

# EMCSDGs 2024

## Emerging Media for Communicating SDGs 新興媒體與SDGs傳播論壇

活動日期 | 2024.03.29 - 03.30



主辦單位 | 陽明交通大學人文社會學院傳播研究所

合辦單位 | 上海交通大學媒體與傳播學院 香港浸會大學傳理學院

協辦單位 | 陽明交通大學人文社會學院

活動地點 | 陽明交通大學光復校區人社三館 (新竹市大學路1001號)

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## 新興媒體與 SDGs 傳播論壇簡介

**會議日期：**2024 年 3 月 29 日（五）、3 月 30 日（六）

**會議地點：**陽明交通大學光復校區人社三館（台灣新竹市東區大學路 1001 號）

**會議主旨：**

本次研討會希望能開啟聯合兩岸三地知名高等學府舉辦傳播學術研討會先河。2024 年主題將聚焦於「新興媒體與 SDGs」（Emerging Media for Communicating SDGs），以此呼應全球各部門及高校關注重點。

聯合國永續發展目標（Sustainable Development Goals，簡稱 SDGs）是一持續推動中的全球性共識，旨在促進人類和地球環境的和諧與共榮，並積極推動成為已開發與開發中國家的行動指南（擷取自聯合國永續發展官網）。自 2015 年聯合國訂定《2030 年永續發展議程》（the 2030 Agenda for Sustainable Development）以來，以五大範疇及 17 項核心目標為主軸、15 年為限的行動呼籲，已逐漸被國際社會重視，並引導各國永續發展方面的政策與行動。

**17 項核心目標：**

一、消除貧窮；二、消除飢餓；三、良好健康與福祉；四、優質教育；五、性別平等；六、潔淨飲水與衛生設施；七、可負擔的潔淨能源；八、優質工作和經濟成長；九、工業 / 創新和基礎建設；十、縮小不平等；十一、永續城市和社區；十二、負責任的消費和生產；十三、氣候行動；十四、海洋生態保育；十五、陸域生態保育；十六、和平、正義與建全體制；十七、全球夥伴關係。



### 主視覺故事：

整體以綠能為概念設計為風車樣式，外圍環線彷彿多重個 R 的交織，呼應永續行動 Reduce、Reuse、Recycle 等重要概念。五大環形也代表聯合國永續發展議程的五大範疇，包含 People / 維護人類尊嚴福祉、Planet / 地球永續生產消費、Prosperity / 人和自然共榮共生、Peace / 促進社會和平正義，以及 Partnership / 全球夥伴關係。主視覺以同心圓的形式排列，象徵永續的議題需要全球所有人類的同心合作才能有效推動。內圈的三環除了喻意多重，也意指發起本次活動的陽明交大、上海交大及香港浸會兩岸三地三所高校。從圖形中心，有四條輻射線將同心圓分割為 17 塊區域，象徵籌劃主辦本論壇的三院一所，包括陽明交大人文社會學院傳播所、上海交大媒體與傳播學院及香港浸會大學傳理學院，期許亦呼籲運用虛實融合的新媒體與新科技，共同推動聯合國訂定的 SDGs 17 項核心目標。最後也是最重要者是，風車中的轉軸代表每個人都可去轉動及實踐。只要有心，每個人都可一點一滴地推動及實踐 SDGs！



# Emerging Media for Communicating SDGs: Overview

**Dates:** March 29 – 30 (Fri and Sat), 2024

**Venue:** Yang Ming Chiao Tung University, Guangfu Campus, College of Humanities and Social Sciences Building 3 (No. 1001, University Road, East District, Hsinchu City, Taiwan)

## **Background:**

This symposium aims to pioneer the organization of international academic symposiums in the field of communication, jointly hosted by prestigious institutions from Taiwan, China, and Hong Kong. The theme in 2024 centers around “Emerging Media for Communicating SDGs” (Sustainable Development Goals), aligning with the focal points of global sectors and the concerns of international universities.

Since the establishment of the United Nations’ “The 2030 Agenda for Sustainable Development” in 2015, Sustainable Development Goals (SDGs) with 17 core objectives and five major categories have gained increasing attention internationally, guiding policies and actions worldwide. These five major categories focus on fundamental human dignity and well-being, sustainable production and consumption of Earth’s environmental resources, prosperity for humanity and nature, peace and justice in society, and global partnerships. The 17 goals include:

(1) Eliminate Poverty; (2) Erase Hunger; (3) Establish Good Health and Well-Being; (4) Provide Quality Education; (5) Enforce Gender Equality; (6) Improve Clean Water and Sanitation; (7) Grow Affordable and Clean Energy; (8) Create Decent Work and Economic Growth; (9) Increase Industry, Innovation, and Infrastructure; (10) Reduce Inequality; (11) Mobilize Sustainable Cities and Communities; (12) Influence Responsible Consumption and Production; (13) Organize Climate Action; (14) Develop Life Below Water; (15) Advance Life On Land; (16) Guarantee Peace, Justice, and Strong Institutions; and (17) Build Partnerships for the Goals.

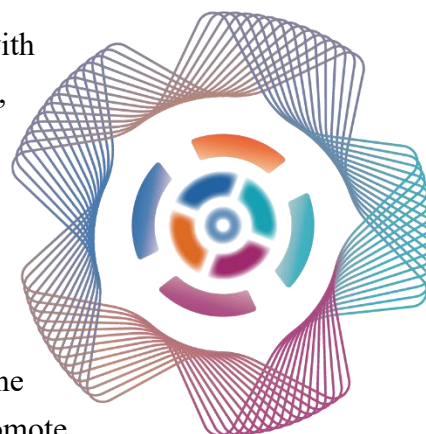
Given the extensive coverage of the five major categories and 17 core objectives, communication technology, as a medium, is essential for disseminating information and fostering understanding and implementation of SDGs by governments, organizations, and the general public worldwide. In this context, this forum focuses on exploring the roles of emerging media (such as social media, short videos, etc.) and communication technologies (such as artificial intelligence, virtual reality, etc.) in advocating, promoting, and implementing SDGs, as well as the actual or anticipated impacts.



### Story of the key vision:

Overall, the windmill-structure key version is designed with the concept of green energy, featuring outer concentric rings, which resemble multiple interwoven *Rs*, echoing the core concepts of sustainable actions such as *Reduce*, *Reuse*, *Recycle*, etc. The five large rings also symbolize five main categories of the United Nations Sustainable Development Agenda: *People*, *Planet*, *Prosperity*, *Peace*, and *Partnership*.

The key vision is arranged in concentric circles, symbolizing the need for concerted global cooperation by all humanity to promote sustainability issues. The three rings in the inner circle not only imply multiplicity, but also signify the three universities from both sides of the Taiwan Strait that initiated this event, namely National Yang Ming Chiao Tung University, Shanghai Jiao Tong University, and Hong Kong Baptist University. The four radial lines divide the concentric circles into 17 areas from the center of the graphic, symbolizing the three colleges as well as one institution planning and hosting this forum, which include the Institute of Communication Studies of the College of Humanities and Social Sciences at NYCU, the School of Media and Communication at SJTU, and the School of Communication at HKBU. We also hope to integrate new media and new technologies to jointly promote the 17 goals set by the United Nations. Last but not least, the axis within the windmill represents that everyone can make an effort to turn it around and implement the SDGs. With determination, everyone can step by step promote and fulfill the SDGs!



## 論文發表場次議事規則

### 注意事項：

請各場次發表人於發表場次開始前，將檔案準備就緒。發表人若未在會前將簡報準備就緒，準備過程列入發表時間計算。

### 時間分配：

3 篇文章發表		4 篇文章發表	
事項	時長	事項	時長
宣讀議事規則	2 分鐘	宣讀議事規則	2 分鐘
主持人開場	3 分鐘	主持人開場	3 分鐘
發表人一	12 分鐘	發表人一	12 分鐘
發表人二	12 分鐘	發表人二	12 分鐘
發表人三	12 分鐘	發表人三	12 分鐘
--	--	發表人四	12 分鐘
提問與討論	主持人彈性運用直到該場次結束	提問與討論	主持人彈性運用直到該場次結束

每篇論文發表時間為 12 分鐘；發表時間剩餘 2 分鐘前第一次提示；剩餘 1 分鐘前第二次提示；時間結束時第三次提示，請發表人盡量在規定的發表時間內結束。

以上流程僅供參考，實際運作時由主持人依該場次實際狀況自行調配決定。





## Rules of Procedure of the Presentation Sessions

### Notice:

The presenters are requested to make sure the files be ready before the presentation starts. If not, the preparation time will be included in their allotted presentation time.

### Time Allocation:

Sessions with 3 presentations		Sessions with 4 presentations	
Agenda	Length	Agenda	Length
Rules of procedure announcement/ Crew	2 mins	Rules of procedure announcement/ Crew	2 mins
Session opening/ Moderator	3 mins	Session opening/ Moderator	3 mins
1 <sup>st</sup> Presentation	12 mins	1 <sup>st</sup> Presentation	12 mins
2 <sup>nd</sup> Presentation	12 mins	2 <sup>nd</sup> Presentation	12 mins
3 <sup>rd</sup> Presentation	12 mins	3 <sup>rd</sup> Presentation	12 mins
--	--	4 <sup>th</sup> Presentation	12 mins
Q&A	Flexible; until the session ends	Q&A	Flexible; until the session ends

Each paper presentation will be allocated 12 minutes. Two minutes before the time limit, the presenter will be reminded by the first cue, one minute reminded by the second cue, and another when the time is up. Please conclude the presentation within the allotted presentation time if possible.

**The above process is provided for reference only. The moderator will make adjustments and decisions based on the specific circumstances of the session.**



# 第一日議程

2024年3月29日星期五

時間	活動
09:30~10:00	報到 地點：人社三館一樓大廳
10:00~10:30	開幕及致詞 地點：人社三館 105 演講廳【視訊+現場】 致詞嘉賓：王文基 陽明交通大學人文社會學院院長、終身特聘教授 徐劍【視訊】 上海交通大學媒體與傳播學院副院長（主持工作）、特聘教授 魏然 香港浸會大學傳理學院副院長、講座教授
10:45~12:00	◎專題演講 I 地點：人社三館 105 演講廳【視訊同步】 講題： <b>The Language of Resilience and Sustainability</b> 講者：Dr. Patrice BUZZANELL 南佛羅里達大學傳播系特聘教授 主持人：魏然 香港浸會大學傳理學院副院長、講座教授
12:00~13:30	午餐
13:30~14:30	▼論文發表場次 1▼ 永續發展：媒體的角色與效果 地點：人社三館 105 演講廳【視訊同步】 主持人：張瑋玉 新加坡國立大學傳播及新媒體系教授  <ul style="list-style-type: none"> <li>• 支持、比較與監督於社群媒體體重管理干預中的相互作用：質性研究 [ENG] 張礫元、Kaushik CHATTOPADHYAY、李佳霖、徐森、勵麗</li> <li>• 數位公民政治詞彙分析：以香港連登論壇（LIHKG）為例 [ENG] 陳錦榮、張引</li> <li>• 氣候變化傳播：數據可視化對讀者新聞動機和媒體偏見的影響 [ENG] 曾姿穎</li> </ul>
14:30~14:45	換場

時間	活動
14:45~15:45	<p>▼論文發表場次 2▼ 永續發展：人類的責任與因應 地 點：人社三館 105 演講廳【視訊+現場】 主持人：魏玟 陽明交通大學傳播與科技學系教授</p> <ul style="list-style-type: none"> <li>• 負責任的傳播與負責任的消費 [中文] 單世聯【視訊】</li> <li>• 氣候變遷中的身體現象學：肉身心智、氣候危機與人類共識 [中文] 王積龍、吳馨竹、陸婉秋【視訊】</li> <li>• 人工智慧生成內容 (AIGC) 劇場與知覺制度化新型態 [中文] 林立敏、陳露、林一</li> </ul>
15:45~16:10	<p>茶歇 地點：人社三館一樓大廳</p>
16:10~17:10	<p>▼論文發表場次 3▼ 永續發展：科技的創新與體驗 地 點：人社三館 105 演講廳【視訊同步】 主持人：許峻誠 陽明交通大學應用藝術研究所教授</p> <ul style="list-style-type: none"> <li>• 影響共享汽車持續使用意願之內外在因素 [ENG] 南甘霖、黃惠萍、張德凱</li> <li>• 團隊型手機遊戲設計元素對玩家團隊流體驗之研究 [中文] 吳冠穎、李峻德</li> <li>• 客製化身與玩家不同健康責任程度對體感運動遊戲中，玩家自我認同、運動自我效能與運動意圖的效果研究 [中文] 林星瑜、李峻德</li> </ul>

