimidation from MBG-affiliated staff. Grounded in Papacharissi's theory of affective publics and Bennett and Segerberg's concept of connective action, the analysis contrasts the rational, data-driven articulation of the student's critique — including his calculation of Rp 6.75 million (around \$385) over 18 months — with the emotive and threatening language used by policy defenders to control the discourse. The study reveals a paradox within affective publics: while X enables marginalised voices to articulate logical critiques, this participatory space is quickly taken over by affective repression in which emotional aggression functions as a weaponised distraction, deliberately diverting public attention from substantive policy toward fear and polarisation. The research sheds light on power imbalances within digital democracies, showing that while social media empowers marginalised voices, its emotional architecture also arms pro-state actors with tools to suppress them — calling for an evaluation of platform governance policies that protect freedom of expression from capital-driven, affectively manipulated discourse.

D2 Communicating Green Energy and Sustainability in ASEAN

Date & Time: Sunday, 7 June 2026 · **Track:** T7 · Marketing Communication and Inclusive Engagement · T3 · Health and Environmental Communication

Room: Room Budsaba

Mode: Onsite | Australia–ASEAN Network Special Session

• Session Overview

The energy transition in ASEAN is not primarily a technical problem. It is a communication challenge: persuading governments, industries, communities, and publics to accept and invest in energy system transformation that carries profound implications for economic development, employment, environmental justice, and national sovereignty. This Australia–ASEAN Network Special Session brings together scholars and practitioners whose work spans solar photovoltaic technology deployment in Thailand, environmental science in the Philippines, public policy in Australia, and UNDP communications in the region.

- **Speakers**

Assoc. Prof. Dr. Alongkorn Parivudhipongs

Associate Professor and Deputy Dean, Faculty of Communication Arts Chulalongkorn University, Thailand

Amornrat Limmanee

Team Leader, Solar Photovoltaic Technology Research Team National Energy Technology Center (ENTEC), NSTDA, Thailand

Cleodette Latagan Lagata

Environmental Science Department Ateneo de Manila University, Philippines

John Cheong-Holdaway

Economist and Public Policy Adviser Melbourne, Australia

Karnklon Raktham

Head of Communications United Nations Development Programme (UNDP), Thailand

Moderator: Ms. Suriwassa Thanyanattawit

D3 The Canon Was Never Neutral: Decolonial Methods, Cultural Memory, and Knowledge from the Global South

Date & Time: Sunday, 7 June 2026 · **Track:** T4 · Language, Power, and Decolonial Knowledge · T5 · Polarisation, Disinformation, and Civic Participation

Room: Room Rodsukon

Mode: Onsite

- **Session Overview**

This panel takes the absence of indigenous communication theory seriously. Five studies from the Philippines, Thailand, Nepal, and Indonesia collectively challenge the assumption that communication theory flows from the Global North to the Global South, assembling a methodological manifesto, a design research project, a historical-autoethnographic study, a professional discourse study, and a quantitative analysis of political identity and disinformation sharing.

- **Presentations**

#142

Komunikograpiya: A Methodological Framework for Filipino Communication Research
Juven Nino Villacastin · University of Hawaii at Manoa, USA (Philippines)

Abstract

Filipino communication researchers have long called for decolonising and ‘Filipinising’ communication theory and methods. While other disciplines in Filipino social sciences have developed frameworks for decolonising theories and methods (e.g., Pantayong Pananaw in history, Sikolohiyang Pilipino in psychology), no systematic approach for explicating and documenting communication constructs from a Filipino perspective exists. This paper presents komunikograpiya or ‘communicography’ as a decolonial approach towards scientifically explicating and documenting communication constructs within their geographical, temporal, and socio-economic contexts. Komunikograpiya uses both ‘pagsasakatutubo mula sa labas’ (indigenisation from without) and ‘pagpapalitaw ng nasa loob’ (indigenisation from within), arguing that Western scientific methods and indigenous Filipino concepts and methods should be seen as complementary towards decolonial theory building rather than as mutually exclusive trade-offs. The paper differentiates komunikograpiya from existing post-positivist and interpretivist conceptual and methodological frameworks, identifies the type of constructs within its scope, introduces the concept of norming dimensions to capture geographical, temporal, processual, and aesthetic dimensions of communication phenomena, and discusses how explicated constructs can be used to construct hypotheses to model Filipino cognitive and behavioural communication processes. The study contributes to both theoretical and methodological progress in Filipino communication research by introducing a methodology that reinforces scientific rigour while accounting for intracultural variation.