## 第二日議程

2024年3月30日星期六

時間	活動
08:30~09:15	報到 地點：人社三館一樓大廳
09:15~10:30	<p>▼論文發表場次 4A▼ 永續發展與人類福祉 地 點：人社三館 103 教室【現場】 主持人：吳泰毅 陽明交通大學傳播研究所副教授</p> <ul style="list-style-type: none"> <li>• 中國年輕人的就業焦慮研究：社交媒體上的社會比較與社會支持 [ENG] 邱語、趙泓達</li> <li>• 社交媒體的使用如何對青少年心理健康產生影響? [中文] 朱程迪、周熙媛</li> <li>• IG 創小帳比較快樂？探討 Instagram 虛假自我呈現與使用小帳對負面心理健康的影響 [中文] 劉慧瑄、嚴霖、蔡旭娟</li> </ul> <p>▼論文發表場次 4B▼ 永續發展與知識傳播 地 點：人社三館 105 演講廳【視訊+現場】 主持人：張礫元 香港浸會大學傳播系副教授</p> <ul style="list-style-type: none"> <li>• “專家”的道德表達與公眾參與：在臉書公共頁面上使用中文傳播新冠疫苗 [中文] 郝藝鵬、張瑋玉【視訊】</li> <li>• 生物多樣性視域下科學觀念和知識傳播的數據視覺化研究 [中文] 姚舜揚【視訊】</li> <li>• 向公眾傳播海平面上升信息：氣候傳播中地方性框架的積極效果之實驗研究 [中文] 陸婉秋、吳馨竹、王積龍、鄭涵元【視訊】</li> <li>• 數字化時代的文化遺產闡釋：以敦煌文化的媒介生產與傳播為案例 [中文] 羅丹【視訊】</li> </ul>
10:30~10:45	茶歇 地點：人社三館一樓大廳
10:45~12:00	<p>◎專題演講 II 地 點：人社三館 105 演講廳【視訊同步】 講 題：<b>Bridging Divides with Innovation: Human Augmentation Technologies for Social Inclusion</b> 講 者：Dr. Kouta MINAMIZAWA 慶應義塾大學媒體設計研究學院教授 主持人：詹力韋 陽明交通大學資訊工程學系教授</p>

時間	活動
12:00~13:30	午餐及交流
13:30~14:45	<p>▼論文發表場次 5▼ 永續發展與數位資訊治理  地 點：人社三館 105 演講廳【視訊同步】  主持人：郭良文 上海交通大學媒體與傳播學院特聘教授</p> <ul style="list-style-type: none"> <li>• 第三人效應與虛假訊息的偏見感知：平台監控、媒體素養教育和立法 [ENG] Lin ZHOU、曾姿穎</li> <li>• 自我效能感知、政府家長式管理與政府信任：探索中國政府揭穿謠言努力的可信度 [ENG] 林知懷</li> <li>• 為數字時代做好準備：從公共關係專業人士的視角看中國公司的輿情監測 [ENG] 蘇鎔明、聶松麗</li> <li>• 技術何以向善：線上惡意內容的治理理論 [ENG] 范屹檳</li> </ul>
14:45~15:10	<p>茶歇  地點：人社三館一樓大廳</p>
15:10~16:25	<p>▼論文發表場次 6▼ 永續發展與人機互動  地 點：人社三館 105 演講廳【視訊+現場】  主持人：羅仕宇 陽明交通大學傳播研究所副教授</p> <ul style="list-style-type: none"> <li>• 「缺席的媽媽，在場的母職」：基於攝像頭的家庭單向空間與母職實踐 [ENG] 呂云虹、Sharifah Sofiah binti Syed ZAINUDIN、吳文芯【視訊】</li> <li>• “虛擬戀人”的消費動機、體驗與治理 [中文] 皇甫曉濤【視訊】</li> <li>• 溫暖一定好？以解釋級別探討溫暖聊天機器人的說服效果 [中文] 許玫心</li> <li>• 探討金融聊天機器人的對話風格對使用者知覺能力、知覺有用性、信任感及意願的影響 [中文] 嚴霖、陳心蕙、劉慧瑄、吳紘琿</li> </ul>
16:30	<p>閉幕  地點：人社三館 105 演講廳【視訊同步】</p>

# Program (Day 1)

March 29 (Fri), 2024

Time	Events
09:30~10:00	Registration Location: College of Humanities and Social Sciences (HSS) Bldg 3, Lobby
10:00~10:30	Opening Ceremony Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Remarks <ul style="list-style-type: none"> <li>• Dr. Wen-Ji WANG <i>Dean and Lifetime Distinguished Professor, College of Humanities and Social Sciences, National Yang Ming Chiao Tung University</i></li> <li>• Dr. Jian XU <b>【Virtual】</b> <i>Executive Associate Dean and Distinguished Professor, School of Media and Communication, Shanghai Jiao Tong University</i></li> <li>• Dr. Ran WEI <i>Associate Dean and Chair Professor, School of Communication, Hong Kong Baptist University</i></li> </ul>
10:45~12:00	◎Keynote Speech I Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Topic: <b>The Language of Resilience and Sustainability</b> Speaker: Dr. Patrice BUZZANELL <i>Distinguished Professor, Department of Communication, University of South Florida</i> Moderator: Dr. Ran WEI <i>Associate Dean and Chair Professor, School of Communication, Hong Kong Baptist University</i>
12:00~13:30	Lunch Break
13:30~14:30	▀Presentation Session 1 ▾ SDGs: The Roles and Effects of Media Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Moderator: Dr. Weiyu ZHANG <i>Professor, Department of Communications and New Media, National University of Singapore</i> <ul style="list-style-type: none"> <li>• <b>The Interplay of Support, Comparison, and Surveillance in Social Media Weight Management Interventions: A Qualitative Study</b> [ENG] Leanne CHANG, Kaushik CHATTOPADHYAY, Jialin LI, Miao XU, Li LI</li> <li>• <b>Sourcing the Political Vocabulary of Digital Citizenship from Digital Forum: A Case Study of the LIHKG</b> [ENG] John Nguyet ERNI, Nick Yin ZHANG</li> <li>• <b>Communicating Climate Change: The Impact of Animated Data Visualizations on Perceptions of Journalistic Motive and Media Bias</b> [ENG] Stephanie Jean TSANG</li> </ul>
14:30~14:45	Preparation



Time	Events
14:45~15:45	<p> <b>► Presentation Session 2 ▼ SDGs: The Responses and Responsibility of Human Beings</b>            Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b>            Moderator: Dr. Ti WEI  <i>Professor, Department of Communication and Technology, National Yang Ming Chiao Tung University</i> </p> <ul style="list-style-type: none"> <li>• <b>Responsible Communication and Responsible Consumption</b> [Chinese] Shi Lian SHAN <b>【Virtual】</b></li> <li>• <b>Body Phenomenology in Climate Change: Body Mind, Climate Crisis, and Human Consensus</b> [Chinese] Jilong WANG, Xinzhu WU, Wanqiu LU <b>【Virtual】</b></li> <li>• <b>Theatre of AI-Generated Content and the Changing Spectatorship</b> [Chinese] Li Min LIN, Lu CHEN, Yi LIN</li> </ul>
15:45~16:10	<p>           Tea Break            Location: Location: HSS Bldg 3, Lobby         </p>
16:10~17:10	<p> <b>► Presentation Session 3 ▼ SDGs: The Innovation of Technologies and User Experiences</b>            Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b>            Moderator: Dr. Chun-Cheng HSU  <i>Professor, Institute of Applied Arts, National Yang Ming Chiao Tung University</i> </p> <ul style="list-style-type: none"> <li>• <b>Internal and External Factors Affecting Consumers' Continuance Intention of Time-sharing Cars</b> [ENG] Ganlin NAN, Huiping HUANG, Tekai CHANG</li> <li>• <b>A Study on the Influence of Team-Based Mobile Game Design Elements on Players' Team Flow Experience</b> [Chinese] Amy WU, Jiunde LEE</li> <li>• <b>The Effects of Avatar Customization and Different Levels of Health Responsibility on Player's Self-Identity, Exercise Self-Efficacy, and Exercise Intentions in Exergame</b> [Chinese] Hsing-Yu LIN, Jiunde LEE</li> </ul>

## Program (Day 2)

March 30 (Sat), 2024

Time	Events
08:30~09:15	Registration Location: HSS Bldg 3, Lobby
09:15~10:30	<p>             ▼ Presentation Session 4A ▼ SDGs and Wellbeing              Location: HSS Bldg 3, HC103 <b>【On-site】</b>              Moderator: Dr. Tai-Yee WU  <i>Associate Professor, Institute of Communication Studies,              National Yang Ming Chiao Tung University</i> </p> <ul style="list-style-type: none"> <li>• <b>Everything Everyone All on Social Media: Comparison, Support and Employment Anxiety among Chinese Young Adults</b> [ENG] Yu QIU, Wang Tat CHIO</li> <li>• <b>How does the Use of Social Media Affect the Mental Health of Adolescents?</b> [Chinese] Chengdi ZHU, Xiyuan ZHOU</li> <li>• <b>Is it Happier to Create a Finsta Account? False Self-Presentation on Instagram and the Impact of Using Finsta on Negative Psychological Emotions</b> [Chinese] Hui-Hsuan LIU, Mabel Lin NGIENG, Hsu-Chuan TSAI</li> </ul>
	<p>             ▼ Presentation Session 4B ▼ SDGs and Knowledge Communication              Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b>              Moderator: Dr. Leanne CHANG  <i>Associate Professor, Department of Communication Studies,              Hong Kong Baptist University</i> </p> <ul style="list-style-type: none"> <li>• <b>Moral Expression of “Experts”, and Public Engagement: Communicating COVID-19 Vaccine on Facebook Public Pages in Chinese</b> [Chinese] Yipeng XI (Shanghai Jiao Tong University), Weiyu ZHANG <b>【Virtual】</b></li> <li>• <b>Research on Data Visualization of Scientific Ideas and Knowledge Communication from Biodiversity Perspective</b> [Chinese] Shunyang YAO <b>【Virtual】</b></li> <li>• <b>Disseminating Sea Level-Rising Information to the public: an Experimental Study on Positive Effect of Local Framing in Climate Communication</b> [Chinese] Wanqiu LU, Xinzhu WU, Jilong WANG, Hanyuan ZHENG <b>【Virtual】</b></li> <li>• <b>Changes and Dissemination of Heritage Digitalization: An Interpretive Model Analysis based on Dunhuang</b> [Chinese] Dan LUO <b>【Virtual】</b></li> </ul>

Time	Events
10:30~10:45	Tea Break Location: HSS Bldg 3, Lobby
10:45~12:00	◎Keynote Speech II Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Topic: <b>Bridging Divides with Innovation: Human Augmentation Technologies for Social Inclusion</b> Speaker: Dr. Kouta MINAMIZAWA <i>Professor, Graduate School of Media Design, Keio University</i> Moderator: Dr. Liwei CHAN <i>Professor, Department of Computer Science, National Yang Ming Chiao Tung University</i>
12:00~13:30	Lunch Break
13:30~14:45	▼Presentation Session 5 ▽ SDGs and Digital Information Governance Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Moderator: Dr. Liangwen KUO <i>Distinguished Professor, School of Media and Communication, Shanghai Jiao Tong University</i> <ul style="list-style-type: none"> <li>• <b>Third-Person Perception in the Context of Combating Misinformation: Examining the Effects on Platform Monitoring, Media Literacy Education, and Legislation [ENG]</b> Lin ZHOU, Stephanie Jean TSANG</li> <li>• <b>Perceived Self-Efficacy, Governmental Paternalism, and Trust in Government: Navigating the Credibility of Government Debunking Efforts in China [ENG]</b> Zhihuai LIN (Randy)</li> <li>• <b>Be Prepared in the Digital Era: What and How Issues Are Monitored in China from the Perspective of Public Relations Professionals [ENG]</b> Kaiming SU, Songli NIE</li> <li>• <b>Towards a Governance Theory of Online Toxicity [ENG]</b> Yibin FAN</li> </ul>
14:45~15:10	Tea Break Location: HSS Bldg 3, Lobby
15:10~16:25	▼Presentation Session 6 ▽ SDGs and Human-Computer Interaction Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b> Moderator: Dr. Shih-Yu LO <i>Associate Professor, Institute of Communication Studies, National Yang Ming Chiao Tung University</i> <ul style="list-style-type: none"> <li>• <b>‘Absent Mothers, Present Motherhood’: Motherhood Practices in Camera-based One-dimensional Home Spaces [ENG]</b> Yunhong LYU, Sharifah Sofiah binti Syed ZAINUDIN, Boon Sim NG <b>【Virtual】</b></li> </ul>

Time	Events
	<ul style="list-style-type: none"> <li data-bbox="416 237 1380 376">• <b>Consumption Motivation and Emotional Experience of Virtual Emotional Products and Services such as “Virtual Lovers” and its Emotional Ethics Governance</b> [Chinese] Xiaotao HUANGFU <b>【Virtual】</b></li> <li data-bbox="416 387 1380 488">• <b>Using the Construal Level Theory to Investigate the Effect of Warmth on Chatbot Persuasion</b> [Chinese] Wen-Hsin HSU</li> <li data-bbox="416 499 1380 672">• <b>Exploring the Impact of Banking Chatbot Conversation Styles on Perceived Competence, Perceived Usefulness, Trust, and Intention to Use</b> [Chinese] Mabel Lin NGIENG, Hsin-Wei CHEN, Hui-Hsuan LIU, Hong Jiun WU</li> </ul>
16:30	Closing Ceremony Location: HSS Bldg 3, HC105 <b>【Virtual &amp; On-site】</b>



## 專題演講 I

日期：2024 年 3 月 29 日（週五）

時間：10:45~12:00

地點：人社三館 105 演講廳（現場+同步轉播）

講題：The Language of Resilience and Sustainability

講者：Dr. Patrice Buzzanell

南佛羅里達大學傳播系特聘教授

主持人：魏然

香港浸會大學傳理學院副院長、講座教授



### 講者簡介：

Dr. Buzzanell 為國際傳播學會（International Communication Association, ICA）前主席及會士（ICA fellow），專業領域包含組織傳播、韌性、性別及工程設計等，曾於相關領域有相當豐富著述，包含 4 本編著專書及超過 300 篇期刊、專書論文及工程教育論文集文章。她曾擔任南佛羅里達大學傳播系主任、上海交通大學媒體與設計學院客座講座教授，並曾獲 ICA 及美國傳播學會（National Communication Association, NCA）等學術組織頒發之多項學術及服務獎項。她亦曾任國際知名期刊 *Management Communication Quarterly* 主編，並協助編輯多本特刊，主題涵蓋韌性傳播、永續發展、職場平等與領導等，目前也於 20 個編委會擔任委員。過去多年 Dr. Buzzanell 曾多次在歐美及亞洲各國，包括英、美、日、中、印、丹麥、巴西及馬來西亞等進行主題演講。Dr. Buzzanell 於韌性傳播、永續及科技設計之研究專長與本次研討會主題新興科技與 SDGs 相當契合，預期將對參與者帶來不同層次的啟發。其豐富的學養與跨域交流經驗，對提升與會者視野亦有相當助益。

### 講題摘要：

Resilience is considered to be a positive, immediately understood term, yet resilience has very different linguistic manifestations, cultural connotations, and uses throughout the world. To be able to discuss sustainability, the different ontological and epistemological bases of

resilience warrant attention and critical deconstruction. Then sustainable transformative resilience can be constituted with practical implications.

### 主持人簡介：

魏然教授為國際傳播學會會士（ICA fellow），曾任香港中文大學新聞與傳播學院講座教授、陽明交通大學傳播研究所客座講座教授、美國南卡羅來納大學（University of South Carolina）新聞與大眾傳播學院 Gonzales Brothers 新聞學教授，以及傳播領域國際知名期刊 *Mass Communication and Society* 主編（2014-2016）。魏然教授的研究專長包括媒介效果、傳播科技等議題，他同時也是行動傳播研究的開拓者，在此領域發表豐富論述，包括 2022 年刊登於 *Mobile Media*



& Communication 的重要回顧性著作〈Mobile communication research in 15 top-tier journals, 2006–2020: An updated review of trends, advances, and characteristics〉，並曾主編過《行動媒體與公民運動：亞洲案例、經驗與理論》論文集（英文版由 Springer 出版，中文版由國立交通大學全球公民教育中心出版）。

## Keynote Speech I

**Date:** March 29, 2024 (Friday)

**Time:** 10:45~12:00

**Venue:** HC105 (virtual + on-site)

**Topic:** The Language of Resilience and Sustainability

**Speaker:** Dr. Patrice BUZZANELL

Distinguished Professor,  
Department of Communication,  
University of South Florida

**Moderator:** Dr. Ran WEI

Associate Dean and Chair Professor,  
Department of Communication Studies,  
Hong Kong Baptist University



### Introduction:

Patrice M. Buzzanell (Ph.D., Purdue) is Distinguished University Professor in and immediate Past Chair of the Department of Communication at the University of South Florida. Most recently, she has been honored with the Distinguished Purdue Alumni Scholar in 2023, the 2021 Steven H. Chaffee Career Achievement Award from the International Communication Association (ICA), the 2021 Samuel L. Becker Distinguished Service Award from the National Communication Association (NCA), the 2023 NCA Woolbert Research Award for work that has withstood the test of time, and induction into the 2020 Hall of Fame of the Central States Communication Association (CSCA). Fellow and Past President of ICA, she also has served as President of the Council of Communication Associations and the Organization for the Study of Communication, Language and Gender (OSCLG). She is an NCA Distinguished Scholar and Carroll C. Arnold Distinguished Lecturer; she has served on the NCA Publication, Research, and Doctoral Education Councils as well as the NCA Presidential Task Force on Inclusivity.

Her research coalesces around career, work-life policy, resilience, gender, and engineering design in micro-macro contexts. Her internal and external grants total around \$3.5 million with her NSF funding focusing on engineering ethics scales and everyday ethical processes as well as design thinking for the professional formation of engineers and inclusivity. She has published: 5 edited books; and around 350 journal articles, chapters, encyclopedia entries, and engineering education proceedings. She edited *Management Communication Quarterly* and co-edited special issues and forums in communication and other disciplines on: resilience communication; women's career equality and leadership; sustainability; spirituality



and work; organizing for reliability, resilience, and safety; and other areas. She currently serves on 24 editorial boards. She has delivered distinguished lectures and keynote addresses in Brazil, China, Denmark, India, Japan, Malaysia, the UK, and the United States. Among her other awards and honors, she has received ICA's 2016 B. Aubrey Fisher Mentorship Award, Purdue's 2014 Provost Outstanding Mentor Award and 2015 Distinguished University Professor, the 2014 Velux Fonden Faculty Research Fellow from the Copenhagen Business School, visiting scholar appointments, and feminist teacher-mentor and research awards from OSCLG, NCA, and ICA, among others. She has been honored to have been a Visiting Professor for the School of Media and Design at Shanghai Jiaotong University.

**Abstract:**

Resilience is considered to be a positive, immediately understood term, yet resilience has very different linguistic manifestations, cultural connotations, and uses throughout the world. To be able to discuss sustainability, the different ontological and epistemological bases of resilience warrant attention and critical deconstruction. Then sustainable transformative resilience can be constituted with practical implications.

**Moderator:**

Dr. Wei is a Fellow of the International Communication Association. He has held positions as Chair Professor at the School of Journalism and Communication at the Chinese University of Hong Kong, Visiting Chair Professor at the Institute of Communication Studies at National Yang Ming Chiao Tung University, and the Gonzales Brothers Professor of Journalism at the School of Journalism and Mass Communication at the University of South Carolina. Additionally, he served as the Editor-in-Chief of the internationally renowned journal *Mass Communication and Society* from 2014 to 2016.



Professor Wei's research expertise spans media effects, communication technologies, and he is also a trailblazer in mobile communication research. He has contributed significantly to this area, including a notable retrospective work titled "Mobile communication research in 15 top-tier journals, 2006–2020: An updated review of trends, advances, and characteristics," published in *Mobile Media & Communication* in 2022. Furthermore, he has edited books entitled "*Mobile media and civic Activism: Asian cases, experiences, and theories*," which was published by Springer in English and by the Global Citizenship Education Center at National Chiao Tung University in Chinese.

## 專題演講 II

**日期:** 2024 年 3 月 30 日 (週六)  
**時間:** 10:45~12:00  
**地點:** 人社三館 105 演講廳 (現場+現場轉播)  
**講題:** Bridging Divides with Innovation:  
Human Augmentation Technologies for Social Inclusion  
**講者:** Dr. Kouta MINAMIZAWA  
慶應義塾大學媒體設計研究學院教授  
**主持人:** 詹力韋 陽明交通大學資訊工程學系教授



### 講者簡介:

Dr. Minamizawa 為東京大學資訊科技博士，專業領域為觸覺媒體與身體性媒體研究、虛擬與擴增實境、以及人機互動設計等。在加入慶應大學媒體設計研究學院後，Dr. Minamizawa 曾執行多項與觸覺媒體相關之計畫，深入探討運用數位科技傳遞、提升及創造人類體驗的主題，並應用於社會發展。他也致力於推動體感設計相關活動，並領導慶應義塾大學先進智慧型機器人之研發計畫。Dr. Minamizawa 的研究專長與本次研討會將探討的未來科技和社會應用相當契合。本次研討會希望 Dr. Minamizawa 能分享其最新研究成果，預期對人社、資工及服務科學等 HCI 相關領域的師生將有相當助益及啟發，可促進跨域的對話交流，開拓與會者視野，並提升對新興科技應用之認識。

### 講題摘要:

This talk highlights the potential of Human Augmentation technologies in promoting social inclusion and bridging societal divides. In the Cybernetic being project under the Moonshot R&D initiative in Japan, HCI researchers, social scientists, neuroscientists, designers and start-ups are working together to develop XR/Avatars/Haptics technologies and apply them to diverse communities to expand people's physical and social abilities.

### 主持人簡介：

詹力韋博士現任國立陽明交通大學的資訊工程學系教授。他於 2010 年從國立台灣大學獲得博士學位。在 2017 年加入國立陽明交通大學之前，詹博士於 2011 年在德國 Hasso-Plattner Institute 擔任博士後研究員，在 2013 年於 intel-ntu 中心擔任專案研究員，並於 2015 年於日本慶應義塾大學擔任助理教授。他的研究領域為人機互動，特別是針對擴增實境（AR）與虛擬實境（VR）技術的新穎互動設計。他近期的研究致力於開發與日常生活結合的混合實境互動技術。他的研究曾在 2013 年獲得 ACM CHI 的最佳論文獎，以及在 2018 年的 ACM UIST、2020 年和 2022 年的 ACM CHI 上獲得最佳論文提名獎。此外，他於 2022 年獲頒國家科學委員會頒發的吳大猷紀念獎。



## Keynote Speech II

**Date:** March 30, 2024 (Saturday)

**Time:** 10:45~12:00

**Venue:** HC105 (on-site + virtual)

**Topic:** Bridging Divides with Innovation: Human Augmentation Technologies for Social Inclusion

**Speaker:** Dr. Kouta MINAMIZAWA

Professor, Graduate school of Media Design,  
Keio University

**Moderator:** Dr. Liwei CHAN

Professor, Department of Computer Science,  
National Yang Ming Chiao Tung University



### Introduction:

Dr. Minamizawa holds a Ph.D. in Information Technology from the University of Tokyo, specializing in haptic and embodied media research, virtual and augmented reality, and human-computer interaction design. Since joining the Keio University Graduate School of Media Design, Dr. Minamizawa has undertaken various projects related to haptic media, delving into the utilization of digital technology to convey, enhance, and create human experiences, with applications in social development.