#100

Making Sense of Letters: The Reframing of the Javanese Script through Multisensory Communication Design

Jeremia Turangan · Chulalongkorn University, Thailand

Abstract

This presentation reports on a practice-based study of how multisensory communication design supports the recognition of Javanese consonant letterforms (aksara nglegena) among Indonesian Generation Z learners. Although the script remains culturally visible, it is predominantly encountered as a decorative rather than functional system of communication, reflecting linguistic hierarchies in which Latin literacy dominates, while memorisation-based instruction in Indonesian schools fails to engage contemporary learners. Grounded in Dual Coding Theory, this research examines how visual and auditory cues can communicate sound-symbol relationships. Three interactive experiments were conducted: (1) visual mnemonic forms, where letterforms are embedded within familiar objects to aid memory; (2) auditory cues consisting of environmental sounds and phonetic pronunciations; and (3) a combined audiovisual interaction developed in TouchDesigner. Preliminary findings indicate that participants initially interpret stimuli as familiar visual objects before recognising them as letterforms — demonstrating how mnemonic transformation creates an entry point into the script — and that recognition improves when designs clearly communicate

structural features enabling letterform differentiation. Together, these experiments inform the development of a screen-based interactive installation translating these insights into a multisensory learning experience, positioning communication design as a decolonial practice that addresses inequalities in how non-Western writing systems remain visually present yet excluded from functional meaning-making within Latin-centric media environments.

#150

Development of Thai Tourism Communication and Representation: A Case Study of Osotho Magazine

Chavisa Cheyjunya, Napawan Tantivejakul · Chulalongkorn University, Thailand · Presented by Chavisa Cheyjunya

Abstract

This qualitative research studies the historical development of tourism communication in Thailand and the evolving use of visual representations through Osotho Magazine. The study employs historical research and autoethnographic methodology, analysing Osotho issues published between 1961 and 2025, with a focus on the January issue of each year. The analysis is guided by the conceptual frameworks of representation, agenda-setting, and place branding. Findings reveal that tourism communication in Osotho Magazine has evolved in response to changing contexts through four key periods: (1) the Formative Stage, emphasising policy communication and tourism promotion campaigns; (2) the Developing Stage, characterised by more diverse portrayals of Thai tourism and continued promotional efforts; (3) the Flourishing Stage, regarded as the golden era, focusing on 'Amazing Thailand' to convey Thai tourist attractions; and (4) the Modern Stage, featuring the extension of campaign narratives, the presentation of unique Thai experiences, and the increasing use of influencers. Across all four periods, these shifts reflect significant transformations in both tourism communication strategies and the political economy of national image-making, demonstrating how the curation of national identity operates through deliberate communicative choices about what a country chooses to present of itself to the world.

#176

Language and Journalistic Style in a Rapidly Expanding English-Language Media: A Professional Discourse Perspective on Nepal

Dharma Adhikari · Xi'an Jiaotong-Liverpool University, China

Abstract

Much of the existing scholarship on English-language journalism has focused on postcolonial settings, leaving comparatively less attention to contexts where English has expanded rapidly without a colonial legacy. Nepal, as an 'expanding circle English' context, presents a notable case. This study examines news copy editors' professional perspectives on the use of English within Nepal's growing English-language media

sector, asking how copy editors make sense of linguistic standards and journalistic style in their day-to-day work. Adopting a qualitative case study approach informed by sociolinguistics and professional discourse community theory, data were collected through semi-structured, open-ended interviews with 25 news copy editors working across a range of English-language media outlets in Nepal. Participants identified key content-level concerns — correctness, consistency, clarity, and a tendency toward journalese — linked not only to stylistic issues but also to pressures of evolving editorial standards and uneven institutional support. Wider contextual challenges include organisational limitations, professional hierarchies, resource constraints, and expectations around English usage in journalism. The findings suggest that linguistic concerns in Nepal’s English-language press are not merely technical or stylistic but are deeply embedded in the broader institutional and cultural conditions of an emerging media system, with implications for other emerging English-language press systems in settings where institutional norms and language practices are still taking shape.