He is actively involved in promoting activities related to sensory design and has led the university's advanced smart robot development project. His research expertise aligns well with the future technologies to be discussed at this symposium. In this symposium, we hope Professor Minamizawa can share his latest research findings, and anticipate substantial benefits and inspirations for students and faculty in the fields of humanities, social sciences, and computer science related to HCI. This collaboration aims to facilitate interdisciplinary dialogue, broaden participants' perspectives, and enhance awareness of the applications of emerging technologies.

### Abstract:

This talk highlights the potential of Human Augmentation technologies in promoting social inclusion and bridging societal divides. In the Cybernetic being project under the Moonshot R&D initiative in Japan, HCI researchers, social scientists, neuroscientists, designers and start-ups are working together to develop XR/Avatars/Haptics technologies and apply them to diverse community to expand people's physical and social abilities.

**Moderator:**

Dr. Liwei Chan serves as a professor in the Computer Science Department at National Yang Ming Chiao Tung University (NYCU) in Taiwan. He earned his Ph.D. from National Taiwan University in 2010. Before joining NYCU in 2017, he was engaged as a postdoctoral researcher at the Hasso-Plattner Institute in Germany in 2011, then as a project researcher at the Intel-NTU center in 2013, and subsequently as an assistant professor at Keio University in Japan during 2015. Chan's research is centered around human-computer interaction, with a keen focus on creating innovative interactions for AR/VR applications. Of particular interest to him lately is the development of novel HMDs interactions that blend with daily digital life and user environments. His work has been recognized with the best paper award at ACM CHI in 2013, as well as best paper honorable mention awards at ACM UIST in 2018, ACM CHI in 2020, and ACM CHI in 2022. Additionally, he was honored with the Ta-You Wu Memorial Award by the National Science Council in 2022.



論文發表場次 1  
Presentation Session 1

# 永續發展： 媒體的角色與效果

**SDGs: The Roles and Effects of Media**

主持人：張瑋玉 新加坡國立大學傳播與新媒體系教授  
**Moderator: Dr. Weiyu ZHANG, Professor,  
Department of Communications and New  
Media, National University of Singapore**

## 支持、比較與監督於社群媒體體重管理干預中的相互作用:質性研究

張樂元 香港浸會大學副教授

Kaushik Chattopadhyay 英國諾丁漢大學副教授

李佳霖 寧波市第一醫院主任醫師

徐淼 寧波市第一醫院副主任醫師

勵麗 寧波市第一醫院主任醫師

### 摘要

這項研究旨在探討患者於一個微信體重管理計畫中的醫患溝通與同儕互動,並描述三個社會影響因素——社會支持、社會比較和監控——於他們體重控制實踐中的相互作用。我們對 32 名不同年齡、性別、計畫參與時間與體重減輕成果的參與者,進行了深入訪談。主題分析的結果指出,醫護人員與同儕為計畫參與者提供了不同類型的支持功能。同儕比較可以提升參與者的動機與積極競爭。然而,它也強化了負面的群體規範,導致參照標準下降與集體不作為。社交媒體監控加強了對體重控制標準的警覺性。然而,當參與者選擇虛報體重數據並關閉通知時,其影響便會減弱。研究成果的實際應用包括採取策略維持社群媒體的正向互動,以及防止對監控技術的消極抵制。

關鍵字:肥胖、社會比較、社交媒體、社會支持、監控、體重控制

## The Interplay of Support, Comparison, and Surveillance in Social Media Weight Management Interventions: A Qualitative Study

Leanne CHANG, Associate Professor, Hong Kong Baptist University

Kaushik CHATTOPADHYAY, Associate Professor, University of Nottingham

Jialin LI, Ningbo First Hospital

Miao XU, Ningbo First Hospital

Li LI, Ningbo First Hospital

### Abstract

This study aimed to examine patients' experiences with doctor-patient communication and peer interactions in a WeChat weight management program, and describe the interplay of three social influence factors—social support, social comparison, and surveillance—in their weight control practices. We conducted in-depth interviews with 32 program participants of different ages, gender, duration of program membership, and weight loss outcomes. Results of a thematic analysis indicated the distinct functions of professionally led support and peer support. Peer comparison enhanced motivation and positive competition. However, it also reinforced negative group norms and resulted in downturns in reference standards and collective inactivity. Social media surveillance enhanced vigilance with weight control norms. However, its influence weakened when participants chose to fake weight data and turn off notifications. Practical implications of the study concerned improved strategies for maintaining the positive dynamics of social media interactions and preventing negative resistance to surveillance technology.

Keywords: obesity, social comparison, social media, social support, surveillance, weight control

## 數位公民政治詞彙分析：以香港連登論壇（LIHKG）為例

陳錦榮 香港教育大學人文學院院長及文化研究講座教授

張引 香港浸會大學新聞系助理教授

### 摘要

當今世界許多地方都出現了基層民眾利用數位平台進行政治抗爭的情況。本研究以 2019 年香港的政治兩極化環境為背景：當年社會因為備受爭議的立法發生多輪、不同規模的抗議活動，且常常演變為暴力事件。網民利用流行的數位平台作為交流中心，表達憤怒，聲援抗爭，並參與去中心化的煽動行動。在一場被描述為「無領導」、「無中心」、「流動性」、「無紀律」和「騷亂」的無定形社會運動中，隱含著數位論壇推動一種「狂野」的政治導向模式。走向騷動、騷亂和混亂。在本文中，我們沿著 LIHKG 論壇數位社群媒體生態所提供的「狂野政治」思路進行思考，並提出疑問：我們如何追蹤能夠創造混亂組織形式的複雜政治語言的演變？這些詞彙告訴我們網路抗議者的潛在意義、慾望和認同塑造？利用 LDA 主題模型方法，我們分析了 LIHKG 2019 年 6 月至 12 月期間的大量線上討論。透過揭示圍繞三個關鍵主題的隱藏語言簇和術語，揭示了一種體現網民矛盾希望的「狂野語言」。這種用語收集和分析將為研究本地政治運動不同類型的文化檔案做出貢獻。

關鍵字：連登論壇、社會運動、數位激進主義、LDA 主體模型、香港

## Sourcing the Political Vocabulary of Digital Citizenship from Digital Forum: A Case Study of the LIHKG

John Nguyet ERNI, Chair Professor, The Education University of Hong Kong

Nick Yin ZHANG, Assistant Professor, Hong Kong Baptist University

### Abstract

In many parts of the world today, grassroots people are using digital platforms to carry out political struggles. This interdisciplinary study is contextualized in the political polarization environment of Hong Kong in 2019. There were multiple rounds of protests of different sizes occurred in society, and they often turned into violent incidents. Netizens use popular digital platforms as communication hubs to express outrage or solidarity and assemble decentered actions of agitation. In the amorphous movement that has been characterized as “leaderless,” “centerless,” “fluid,” “undisciplined,” and “riotous,” there was an implied sense that popular digital forum LIHKG was facilitating a “wild” mode of politics oriented toward agitation, disturbance, and chaos. In this paper, we think along the line of “wild politics” afforded by the digital social media ecology of LIHKG, and ask: how might we trace the evolution of a complex political vernacular capable of creating a chaotic form of organizing, and what did this vocabulary tell us about the latent meanings, desires, and identity-making of the networked protesters? Utilizing the LDA topic-modelling method, we analyzed a large corpus of discussion threads on LIHKG over the period between June and December of 2019 to develop a customized domain-specific thematic repertoire. By uncovering the hidden linguistic clusters and terms that constellate around three key themes, we reveal a “language in the wild” that embodies the netizens’ ambivalent hopes. This vernacular language can contribute to a different kind of cultural archive about social movement in the local context.

Keywords: LIHKG forum; social movement; digital activism; LDA topic modelling; Hong Kong



## 氣候變化傳播：數據可視化對讀者新聞動機和媒體偏見的影響

曾姿穎 香港浸會大學傳播系助理教授

### 摘要

氣候變化的傳播常常透過地圖進行宣傳和教育,因此這項研究採用地圖作為實驗設計( $N = 423$ ),以測試數據可視化(靜態地圖、動態地圖)和閱讀次數(閱讀一次、閱讀兩次)對讀者的影響。研究發現,在閱讀支持氣候變化法規的文章時,與閱讀靜態地圖的參與者相比,閱讀動態地圖的參與者認為故事更具偏見。此外,如閱讀動態地圖的參與者認為文章有倡導的意圖,會令參與者感知文章更具偏見,即更傾向支持氣候變化法規的立場。

關鍵字:數據可視化、動畫、媒體偏見、新聞動機、氣候變化

## Communicating Climate Change: The Impact of Animated Data Visualizations on Perceptions of Journalistic Motive and Media Bias

Stephanie Jean TSANG, Assistant Professor, Hong Kong Baptist University

### Abstract

Focusing on maps, a common technique for conveying climate change information, this study uses an experiment ( $N = 423$ ) to test how the type (static vs. animated) and repeated exposure (one vs. two) of visualizations impact biased perceptions. Presented with a pro-climate change regulations news article, participants who read the version with animated visualizations perceived the story to be more biased than those who were presented with static images. Further, a perceived advocacy motive mediated the triggering of an animated visualization to arouse more biased perceptions in favor of climate regulations. The implications for democratic ideals are discussed.

Keywords: data visualization, animation, media bias, journalistic motives, climate change

論文發表場次 2  
Presentation Session 2

**永續發展：  
人類的責任與因應**  
**SDGs: The Responses  
and Responsibility of Human Beings**

主持人：魏玠 陽明交通大學傳播與科技學系教授  
**Moderator: Dr. Ti WEI, Professor,  
Department of Communication and  
Technology, National Yang Ming  
Chiao Tung University**

## 负责任的传播与负责任的消费

单世联 上海交通大学媒体与传播学院特聘教授

### 摘要

当代消费社会-文化的标志是,消费本身就是消费的目的和标准。当消费“脱嵌”于生活整体而具有独立性并自我推进时,需要提出并落实消费的责任。责任消费的理想目标是实现可持续消费,其前提是消费者对商品与服务的品格的完整掌握,其内容是改善消费方式使之“嵌入”到人类社会的可持续发展、人与自然的可持续交换的整体之中。新媒体消费传播具有两歧性:购物-消费是欲望的满足也是欲望的生产;是一种行为也是一种生活;是自主选择也是他人引导;是社会区分也是社会同化。以新媒体的负责传播加持责任消费,需要在媒介形式与传播内容之间以后者为优先;在“后真相”已部分地成为现实的时代坚持真实性;在媒体与商品的包围中和压力下建立消费的主体性;在消费品与消费观并重申传播后物质主义、非物质主义的价值观。

關鍵字: 责任消费、责任传播、再嵌入、整体性、两歧、可能

## Responsible Communication and Responsible Consumption

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### Abstract

The symbol of contemporary consumer society culture is that consumption itself is the purpose and standard of consumption. When consumption is detached from the overall life and has independence and self-promotion, it is necessary to propose and implement the responsibility of consumption. The ideal goal of responsible consumption is to achieve sustainable consumption, which is based on the complete grasp of the character of goods and services by consumers. Its content is to improve consumption methods to "embed" them into the overall sustainable development of human society and the sustainable exchange between humans and nature. The dissemination of new media consumption has a dichotomy: shopping consumption is both the satisfaction and production of desires; It is both a behavior and a life; It is both independent choice and guidance from others; It is both social differentiation and social assimilation. With the responsibility of new media for communication and consumption, priority should be given to the latter between the form of media and the content of communication; Adhere to authenticity in an era where "post truth" has partially become a reality; Establishing the subjectivity of consumption under the encirclement and pressure of media and goods; Spread the values of post materialism and non materialism in the balance of consumer goods and consumption views.