#151

Political Identity as a Driver of Inadvertent Disinformation Sharing: Evidence from Thailand and Implications for Civic Participation

Sucheewa Sittijinda, Duangkamol Chartprasert · Chulalongkorn University, Thailand
· Presented by Sucheewa Sittijinda

Abstract

Disinformation threatens civic participation and democratic engagement across Southeast Asia, where political and public health narratives travel through shared social-media channels. This study examines whether political identity — independent of demographic background — drives inadvertent disinformation sharing among Thai social media users. A quantitative cross-sectional survey was administered to 400 Thai social-media users, measuring ten constructs on 7-point Likert scales including eight psychological-communication factors, one mediator (misinformation detection failure), and the dependent variable (inadvertent disinformation sharing). Confirmatory factor analysis established acceptable measurement properties (CR 0.88–0.96; AVE 0.56–0.84). The model fit the data well ($\chi^2/df=1.06$, CFI=0.99, RMSEA=0.01) and explained 68% of variance in inadvertent sharing. Three findings stand out: political identity exerted the strongest direct effect ($\beta=0.26$; total effect=0.32), confirming polarisation as a primary disinformation mechanism in the Thai context; cognitive reflection was the strongest protective factor ($\beta=-0.29$; total effect=-0.36); and no demographic variable produced significant differences in sharing — a pattern termed ‘demographic-neutral disinformation vulnerability’. The study argues for a universal-intervention-with-contextual-delivery principle: cognitive-reflection training as democratic infrastructure paired with identity-aware media literacy, scalable across Mekong-region cooperation frameworks.

D4 Add to Cart, Add to Culture: Digital Media, Youth Consumption, and the Platform Economy in Asia

Date & Time: Sunday, 7 June 2026 · **Track:** T7 · Marketing Communication and Inclusive Engagement
15:30–17:00

Room: Room Karaked

Mode: Onsite

- **Session Overview**

Soft power is frequently built by consumers before governments recognise it as an asset. Five studies from Vietnam, Thailand, and Nepal map the terrain where youth aspiration, digital platform logic, and cultural economy converge, examining Thai Y-series as soft power, Gen Z tourism intentions in Vietnam, BookTok's influence on Thai reading behaviour, Bangkok street food as cultural capital on YouTube, and a mobile platform for cultural heritage tourism in Nepal designed to surface what virality algorithms bury.

- **Presentations**

#171

Media Role in Promoting Y-Series as Soft Power through Online News and Online Conversation

Chonnikarn Puntakarnkul · Chulalongkorn University, Thailand

Abstract

This research examines the role of communication in promoting Thai Y-series as soft power through online news and online fan discussions. Employing a mixed-methods Convergent Design, the study analysed 966 news articles collected from 15 online platforms between 2020 and September 2025, along with data from Pantip, Reddit, X, and Facebook using computational social science methods. The findings demonstrate that online news platforms primarily present Thai Y-series as general news and publicity content, with a growing trend linking the genre to the creative economy, soft power, and national image — demonstrating mainstream media's role in driving soft power from the top-down. Fan communities generate bottom-up soft power through actor discussions, reviews, fan projects, location-based tourism, and cultural translation, transforming fans into consumers, economic supporters, and co-producers of cultural content. The study indicates that while Thai Y-series possess potential as soft power tied to the creative economy, state support and policy integration remain constrained, and Thailand still lacks integrated, systematically developed communication strategies to maximise the impact of this cultural export.