Keywords: Responsibility consumption, responsibility dissemination, reembedding, wholeness, ambiguity, possibility

## 气候变迁中的身体现象学:肉身心智、气候危机与人类共识

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吴馨竹 上海交通大学学生

陆婉秋 上海交通大学学生

### 摘要

漫长的气候变迁为产生人类肉身心智创造了条件, 人类的身体图式和身体意象也是适应气候环境变化而形成的有形状、有大小的肉身心智。科学排斥可知可感的主体性视角, 肉身离场使得科学把同一性世界切割成功能化的碎片。人的身体就是时间的主张认为, 赛博格人不具有肉身内时间的连续性, 是与肉身无法紧密互动的外来物。肉身的性欲、生育能力, 气候病与末日大洪水, 是人造气候对具有历史性和共在性等属性的肉身造成的不利影响。主体间性是肉身化的主体之间的共识关系, 在理论上具有形成气候共识的可能。本研究观点是在身体现象学框架下推演出的初步结论。

关键词: 气候变迁、肉身心智、主体间性、人类共识

## **Body Phenomenology in Climate Change: Body Mind, Climate Crisis, and Human Consensus**

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Xinzhu WU, Student, Shanghai Jiao Tong University

Wanqiu LU, Student, Shanghai Jiao Tong University

### **Abstract**

Long-term climate changes have created conditions for the emergence of human physical minds. Human body schemas and body images are also shaped and sized physical minds formed in response to climate and environmental changes. Science rejects the subjective perspective of the knowable and sensible, and the departure of the physical body causes science to cut the identity world into functional fragments. The claim that the human body is time holds that cyborgs do not have the continuity of time within the physical body and are foreign objects that cannot interact closely with the physical body. The sexual desire and fertility of the physical body, climatic diseases and apocalyptic floods are the adverse effects of man-made climate on the physical body with attributes such as history and co-existence. Intersubjectivity is the consensus relationship between embodied subjects, and it is theoretically possible to form a climate consensus. This research point of view is a preliminary conclusion deduced under the framework of body phenomenology.

Keywords: climate change, physical body and mind, intersubjectivity, human consensus

## 人工智能生成内容 (AIGC) 剧场与知觉制度化新型态

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陈露 上海交通大学计算机科学与工程系助理研究员  
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### 摘要

ChatGPT 引起了一波人工智能生成内容(GPT 相关)的热潮,在各路人马跃跃欲试之际,却也暴露了艺术领域还没有成功的应用或商业模式,其中又以现场表演为主要形式的剧场为甚,甚至牵引出至今未解的经典艺术经济问题“成本病”。本研究立足于 2022 年 5 月展开的实验之上,率先应用 AIGC 中自然语言处理(NLP)技术打造一个元宇宙剧场,既利用最新科技保留了剧场最在意的现场性(liveness),又指出了过去的观演关系(spectatorship)已经进化为多维空间中的共创关系(co-creation),并以此建构起元宇宙剧场中的知觉制度化新形态。此举对演艺产业的结构做出革命性创新,同时反馈贡献了自然语言处理中关于主题域对话(theme-oriented)的研究。

关键词:成本病、现场性、人工智能生成内容、自然语言处理、元宇宙剧场

## Theatre of AI-Generated Content and the Changing Spectatorship

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Lu CHEN, Assistant Professor, Shanghai Jiao Tong University  
Yi LIN, Professor, Peking University

### Abstract

Although many have attempted to profit from the recent excitement brought by ChatGPT, there has yet to be a successful business model or case incorporating artificial intelligence-generated content (AIGC) with theatre, an art form defined by its passing nature—a problem long haunted the industry and named “cost disease.” Building on an experiment began in May 2022, this research uses natural language processing (NLP) to create an intermedial theatre experience. It turns out that the experimental work not only preserves “liveness,” a characteristic traditionally incompatible with technology, but also showcases how “spectatorship” has evolved from ordinary co-creation to a deeper level of engagement in a multi-dimensional space where the interaction begins. To sum up, this study introduces a new way of managing and shaping perception of consuming live events and provides valuable insights for research on theme-oriented dialogues in the area of natural language processing.

Keyword: cost disease, liveness, AI-generated content, nature language processing, metaverse

論文發表場次 3  
Presentation Session 3

**永續發展：  
科技的創新與體驗**  
**SDGs: The Innovation of Technologies  
and User Experiences**

主持人：許峻誠 陽明交通大學應用藝術研究所教授  
**Moderator: Dr. Chun-Cheng HSU, Professor,  
Institute of Applied Arts, National Yang  
Ming Chiao Tung University**

## 影響共享汽車持續使用意願之內外在因素

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黃惠萍 陽明交通大學傳播研究所教授兼所長  
張德凱 陽明交通大學傳播所碩士生

### 摘要

分時租賃共享汽車作為近年迅速崛起的商業模式,具有很大的探索空間。過去關於共享汽車的研究中,較少關注共享汽車的用戶持續使用行為。本研究基於期望確認模式,結合分時租賃形式共享電動汽車的特點和應用場景,以趨勢導向、環境意識、心理所有權、熟悉度、信任等個人認知變項與便利性、服務品質等外部環境變項探討對使用者之影響。本研究採網路問卷調查法,共蒐集有效樣本 1,072 份。結構方程式分析結果顯示,(1) 知覺有用性及滿意度是持續使用意願的重要前因;(2) 線下服務品質與便利條件對共享汽車的知覺有用性和滿意度影響最大;(3) 心理所有權重視程度對知覺有用性有負向影響,但對滿意度有正向影響。本研究亦從結果中討論共享汽車業應如何提升使用者的實際駕駛體驗,並提出實務建議。

關鍵字:共享汽車、持續使用意願、期望確認模式、心理所有權、服務品質

## Internal and External Factors Affecting Consumers' Continuance Intention of Time-sharing Cars

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### Abstract

Time-sharing cars, as a sustainable model for transport, have seen rapid developments in recent years. Prior studies on car sharing paid little attention to the continuance intention among users. But understanding ways to cultivate user habits is important to enhance car sharing's contribution to sustainability. Based on the expectation confirmation model (ECM), this study adopts a user-centered perspective to explore factors affecting the continuance intention of time-sharing electric vehicles through personal cognitive variables (i.e., psychological ownership, familiarity, and trust) and external environmental variables (i.e., facilitating conditions and service quality). An online survey was conducted, and a total of 1072 valid samples were collected. The results of the structural equation modeling show that offline service quality and facilitating conditions had the greatest impact on the perceptions of usefulness and satisfaction users have for car sharing. Perceived usefulness and satisfaction positively predicted continuance intention, as in the ECM. Among customer variables, environmentalism, familiarity, and trust in peers positively predicted the perceived usefulness of car sharing. Psychological ownership played a subtle function by negatively affecting perceived usefulness but positively affecting satisfaction. We discuss the findings and practical implications for stakeholders and offer suggestions for future research.

Keywords: car sharing, continuance intention, electric vehicles, expectation confirmation model, psychological ownership, service quality

## 團隊型手機遊戲設計元素對玩家團隊流體驗之研究

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李峻德 陽明交通大學傳播研究所副教授

### 摘要

這項研究調查了遊戲設計元素和團隊流形成階段對手機遊戲團隊流體驗的影響。通過與經驗豐富的玩家進行內容分析,確定了兩款團隊型手機遊戲,分別是《灌籃高手》和《傳說對決》。在線調查和回歸分析探討了 Octalysis 遊戲化框架和團隊流路線圖與使用者團隊流體驗之間的關係。結果顯示,在手機遊戲中,團隊流形成包括兩個階段:連結構建和流發展。團隊流形成階段和遊戲設計元素都顯著正向影響團隊流體驗。團隊流的最高解釋力歸因於遊戲的第一階段,即連結構建。遊戲設計元素,包括社交影響力、同理心、不確定性、好奇心、重大任務和召喚,都影響團隊流體驗,而所有權和佔有欲顯示出負面效應。此外,遊戲設計元素在團隊流形成階段與手機遊戲團隊流體驗之間有部分中介效果。

關鍵字: 團隊建立、團隊流、遊戲化八角框架、團隊發展階段、手機遊戲

## A Study on the Influence of Team-Based Mobile Game Design Elements on Players' Team Flow Experience

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Jiunde LEE, Associate Professor, National Yang Ming Chiao Tung University

### Abstract

This study investigates the impact of game design elements and team flow formation stages on the team flow experience in mobile games. Two team-based mobile games, 'Slam Dunk' and 'Arena of Valor,' were identified through content analysis with experienced players. An online survey and regression analysis explored the correlation between the Octalysis gamification framework and Team Flow Roadmap and users' team flow experience. Results reveal that team flow formation in mobile games comprises two stages: linking construction and flow development. Both team flow formation stages and game design elements significantly positively influence the team flow experience. The highest explanatory power for team flow is attributed to the first stage of the game, linking construction. Game design elements, including social influence, empathy, uncertainty, curiosity, major mission, and call, impact the team flow experience, with ownership and possessiveness showing a negative effect. Additionally, game design elements partially mediate the relationship between team flow formation stages and the team flow experience in mobile games.

Keywords: Team Building, Team Flow Experience, Team Flow Roadmap, Game design element



## 客製化身與玩家不同健康責任程度對體感運動遊戲中，玩家自我認同、運動自我效能與運動的效果研究

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李峻德 陽明交通大學傳播研究所副教授

### 摘要

運動遊戲(exergames)對於缺乏定期運動習慣但有興趣建立體育活動例行的個人是一種有效的工具。運動遊戲中的化身在健康促進中發揮著至關重要的作用。化身不僅提升遊戲體驗，還影響玩家在遊戲之外的認知和行為，進而影響健康相關行為。本研究探討了不同化身類型和健康責任程度對自我認同、運動自我效能和運動意圖的影響。研究結果顯示，具有客製化身功能的玩家表現出較高的自我認同，進而影響運動自我效能；健康責任程度直接影響運動自我效能，而較高的運動自我效能與增加的運動意圖相關。另外，化身類型、健康責任和運動自我效能之間存在顯著的交互作用效應。

關鍵字：體感運動遊戲、化身、客製化、玩家自我認同、運動自我效能

## **The Effects of Avatar Customization and Different Levels of Health Responsibility on Player's Self-Identity, Exercise Self-Efficacy, and Exercise Intentions in Exergame**

Hsing-Yu LIN, Master's Student, National Yang Ming Chiao Tung University  
Jiunde LEE, Associate Professor, National Yang Ming Chiao Tung University

### Abstract

Exergames are a valuable tool for instilling physical activity in those without regular exercise habits. Research underscores the efficacy of exergames in promoting physical activity, where avatars play a pivotal role in health promotion. Beyond enhancing gaming experiences, avatars significantly impact players' cognition and behaviors, extending their influence beyond the game context. This study delves into the effects of avatar types and players' health responsibility on self-identification, exercise self-efficacy, and exercise intentions among sedentary individuals. Through experimental and questionnaire survey methods targeting non-regular exercisers, results reveal that customized avatars contribute to heightened self-identification levels, influencing exercise self-efficacy. Additionally, health responsibility levels directly affect exercise self-efficacy, which correlates with increased exercise intentions. The research underscores the notable interaction effect between avatar type, health responsibility, and exercise self-efficacy, emphasizing avatars' potential in shaping player identification and promoting physical activity, particularly among less active individuals.

Keywords: Exergame, Avatar, Customization, Player Self-Identity, Exercise Self-Efficacy

論文發表場次 4A  
Presentation Session 4A

# 永續發展與人類福祉

## SDGs and Wellbeing

主持人：吳泰毅 陽明交通大學傳播研究所副教授  
**Moderator: Dr. Tai-Yee WU, Associate Professor,  
Institute of Communication Studies,  
National Yang Ming Chiao Tung  
University**

## 中國年輕人的就業焦慮研究： 社交媒體上的社會比較與社會支持

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趙泓達 香港浸會大學學生

### 摘要

社交媒體已成為年輕人日常生活中不可或缺的一部分。雖然它提供了來自他人的支持,但同時也呈現了大量內容,使用戶參與到與他人的比較中,特別是與那些被認為更成功、更優越的人的比較。這種比較行為往往導致更高水平的焦慮。本研究旨在探討社交媒體接觸和就業焦慮之間的關係,以及向上比較的中介效應。此外,我們引入社會支持,特別是信息支持和情感支持,作為可能影響這一中介效應的調節因素。最終,我們得到了 278 個有效樣本,並支持了我們提出的調節中介模型。當前研究顯著地促進了對社交媒體上社會比較和社會支持的理解。同時,它也擴展了我們對年輕一代就業焦慮的認識,並為未來研究提供了有意義的見解。

關鍵字:社交媒體接觸就業焦慮、社會比較、社會支持、年輕人

## Everything Everyone All on Social Media: Comparison, Support and Employment Anxiety among Chinese Young Adults

Yu QIU, Student, Hong Kong Baptist University

Wang Tat CHIO, Student, Hong Kong Baptist University

### Abstract

Social media has become an integral aspect of the daily lives of young people. While it provides support from others, it also presents an abundance of content that engages users in comparisons with someone else, particularly with those perceived as more successful and superior. Such comparison behaviors often result in a higher level of anxiety. This study aims to investigate the relationship between social media exposure and employment anxiety with the mediating effect of upward comparison. Furthermore, we introduce social support, particularly informational support and emotional support, as a moderator that may influence this mediated effect. As a result, we reached a valid sample size of 278 and the findings strongly supported the moderated mediation model we proposed. The current study significantly contributes to the understanding of social comparison and social support on social media. Also, it extends our comprehension of employment anxiety among the younger generation and provides meaningful insights for future research.

Keywords: social media exposure, employment anxiety, social comparison, social support, young adults

## 社交媒体的使用如何对青少年心理健康产生影响?

朱程迪 郑州工业应用技术学院在职教师  
周熙媛 香港浸會大學博士生

### 摘要

在媒体技术不断发展的环境下,我们如何面对传播实践过程中带来的负面影响。特别是青少年处于敏感的发展时期,他们的心态和价值观都不够稳定。我们希望对青少年心理健康的研究不仅仅停留在病理层面,而更多的开放性的看待问题,例如他们是否会因为接触的信息产生错误的价值观或者激进的偏见。因此我们将生活满意度和自尊程度量表作为衡量心理健康的标准,以更大的视角去看待心理健康这一概念。根据研究内容设计的问卷总共收到 697 份回复。从回归分析的结果看,模型的拟合程度高,可以在超过 40% 的程度上解释青少年心理健康问题产生的原因,回归系数也证明了社会比较、社会支持和心理韧性对于青少年心理的影响是十分明显且直接的。这篇论文尝试挖掘影响路径从而更好的尝试根据亚洲的国情提出更有针对性的解决方案。同时这也将引起社会相关人士对青少年心理问题的关注,同时有效规范社交媒体或采取其他措施防止这一问题加剧。

关键词:青少年、心理健康、社交媒体、间接影响

## How does the Use of Social Media Affect the Mental Health of Adolescents?

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Xiuyan ZHOU, Doctoral Student, Hong Kong Baptist University

### Abstract

As technology continues to advance, we must confront the adverse effects of communication practices that impact adolescents. It is essential to expand research on adolescent mental health beyond pathology and determine whether exposure to certain information may lead to the development of incorrect values or extreme prejudices. Our study takes a holistic approach and utilizes life satisfaction and self-esteem scales as mental health measures. We received 697 responses to our research questionnaire, and our model had a high degree of fit, explaining over 40% of the causes of adolescent mental health problems. Our regression analysis highlighted the influence of social comparison, social support, and psychological resilience on adolescent psychology. By raising awareness of teenagers' psychological issues, we hope to inspire society to take action, such as regulating social media or implementing other measures to prevent the exacerbation of these problems.

Keywords: social media, mental health, mediator, adolescent element

## IG 創小帳比較快樂？探討 Instagram 虛假自我呈現與使用小帳對負面心理健康的影響

劉慧瑄 陽明交通大學傳播所碩士生  
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蔡旭娟 陽明交通大學傳播所碩士生

### 摘要

本研究探討 Instagram 使用者的認可需求、印象管理與虛假自我呈現的關係,以及大、小帳的虛假自我呈現對焦慮、抑鬱、壓力的影響,並研究使用小帳是否降低負面心理情緒。研究透過線上問卷調查法,共收回 262 份有效樣本。研究結果發現:印象管理是使用者在 Instagram 上進行虛假自我呈現的重要變因;在 Instagram 上進行虛假的自我呈現會增加負面心理情緒;使用者在小帳比起大帳呈現較真實的自我;雖然在小帳可以較真實地呈現自我,使用小帳卻更容易產生負面情緒。

關鍵字:小帳、印象管理、抑鬱、虛假自我呈現、焦慮、壓力

## Is it Happier to Create a Finsta Account? False Self-Presentation on Instagram and the Impact of Using Finsta on Negative Psychological Emotions

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Mabel Lin NGIENG, Master's Student, National Yang Ming Chiao Tung University  
Hsu-Chuan TSAI, Master's Student, National Yang Ming Chiao Tung University

### Abstract

The study aimed to explore the impact of Instagram users' needs for approval and impression management on false self-presentation, as well as the relationship between false self-presentation and anxiety, depression, and stress; in addition to the effect of using fake Instagram (Finsta) on negative psychological emotions. A total of 262 valid samples were collected through online questionnaires survey. The study found that impression management is an important variable for users' false self-presentation on Instagram. False self-presentation on Instagram has impact on negative psychological emotions, that is, it increases users' depression, anxiety and stress. Instagram users present themselves differently on Rinsta and Finsta, and they present themselves more realistically on Finsta than on Rinsta. Although people show their true selves to their close friends on Finsta, the pressure of excessive reality is more likely to cause negative psychology.

Keywords: Finsta, impression management, depression, false self-presentation, anxiety, stress

論文發表場次 4B  
Presentation Session 4B

# 永續發展與知識傳播

## SDGs and Knowledge Communication

主持人：張樂元 香港浸會大學傳播系副教授  
**Moderator: Dr. Leanne CHANG,**  
**Associate Professor, Department**  
**of Communication Studies,**  
**Hong Kong Baptist University**

## “专家”的道德表达与公众参与： 在脸书公共页面上使用中文传播新冠疫苗

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### 摘要

社群媒体不同于经过传统的专家验证的传统渠道，它赋予了个体科学权威，颠覆了传统的验证专家的方式。这项研究采用了中文道德词典 2.0 版，剖析了关于不同类型的“专家”在脸书上关于新冠疫苗的不同专家的道德论述。研究结果分析显示，专家倾向于使用权威和圣洁的框架，但很少涉及关心的话语，与公民和流行专家形成对比。在与用户互动方面，利用权威、公平和忠诚框架的科学专家能够有效地扩大他们的影响范围。另一方面，公民专家在增强各种道德框架的互动方面表现出多样性，而流行专家的道德框架对他们的沟通成功几乎没有影响。我们还讨论了在公共卫生危机中异质专家的道德框架的影响。

關鍵字: 科学专家、流行专家、公民专家、新冠疫苗、道德、公众参与、脸书

## **Moral Expression of “Experts”, and Public Engagement: Communicating COVID-19 Vaccine on Facebook Public Pages in Chinese**

Yipeng XI, Assistant Professor, Shanghai Jiao Tong University  
Weiyu ZHANG, Professor, National University of Singapore

### Abstract

Social media confers scientific authority to diverse individuals, bypassing conventional channels of validation and challenging the conventional expert paradigm. This study dissects the moral discourse of differing “experts” on Chinese-language Facebook pages about COVID-19 vaccines, employing the Chinese Moral Foundations Dictionary 2.0 within the Moral Foundations Theory. Our analysis indicates that scientific experts favor authority and sanctity frames, yet seldom engage with care-based rhetoric, in contrast to citizen and popular experts. When it comes to engaging users, scientific experts who utilize authority, fairness, and loyalty frames effectively increase their reach. Citizen experts, on the other hand, show versatility in enhancing engagement across various moral frames, while popular experts' moral framing has negligible impact on their communicative success. Implications on the moral framing by heterogeneous experts in public health crises are also discussed.

Keywords: Scientific expert, popular expert, citizen expert, Covid-19 vaccine, morality, public engagement, Facebook

# 生物多样性视域下科学观念和知识传播的数据可视化研究

姚舜扬 上海交通大学学生

## 摘要

随着科技的不断进步,环境保护问题也在逐渐成为重要的人类议题之一,本研究旨在通过文献可视化分析软件 Citespace 和 VOSViewer,对中国和海外的文献数据库进行可视化和共现知识图谱分析。通过对比两方向的发展脉络、研究视角、方法理论等,尝试探究 CSSCI 与 SSCI 的生物多样性保护类研究的偏好特征及异同点,并从中西方文化差异视角分析环保议题的科学传播研究的未来趋势。

关键词: 生物多样性、可视化、科学传播、对比研究

## Research on Data Visualization of Scientific Ideas and Knowledge Communication from Biodiversity Perspective

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## Abstract

With the continuous progress of science and technology, environmental protection has gradually become one of the important human issues. The goal of this study was to visualize and establish co-occurrence knowledge graph of 2 literature databases in China and overseas through literature visualization software Citespace and VOSViewer. By comparing the development context, research perspectives, methods, this paper attempted to explore the preference characteristics and differences of biodiversity conservation research between CSSCI and SSCI, and analyze the future trend of science communication research on environmental protection issues from the perspective of cultural differences between China and Western countries.

Keywords: biodiversity, visualization, science communication, comparative study



## 向公众传播海平面上升信息： 气候传播中地方性框架的积极效果之实验研究

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吴馨竹 上海交通大学学生  
王积龙 上海交通大学新闻传播系教授  
郑涵元 上海交通大学学生

### 摘要

本气候研究以全球地方框架(全球 vs. 地方)和收益损失框架(收益 vs. 损失)为自变量,以减缓气候变化行为意愿和信息搜索意愿为因变量,以气候变化知识和道德责任为调节变量,通过实验法验证各变量之间的关系。研究发现:地方框架和损失框架在促进行为意愿中具有积极效果,并且全球地方框架与道德责任对减缓气候变化行为意愿有交互作用,显示出不同信息框架内容、不同受众个体素质之影响效果的不同。本研究试图丰富框架效应在气候传播中的效果研究,为未来媒体报道提供框架实践建议。

关键词:海平面上升、全球地方框架、收益损失框架、减缓气候变化行为意愿、信息搜索意愿

## Disseminating Sea Level-Rising Information to the public: an Experimental Study on Positive Effect of Local Framing in Climate Communication

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Jilong WANG, Professor, Shanghai Jiao Tong University  
Hanyuan ZHENG, Student, Shanghai Jiao Tong University

### Abstract

This climate study takes global-local framing (global vs. local) and gain-loss framing (gain vs. loss) as the independent variables, with climate change mitigation behavioral intention and information seeking intention as the dependent variables, with climate change knowledge and moral obligation as the moderating variables, and the relationship between the variables was verified by the experimental method. The results show that local framing and loss framing have a positive effect on promoting behavioral intention, while global-local framing and moral obligation interact with climate change mitigation behavioral intentions, indicating that the effect of different information frames and individual qualities of different audiences are distinct. This study attempts to enrich the research on the effect of framing effect in climate communication, and provides practical suggestions for future media reports.