#107

The Influence of Social Media Content on Vietnamese Gen Z's Domestic Tourism Intention: The Mediating Roles of Flow Experience and Destination Envy

Thu-Trang Hoang, Duc-Phuc Nguyen · Diplomatic Academy of Viet Nam · Presented by Thu-Trang Hoang

Abstract

This study investigates how specific social media content characteristics — interactivity, entertainment, and informativeness — influence the domestic travel intentions of Vietnamese Gen Z, examining the dual mediating roles of flow experience and destination envy, alongside the moderating effect of social media usage intensity. Employing a quantitative cross-sectional design, data were collected from 474 respondents aged 18–27 in Vietnam and analysed using PLS-SEM. The findings reveal that entertainment is the most potent driver of psychological responses, fostering both flow experience and destination envy. Notably, destination envy emerges as the strongest mediator directly influencing travel intention, whereas flow experience shows no significant impact. Contrary to expectations, social media usage intensity does not moderate these relationships. These results suggest a shift in Gen Z's travel behaviour, where 'benign envy' triggered by entertaining content acts as a stronger motivator than digital immersion. Practical implications suggest that destination marketers should prioritise visually engaging and entertainment-driven content to effectively stimulate travel intent among young travellers.

#154

The Influence of the BookTok Media Community on the Book Purchasing Decision Behavior of Thai Readers

Pasin Senawongse, Sasithon Yuwakosol · Srinakharinwirot University, Thailand · Presented by Pasin Senawongse

Abstract

The BookTok media community has emerged as a significant phenomenon in shaping how readers discover and purchase books. This study investigates the influence of the BookTok community on digital consumer culture and book purchasing behaviour among Thai readers, integrating Media Ecology, Technological Determinism, and the Theory of Planned Behaviour (TPB). Data were collected from 400 TikTok users who had accessed book-related content within the BookTok community, with the instrument validated by three experts and a Cronbach's Alpha of 0.955. Results indicated that TikTok usage and BookTok participation exerted significant influence on attitude ($\beta=.591, p<.001$) and perceived behavioural control ($\beta=.511, p<.001$). Digital technology components demonstrated significant effects on attitude ($\beta=.658, p<.001$) and perceived behavioural control ($\beta=.671, p<.001$). All TPB constructs predicted behavioural intention: attitude ($\beta=.135, p=.012$), subjective norm ($\beta=.234, p<.001$), and perceived behavioural

control ($\beta=.255$, $p<.001$), explaining 57.4% of variance. Path analysis revealed that technology operates exclusively as an indirect influence rather than a direct motivator (total effect: .316). The study demonstrates that BookTok functions as a digital media ecosystem that influences Thai readers' perceptions and book purchasing decisions, with implications for publishers, marketers, and book industry stakeholders in designing community-connected strategies.

#187

Narrative Strategies for Bangkok Street Food on YouTube: A Case Study of 'BANGKOKCIAGA'

Preechaphol Prapaiboon · Srinakharinwirot University, Thailand

Abstract

This study analyses the message strategies through which Bangkok street food is communicated on Bangkokciaga — a Thai YouTube programme — examining how everyday food is transformed into digital content that carries cultural value, urban imagery, and affective appeal. Using qualitative content analysis of 19 popular Bangkokciaga videos featuring street food vendors in Bangkok published between 1 January 2023 and 31 March 2026, and grounded in message strategy, digital storytelling, Aristotle's rhetorical appeals, and New Media Logic, the study identifies five interrelated communication mechanisms: (1) framing street food as urban experience by linking food with place, people, and the rhythms of Bangkok; (2) valorising the ordinary by turning street-side vendors into meaningful media texts through language, images, sound, and signs of authenticity; (3) employing quest-based and experiential narrative structures that sustain viewer attention; (4) combining logos, pathos, and ethos through observable price/cooking information, emotional involvement, and real-location credibility; and (5) aligning message design with New Media Logic through titles, thumbnails, editing pace, and narrative sequencing. The study concludes that Bangkokciaga's message strategies construct meaning by connecting media text, spatial experience, and platform mechanisms — positioning Bangkok street food as cultural capital and urban soft power within global digital media debates.