Keywords: sea level rise, global-local framing, gain-loss framing, climate change mitigation behavioral intention, information seeking intention

## 数字化时代的文化遗产阐释：以敦煌文化的媒介生产与传播为案例

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### 摘要

气候变化与政治变动成为文化遗产数字化进程的加速器。文化遗产脱嵌于物质实体,依托数字技术创造了新的文化锚点,文化遗产、遗产展览、数字遗产构建了不同的互动方式,隐喻着文化遗产阐释进入新的阶段。观众如何了解文化遗产?不同的媒介与媒介实践如何影响其阐释遗产?敦煌文化的数字开发与实践成为一个典型的案例。本文采用半结构访谈的研究方法搜集一手数据(N=32),分析媒介化浪潮中敦煌文化参观方式与阐释的更新,由此构建文化遗产诠释模型。研究发现,遗产实地、遗产展览、数字媒介三者的互动构建了新的文化空间,形成了数实共生的传播格局,文化遗产阐释中数字文化遗产与遗产实址并非统一整体,三者互为映射、互为参照。本文指出数字敦煌文化借助高精度图像正在经历走向实体化的过程,敦煌文化主体逐渐显现,而真实存在的敦煌石窟或敦煌壁画则走向模糊化和虚拟化。本文重新审视敦煌文化在数字媒介中的重构与表征,为思考技术与文化的共生提供了新的参考。

关键词:文化遗产数字化、敦煌文化、数字技术、遗产阐释、数字互动

## Changes and Dissemination of Heritage Digitalization: An Interpretive Model Analysis based on Dunhuang

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### Abstract

Climate change and political shifts are propelling the rapid digitization of cultural heritage. No longer confined to physical structures, cultural heritage now relies on digital technology to establish a new cultural foundation. Through the creation of digital heritage, heritage exhibitions, and various forms of interactive experiences, cultural heritage interpretation has ascended to a new level of significance. How do audiences come to understand and engage with cultural heritage in this digital age? How do different media and practices influence their interpretations of heritage? The evolution and application of digital techniques in Dunhuang culture serve as a noteworthy case study. This study employs a semi-structured interview method to gather primary data from 32 sources, examining the transformation of visitor experiences and interpretations of Dunhuang culture within the context of modern media. From this analysis, a new model for interpreting cultural heritage is established. The research reveals that the integration of heritage sites, heritage exhibitions, and digital media creates a novel cultural environment and fosters a symbiotic communication dynamic between the digital and physical realms. Contrary to the notion of a unified whole, the digital cultural heritage and the physical heritage site are in a constant state of reflection and cross-referencing. This study asserts that digital representations of Dunhuang culture are progressing beyond mere imagery, as high-precision imaging is facilitating the emergence of a distinct entity, standing in contrast to the increasingly faded and virtualized reality of the Dunhuang grottoes and murals. This paper offers a critical reexamination of the reconstruction and portrayal of Dunhuang culture through digital media, providing fresh insights into the interplay between technology and culture.

Keywords: digitization cultural heritage, Dunhuang culture, digital technology, heritage interpretation, digital interaction



論文發表場次 5  
Presentation Session 5

# 永續發展與數位資訊治理

## SDGs and Digital Information Governance

主持人：郭良文 上海交通大學媒體與傳播學院特聘教授  
Moderator: Dr. Liangwen KUO, Distinguished Professor,  
School of Media and Communication,  
Shanghai Jiao Tong University

## 第三人效應與虛假訊息的偏見感知：平台監控、媒體素養教育和立法

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曾姿穎 香港浸會大學傳播系助理教授

### 摘要

在全球各地區包括香港，對於應對虛假訊息的各類干預措施的考量一直深受探討，而政府通過立法來打擊虛假訊息的傳播是常見的手法之一。本研究通過一項在香港進行的抽樣調查，探討虛假訊息偏見的感知如何影響第三人效應對於三種不同虛假訊息干預措施的支持，所探討的干預措施主要包括平台監控、媒體素養教育以及立法。研究發現，當認為他人無法應對虛假訊息時，認為虛假訊息偏向敵對政府的受訪者比認為虛假訊息偏向支持政府的受訪者更支持用各種干預手法來打擊虛假資訊的傳播。這項研究不僅解釋了第三人效應如何與虛假訊息偏見感知相互影響人們對虛假訊息干預的支持，還指出在應對虛假資訊的問題上，應多考慮人們自身的政治立場，尤其是在極化社會中。

關鍵字：媒體素養、第三人效應、虛假訊息、新冠病毒

## **Third-Person Perception in the Context of Combating Misinformation: Examining the Effects on Platform Monitoring, Media Literacy Education, and Legislation**

Lin ZHOU, Master's Student, Hong Kong Baptist University  
Stephanie Jean TSANG, Assistant Professor, Hong Kong Baptist University

### Abstract

The escalating challenge of fake news has prompted governments worldwide to consider interventions. This study (N = 1,654) focuses on Hong Kong and investigates the interplay between third-person perception, political bias in fake news, and support for interventions. Respondents' perceptions of the political bias in fake news were analyzed alongside their support for interventions, including platform regulation, media literacy education, and legislation. Respondents who viewed others as less competent to handle fake news demonstrated varied support based on their perception of the news bias. Those perceiving fake news favoring the government were less likely to support interventions, while those perceiving bias against the government expressed greater support. This research not only unravels the complex dynamics of third-person perception and political bias in shaping support for fake news interventions but also underscores the significance of considering political identity in intervention strategies.

Keywords: media literacy, third-person effects, misinformation, COVID-19

## 自我效能感知、政府家長式管理與政府信任： 探索中國政府揭穿謠言努力的可信度

林知懷 香港浸會大學碩士生

### 摘要

本研究探討了公眾在辨別 COVID-19 錯誤訊息的自我效能感知、政府家長式管理以及對中國政府揭穿謠言努力的信任之間的複雜互動。研究分析了自我效能感知如何影響公眾對政府主導的揭穿謠言努力的信任,以及這一關係如何受政府家長式管理和對政府的信任所中介。結果表明,雖然自我效能感知並不直接影響政府揭穿謠言的可信度,但對政府的信任顯著地中介了這一關係。此外,研究表明,對政府家長式管理的評價和對政府行動的內在信任共同影響了對揭穿努力可信度的認知。這些發現對錯誤訊息管理策略具有啟示意義,並強調了理解社會信任和政府角色感知在塑造公眾對制度干預反應中的重要性。

關鍵字:錯誤訊息、感知自我效能、政府家長式管理、政府信任、揭穿謠言努力

## **Perceived Self-Efficacy, Governmental Paternalism, and Trust in Government: Navigating the Credibility of Government Debunking Efforts in China**

Zhihuai LIN (Randy), Master's Student, Hong Kong Baptist University

### Abstract

This study examines the complex interplay between the public's perceived self-efficacy in identifying COVID-19 misinformation, governmental paternalism, and trust in the Chinese government's debunking efforts. The study analyzes how perceived self-efficacy affects public trust in government-led debunking efforts and how this relationship is mediated by governmental paternalism and trust in government. Results indicate that while perceived self-efficacy does not directly influence the credibility of government debunking, trust in government significantly mediates this relationship. In addition, the study suggests a nuanced dynamic in which evaluations of governmental paternalism and intrinsic trust in government actions collectively influence the perceived credibility of debunking efforts. These findings have implications for misinformation management strategies and highlight the importance of understanding societal trust and the perceived role of government in shaping public responses to institutional interventions.

Keywords: Misinformation, perceived self-efficacy, governmental paternalism, trust in government, debunking efforts

## 為數字時代做好準備：從公共關係專業人士的視角看中國公司的輿情監測

蘇鎔明 香港浸會大學博士生

聶松麗 香港浸會大學碩士生

### 摘要

當今社會由技術驅動的傳播方式所主導。組織如何在這個數字時代定義和監測輿情,尤其是在中國這樣一個政治體制和媒體環境與西方不同的國家,目前在學術界還鮮有關注。本研究旨在探討中國不斷發展的技術傳播環境中,組織所實踐的輿情監測的內容和方式。研究通過對來自中國大陸和中國香港的九位公共關係專業人士進行半結構式訪談,發現組織監測和管理的輿情通常與組織的業務相關。由於中央政府的輿論控制,社會問題,尤其是有爭議的問題,被監測的目的通常是為了後續採取謹慎行動。研究還發現不同行業之間監測和管理的輿情存在差異。上述研究結論不僅可以進一步豐富數字時代尤其是中國問題下的輿情管理研究,並且有助於傳播行業專業人士開展輿情監測實踐,並指定相應的策略。

關鍵字: 輿情管理、輿情監測、業務相關議題、社會政治議題、社交媒體、中國

## **Be Prepared in the Digital Era: What and How Issues Are Monitored in China from the Perspective of Public Relations Professionals**

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Songli NIE (Natalie), Master's Student, Hong Kong Baptist University

### Abstract

In the technology-driven communication context, there is a lack of attention on how issues are defined and monitored in the digital era especially in China where political regime and media landscape is different from the West. This study aims to present the picture of what and how issues have been monitored in practice in the evolving technology-driven communication environment in China. Conducting semi-structured interviews with nine public relations professionals from mainland and Hong Kong, this study found that issues that being monitored and managed were usually business-related. Due to the control of central government, social issues especially controversial ones were monitored for the purposes of conducting cautious actions. Differences across industries were also found. This study can not only further enrich the studies related to issue management in digital era especially in China, but provided implications for communication professionals to better monitor different issues and adapt changes in strategies accordingly.

Keywords: issue management, issue monitoring, business-related issues, sociopolitical issues, social media, China

## 技術何以向善：線上惡意內容的治理理論

范屹檣 華盛頓大學 傳播研究所博士生

### 摘要

本文深入探討線上惡意內容的複雜問題,透過治理理論的視角進行考察。本研究回應了一個關鍵問題:線上惡意內容的基本組織動態是什麼?我們探討了線上惡意話語,識別出聚集(aggregate)和擴散(spread)兩個關鍵過程。在自我組織的線上社群、有影響力的意見領袖和策略性政治行動中可以看到聚集現象,而擴散則指的是有害話語在社交網絡中的傳播範圍變大。這兩種機制的互動對於理解線上惡意話語的各種情境至關重要。我們提出了一種微妙的線上治理框架,分為排除、組織和規範設定,每種方法都針對問題的不同方面。排除涉及禁止和暫停,以減少可見性和擴散。組織包括內容移除和註解,以重塑信息流。最後,規範設定涵蓋了促進社群規則和反言論,以培育更健康的線上對話。這項研究將線上治理的內容與健康與福祉、減少不平等聯合國永續發展目標結合起來。通過這種結合,我們不僅旨在理解,同時也提供實踐解決方案,以達成更加健康、公平的數位環境。

## Towards a Governance Theory of Online Toxicity

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### Abstract

This paper delves into the complex issue of online toxicity, examining it through the lens of governance theory. It responds to a critical question: what are the fundamental organizing dynamics of online toxic discourses? The study highlights the varying content moderation practices that inadvertently amplify toxic discourse. We explore the dynamics of online toxicity, identifying aggregation and diffusion as key processes. Aggregation is seen in self-organizing online communities, influential opinion leaders, and strategic political actions, while diffusion refers to the spread of toxic discourses across social networks. The interaction of these two mechanisms is crucial in understanding the various contexts of online toxicity. The paper discusses the challenges of governance in the digital sphere, particularly the balance between freedom of speech and regulating harmful content. We suggest a nuanced framework for online governance, categorized into exclusion, organizing, and norm-setting, each addressing different aspects of the toxicity problem.





論文發表場次 6  
Presentation Session 6

# 永續發展與人機互動

## SDGs and Human-Computer Interaction

主持人：羅仕宇 陽明交通大學傳播研究所副教授  
**Moderator: Dr. Shih-Yu LO, Associate Professor,  
Institute of Communication Studies,  
National Yang Ming Chiao Tung  
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## 「缺席的媽媽，在場的母職」：基於攝像頭的家庭單向空間與母職實踐

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### 摘要

本文關注家用攝像頭生產了何種家庭空間，以及這一空間如何影響了母職的履行。研究發現，家用攝像頭使家庭空間變成了一種單向空間。在這種單向空間中，基於母親的權力，母親和孩子之間存在著不對稱的可見性。基於這種不對稱的可見性，遠程母職得以履行。但這一母職的履行過程，是以孩子的私人空間被入侵為代價的。面對母親遠距離的凝視，一方面孩子們在攝像頭下成為了“乖孩子”，另一方面，孩子面對這種不對稱的可見性和凝視或多或少表現出了一種抵抗。面對孩子們的抵抗，母親和孩子之間產生了一個圍繞可見性邊界和空間自主權的協商的過程。這為遠距離母職履行增添了新的矛盾和負擔。本文以家用攝像頭為例，從空間生產和可見性維度拓展了媒介化母職的研究。

關鍵字：家用攝像頭、媒介化母職、可見性、單向空間

## ‘Absent Mothers, Present Motherhood’: Motherhood Practices in Camera-based One-dimensional Home Spaces

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Sharifah Sofiah Binti Syed ZAINUDIN, Associate Professor, Universiti Putra Malaysia

Boon Sim NG, Associate Professor, Universiti Putra Malaysia

### Abstract

This paper examines the impact of home cameras on the home space and the performance of motherhood duties. It was found that home cameras create a one-dimensional home space, resulting in asymmetrical visibility between the mother and child, based on the mother's authority. This allows mothers to fulfill their duties remotely, but it also invades the child's privacy. The child may either comply with the mother's distant view and behave well or resist the asymmetrical visibility. Some children's resistance may lead to negotiations between the mother and child regarding visibility boundaries and spatial autonomy, which introduces new conflicts and burdens to long-distance motherhood. This study expands the understanding of mediated motherhood through the lens of spatial production and visibility, using home cameras as a case study.