#206

Designing for Discovery Beyond Virality: A Mobile Platform for Cultural-Heritage Tourism in Nepal

Oshin Panta, Atthawit Jamsai, Jidapa Chongvongruk, Aung Pyae · International School of Engineering, Chulalongkorn University, Thailand · Presented by Oshin Panta

Abstract

Nepal's tourism contributes roughly 6.7% of GDP and supports more than 1.19 million jobs, yet the digital infrastructure mediating traveller-to-destination encounters is structurally biased toward virality: 'trending' destinations absorb disproportionate flows while culturally significant places outside the TikTok–Instagram visibility loop remain

hard to discover. This study asks how a mobile discovery platform might surface lesser-known cultural destinations in a Global South context where supply-side digital presence is sparse and popularity bias is severe. Employing design-research methodology spanning user research (12 semi-structured interviews), market and competitor analysis, system design, prototype implementation, and a moderated usability evaluation with Bangkok-based participants on a Kathmandu-valley dataset, the platform integrates a Google Places–anchored curation pipeline with a deterministic twelve-factor recommender combining vibe matching, rating and review-volume signals, a UNESCO bonus, and a cross-source-trust factor, gated by a quality-tier multiplier, alongside an SDT-aligned gamification layer. Three findings speak to communication inequality: the system redistributed attention through architecture rather than virality (PSSUQ System Usefulness 5.50/7, SD 0.35); qualitative testimony from the diaspora-heavy sample indicated the platform was experienced as a credible counter-surface to viral discovery, a way to find ‘hidden gems that social media and Google Maps miss’; and a single platform can serve diaspora reconnection, local Gen-Z exploration, and international-tourist orientation only with segment-specific tuning. The work reframes algorithmic popularity bias as a communicative-visibility problem in heritage economies, where what is surfaced shapes what is visited and culturally legible.

Notes for Participants

Notes for Presenters

All oral presenters are allocated a 10-minute presentation slot within their panel, followed by a collective discussion period. Chairs will manage timing and will give presenters a signal at the 8-minute mark. 5 minutes for Q&A.

Presenters are requested to upload their slides to the conference server or deliver them to the technical support team at least 30 minutes before their session. Slides should be in PowerPoint or PDF format. Presenters requiring special technical arrangements — video playback, live demos, screen sharing for virtual presentations — should notify the technical team before the conference.

Virtual and hybrid presenters should test their connection and audio quality before their session. Login links and technical instructions will be circulated by the Organising Committee in advance.

Notes for Session Chairs and Moderators

Session chairs are responsible for the smooth conduct of their panels. This includes: welcoming participants, introducing each presenter briefly (name, institution, paper title), managing time, facilitating discussion, ensuring all voices in the room have an opportunity to contribute, and drawing the session to a close on time.

Chairs are particularly asked to be attentive to the inclusion of virtual and hybrid participants in discussion periods. A significant number of sessions include remote presenters; their full participation in the discussion is part of the session's intellectual value.

If a presenter fails to appear or cannot connect, the chair should proceed with the remaining presenters and extend the discussion period accordingly.

Notes for Hybrid and Virtual Participants

ICA Regional Hub Thailand 2026 supports three participation modes: onsite, hybrid, and all-virtual. Sessions C1 (QUT Special Session) and D1 are all-virtual. Session C2 is hybrid. Several individual papers within other sessions are presented virtually.

Virtual participants will be provided with Zoom links and technical instructions by the Organising Committee. On-site participants attending virtual and hybrid sessions are invited to engage with remote presenters during the discussion period as they would with any other presenter.

Networking and Collaboration

The most important conversations at a conference often happen outside the sessions: over coffee, during lunch, in the corridors between rooms. ICA Regional Hub Thailand 2026 has been designed with these conversations in mind. The registration and networking periods at

the start of each day, the coffee breaks, the poster gallery, and the Day 1 Recap Event are all designed as genuine opportunities for scholarly exchange.

Participants who are interested in post-conference collaboration — co-authorship, joint grant applications, conference panels, or network development — are encouraged to exchange contact information and to use the Closing Forum to identify potential partners.

Publication and Post-Conference Pathways

Presenters whose work was peer-reviewed and accepted for ICA Regional Hub Thailand 2026 are encouraged to develop their papers for submission to peer-reviewed journals. The organisers are exploring the possibility of a special issue or edited volume drawing on selected conference papers.

Practical Information

Conference Dates and Venues

Day / Date	Venue
Welcoming Day Friday, 5 June 2026	Dr Tiam Chokwadhana Auditorium, Faculty of Communication Arts, Chulalongkorn University, Phayathai Road, Pathumwan, Bangkok 10330
Day 1 Saturday, 6 June 2026	Mandarin Hotel Bangkok, 662 Rama IV Road, Bangrak, Bangkok 10500
Day 2 Sunday, 7 June 2026	Mandarin Hotel Bangkok, 662 Rama IV Road, Bangrak, Bangkok 10500

Registration and Accreditation

All registered participants are requested to collect their conference badge and materials at the Registration Desk located in the Foyer of the Mandarin Hotel Bangkok. Registration opens at 08:30 on both conference days (Saturday, 6 June and Sunday, 7 June 2026). Name badges must be worn at all times within the conference venue.

Technical and AV Support

All conference rooms are equipped with projection screens, microphones, and internet connectivity. Room Mandarin A is configured for hybrid and virtual streaming across all sessions in which it is used. Room Budsaba is configured for hybrid streaming for Session C2. Presenters requiring special AV arrangements should contact the technical support team at the desk in the Foyer at least 30 minutes before their session.

Language

The working language of ICA Regional Hub Thailand 2026 is English. All presentations, panel discussions, and plenary sessions are conducted in English. Simultaneous interpretation is not provided.

Catering

Refreshments and light snacks are provided during all coffee break sessions. Lunch is provided on both conference days (12:30–13:30) in the designated dining area of the Mandarin Hotel Bangkok. The Welcome Reception on Friday, 5 June 2026 includes refreshments throughout the afternoon.

Code of Conduct

ICA Regional Hub Thailand 2026 follows the International Communication Association's Code of Professional Ethics and Conduct. All participants — presenters, attendees, committee members, and invited guests — are expected to engage with each other respectfully, professionally, and in accordance with principles of academic integrity and inclusivity.

Harassment, discrimination, or disrespectful behaviour of any kind will not be tolerated. Participants who experience or witness conduct inconsistent with these standards are encouraged to report it immediately to a member of the Organising Committee.

Accessibility and Inclusion

The Organising Committee is committed to ensuring that ICA Regional Hub Thailand 2026 is accessible and inclusive for all participants. Participants with specific accessibility requirements are encouraged to contact the Organising Committee in advance of the conference.

Legacy Statement

ICA Regional Hub Thailand 2026 will end. The questions it has raised will not.

This conference has assembled, across three days in Bangkok, a community of scholars whose work collectively demonstrates that communication scholarship has something important to say about some of the most pressing problems facing societies today: the concentration of algorithmic power, the fragility of democratic information environments, the persistence of health inequalities in platform societies, the struggle for visibility and voice among marginalised communities, and the slow, necessary work of decolonising knowledge production in communication and media studies.

The legacy this conference aspires to leave is not a proceedings volume or a citation count. It is a network of scholars who know each other's work, who trust each other enough to collaborate, and who have found in this gathering a reason to believe that regional scholarly infrastructure is worth building and defending.

The Regional Hub model is still young. ICA's commitment to making the Chapters programme permanent is a sign of what is possible when the aspiration inscribed in the word 'International' is pursued with structural seriousness rather than symbolic gesture. The conversation the Hub is designed to sustain is as old as the discipline itself: the question of whose communication gets studied, by whom, for whom, and with what consequences.

Bangkok, in June 2026, is one node in that conversation. The scholars here — from across Asia and beyond, at every stage of their careers — are its continuation. We hope it is a productive one.

Prepared by the Programme Committee · June 2026

Hosted by Faculty of Communication Arts, Chulalongkorn University

Co-hosted with ANPOR

In collaboration with Thai Media Fund