Keywords: Home Cameras, mediated motherhood, visibility, one-dimensional home spaces

## “虚拟恋人”的消费动机、体验与治理

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### 摘要

从情感消费者的视角分析“虚拟恋人”一类的虚拟情感产品与服务现象,需要基于期望确认和体验价值理论,建构“虚拟恋人”消费使用意愿的结构方程模型,实证分析“虚拟恋人”情感消费的消费动机、情感体验、使用满意度及其影响因素与作用机制。基于问卷调查、深度访谈与实证分析发现,感官体验、情感体验、关联体验和享乐体验对期望确认与感知有用性均显著正相关;期望确认与感知有用性对用户满意度产生显著性积极影响;感知有用性、用户满意度正向显著影响用户持续使用意愿。当前,“虚拟恋人”类虚拟情感产品与服务活跃于网络空间,存在被操纵和欺骗的情感、被渗透的软色情、扭曲的婚恋观、人格异化等伦理问题。为此,需要从法律法规、行政和技术层面强化此类情感产品与服务的内容监管力度,提升行业从业人员的职业伦理道德和社会责任感,培育和提升用户的情感伦理修养,为“虚拟恋人”类情感产品与服务营造积极、向上、向善的情感交往环境。

关键词:虚拟恋人、情感消费、情感体验、情感伦理、治理策略

## Consumption Motivation and Emotional Experience of Virtual Emotional Products and Services such as “Virtual Lovers” and its Emotional Ethics Governance

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### Abstract

To analyze the phenomenon of virtual emotional products and services such as “virtual lovers” from the perspective of emotional consumers, it is necessary to construct a structural equation model of “virtual lovers” consumption willingness based on the theory of expectation confirmation and experience value, and to empirically analyze “virtual lovers” consumption motivation, emotional experience, user satisfaction and its influencing factors and mechanism of emotional consumption. Based on questionnaires, in-depth interviews and empirical analysis, it is found that sensory experience, emotional experience, association experience and hedonic experience are all significantly positively correlated with expectation confirmation and perceived usefulness; expectation confirmation and perceived usefulness have a significant positive impact on user satisfaction; Perceived usefulness and user satisfaction have a positive and significant impact on users' willingness to continue to use. At present, virtual emotional products and services such as "virtual lovers" are active in cyberspace, and there are emotional and ethical issues such as manipulated and deceived emotions, infiltrated soft pornography, distorted views on marriage and love, and personality alienation. To this end, it is necessary to strengthen the content supervision of such emotional products and services from the legal, administrative and technical levels, enhance the professional ethics and social responsibility of industry practitioners and cultivate and enhance the emotional and ethical cultivation of emotional consumers, and create a positive, upward and kind emotional communication environment for emotional products and services such as “virtual lovers”.

Keywords: virtual lovers, emotional consumption, emotional experience, emotional ethics, governance strategy

## 溫暖一定好？以解釋級別探討溫暖聊天機器人的說服效果

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### 摘要

聊天機器人在行銷領域應用逐漸蓬勃發展,因此,如何設計聊天機器人、聊天機器人與消費者之間的關係以及傳遞的訊息效果成為關注的焦點。本研究探討不同溫暖程度的聊天機器人,並以解釋級別理論為基礎,進一步考量訊息種類與產品種類的搭配組合,檢視聊天機器人溫暖程度如何影響個人解釋級別,進而對訊息態度、購買意圖產生影響。本研究利用 2(溫暖程度:機器人溫暖程度高/低)x2(產品種類:享樂性產品/功利性產品)x2(訊息種類:理想性訊息/可行性訊息)執行三因子混合實驗設計,其中溫暖程度與訊息種類採組間設計,產品種類則為組內設計,共四組實驗組,招募 102 位受試者參與研究。結果發現高溫暖機器人(vs. 低溫暖機器人),會產生較近的社會距離。此外,在功利性產品情境下,與高溫暖機器人互動(vs. 低溫暖機器人),會產生較高的解釋級別,且這樣的效果將會進一步影響到訊息態度,值得一提的是,聊天機器人的溫暖程度會對訊息態度產生一正一負的矛盾效果。

關鍵字:聊天機器人、解釋級別理論、刻板印象內容模型、社會距離、溫暖

## Using the Construal Level Theory to Investigate the Effect of Warmth on Chatbot Persuasion

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### Abstract

Advancing technology has fueled the growth of chatbots in marketing. Optimizing chatbot design for effective communication is crucial for businesses. Drawing on the construal level theory, this study examines how the warmth of chatbots interacts with message type and product category to influence message attitudes and purchase intentions. The study employed a 2 (warmth: high/low) x 2 (product category: hedonic/utilitarian) x 2 (message type: desirability/ feasibility) three-factor mixed experimental design. Warmth and message types were set as between-subject factors, while product category was set as a within-subject factor. A total of 102 participants were recruited for the study. Results indicated that high-warmth chatbots eliciting a closer social distance compared to low-warmth chatbots. Additionally, warmth level and product category had an interactive effect on construal levels. In utilitarian-product scenarios, exposure to high-warmth chatbots (vs. low-warmth chatbots) resulted in higher levels of construal, influencing message attitudes.

Keywords: chatbot, construal level theory, stereotype content model, social distance, warmth

## 探討金融聊天機器人的對話風格對使用者知覺能力、知覺有用性、信任感及意願的影響

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### 摘要

隨著人工智慧的崛起,金融科技業的服務模式近年逐漸轉向數位化,而金融聊天機器人成為了金融業重要的應用之一。過往大多研究都僅聚焦在聊天機器人的對話風格上,但在探究對使用者體驗上的潛在影響,如對使用者潛在影響的相關研究上較不充分,如尤其是對其對知覺有用性、知覺能力、信任和使用意願的影響上較為缺乏。因此,本研究使用線上實驗法,有效樣本為 145 份,從內斂與外向的對話風格探究使用者的知覺能力和知覺有用性是否直接影響使用者對聊天機器人的信任感,進而影響其使用意願。研究發現,(一)使用者不會對聊天機器人的知覺有用性及知覺能力感覺到有所差異;(二)知覺有用性和知覺能力這兩者分別都與用戶對聊天機器人的信任度呈正相關;(三)用戶對聊天機器人的信任度和使用意願呈正相關的。

關鍵字:聊天機器人、金融科技業、對話風格、知覺能力、知覺有用性

## Exploring the Impact of Banking Chatbot Conversation Styles on Perceived Competence, Perceived Usefulness, Trust, and Intention to Use

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Hsin-Wei CHEN, Master's Student, National Yang Ming Chiao Tung University  
Hui-Hsuan LIU, Master's Student, National Yang Ming Chiao Tung University  
Hong Jiun WU, Master's Student, National Yang Ming Chiao Tung University

### Abstract

The financial technology industry has digitized rapidly, with banking chatbots becoming key applications. Past research has mainly focused on the conversational style of chatbots. Still, there needs to be a sufficient exploration of the potential impact on user experience, particularly regarding its impact on perceived usefulness, perceived capability, trust, and intention to use. Therefore, this study uses an online experimental method with a valid sample size of 145 to explore whether the users' perceived capability and perceived usefulness stemming from introverted and extroverted conversational styles directly influence their trust in chatbots, affecting their intention to use them. The study found that users did not perceive significant differences in the perceived usefulness and capability of chatbots, both of which are positively correlated with the user's trust in chatbots, and the users' trust in chatbots is positively correlated with their intention to use them.

Keywords: Chatbots, Fintech, conversation style, capability, perceived usefulness















## 2024 新興媒體與 SDGs 傳播論壇 主辦合辦單位會務人員

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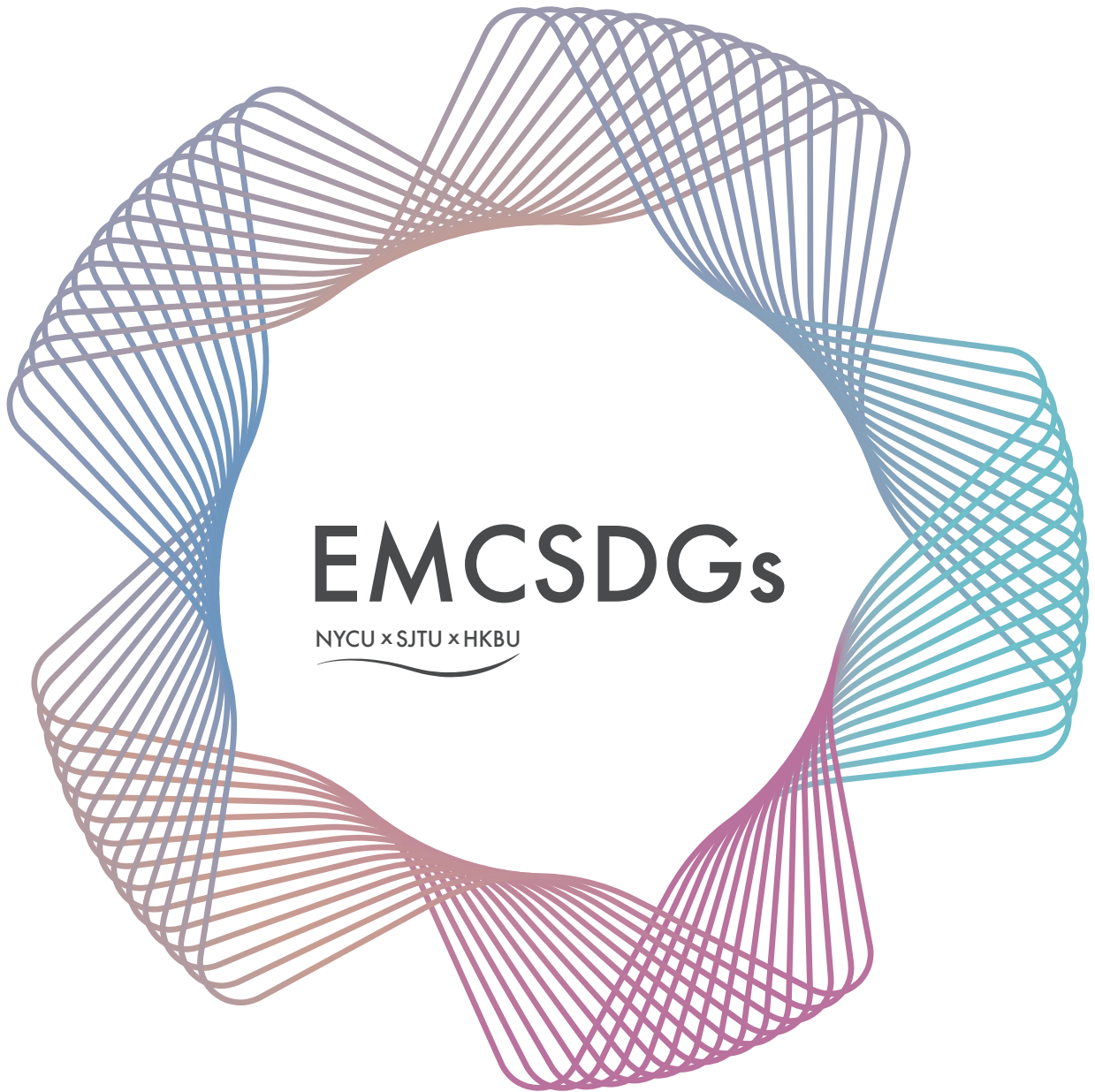
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