2023 ANPOR-APCA-FICL Annual Conference December 4-6, 2023

AI and the Future of Academic Research: Challenges and Opportunities

PRESENTATIONS

All times are Philippines Standard Time (UTC+8)

Parallel Session: 1

Session Name: Global Transformation After COVID-19 in Traditional and New Media | Healthcare | Daily

Life Satisfaction

Date Time / Room: December 5, 2023 at 13.30 – 14.45 | Classrooms #215

Chair:

1.

Title	Paper ID	Page
DISSECTING CORVID-19 MISINFORMATION	163	
Shuhua Zhou		
City University of Hong Kong, HONG KONG S.A.R. (CHINA)		
RESEARCH ON HUMAN-COMPUTER EMOTIONAL INTERACTION	109	
BASED ON REPLIKA: PROCESS AND FEATURE ANALYSIS		
Yilang Yuan, Yang Shen		
Tsinghua University, CHINA		
QUALITY OF LIFE AND BURNOUT AMONG MIDDLE ADULT	162	
SANDWICH GENERATION HEALTHCARE WORKERS		
Jordan Oneal D. Manlapaz		
St. Paul University Manila, PHILIPPINES		
USING THE ELABORATION LIKELIHOOD MODEL TO EXAMINE	149 🖸	
COMIC PERSUASION AS A HEALTH PROMOTION MEDIUM		
Susanne Dida, Retasari Dewi, Elnovani Lusiana		
Padjadjaran University, INDONESIA		
PERCEPTIONS OF GARMENT WORKERS ABOUT THEIR RIGHT TO	159 🖸	
HEALTH AND THEIR HEALTH RISKS DURING COVID-19 IN		
CAMBODIA		
Hay Chanthol		
National University of Battambang, CAMBODIA		



2023 ANPOR-APCA-FICL Annual Conference "Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 2

Session Name: AI in Education

Date Time / Room: December 5, 2023 at 13.30 – 14.45 | Classrooms #216

1. 2.

Title	Paper ID	Page
TRANSFORMING CIVIC EDUCATION IN THE DIGITAL AGE:	156	
CHALLENGES AND OPPORTUNITIES FOR INDONESIA'S		
MILLENNIAL GENERATION		
Dwi Hermawan, Cecep Darmawan, Prayoga Bestari		
Universitas Pendidikan Indonesia, INDONESIA		
MAPPING FUZHOU-PHILIPPINE KILN PORCELAIN EXCHANGES IN	157	
THE MARITIME CERAMIC ROAD TOWARDS A PROPOSED		
BUSINESS MODEL AND ART EXHIBITION		
Zhang Zhigang, Arsenio Bignotia		
St. Paul University Manila, PHILIPPINES	_	
RESEARCH ON THE OPTIMIZATION PATH OF ART TEACHING	136 🖸	
MODE IN PRIMARY AND SECONDARY SCHOOLS UNDER THE		
BACKGROUND OF ARTIFICIAL INTELLIGENCE		
YEOH MIAN CI		
Fudan University, CHINA		
HOW ARE GRADUATE STUDENTS USING ARTIFICIAL	160 🖸	
INTELLIGENCE (AI) AS A RESOURCE IN RESEARCH?		
Ronnaphop Nopsuwan, Nutthapon Jitprapai, Supitcha Pornsuksawat,		
Cholticha Rodgunphai, Piriya Phovijit		
JB Bangkok Co.,Ltd, THAILAND		
TOWARDS GREATER ACCESS TO INCLUSIVE EDUCATION IN THE	177 🕶	
PREPAREDNESS LEVEL OF XINXIANG VOCATIONAL AND		
TECHNICAL COLLEGE (XVTC) IN CHINA BASED ON THE		
CORRELATION BETWEEN ITS PRE-PANDEMIC AND PANDEMIC		
PRACTICES		
Zhao Kai		
XinXiang Vocational and Technical College, CHINA		
INDUSTRIES, COMPETENCIES, AND TRAININGS RELEVANT TO	182 🖸	
SUSTAINING A UAV INDUSTRY: IMPLICATIONS TO THE CREATION		
OF TALENT DEVELOPMENT PROGRAMS		
Wei Wei		
Henan Remind Education Technology, CHINA		



"Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 3

Session Name: Politics and Public Opinion Research

Date Time / Room: December 5, 2023 at 15.00 – 16.40 | Classrooms #215

Chair

1.

Title	Paper ID	Page
AI-EMPOWERED PUBLIC DIPLOMACY: LEVERAGING GENERATIVE	137	
ALGORITHMS FOR EFFECTIVE INTERNATIONAL		
COMMUNICATION		
Ting Zhou, Chang Zhang, Fei Feng, Cheng Pu		
Communication University of China, CHINA		
PUBLIC OPINION AND DEBASING POLITICAL RHETORIC:	152	
EXPLORATIONS IN THE FUNCTION AND EFFECT OF LANGUAGE IN		
PUBLIC POLICY		
Ofer Feldman		
Doshisha University, JAPAN		
FROM PUBLIC AGENDA TO PERSONAL AGENDA: COMBINING BIG	117 🖸	
DATA AND TRADITION SURVEY TO EXPLORE THE	117	
RECONSTRUCTION AND EXPANSION OF THE AGENDA SETTING		
THEORY UNDER ARTIFICIAL INTELLIGENCE NEWS FEED		
Yuxuan Wang, Bu'en Xu		
Communication University of China, CHINA		
MEDIA CREDIBILITY BETWEEN OFFICIAL MEDIA AND WE-MEDIA		
UNDER THE ANNOUNCEMENT OF NEW 10 POLICY		
Jiachen LYU, KJ Hoi-Yam TANG	123 🗗	
Beijing Normal University- Hong Kong Baptist University United		
International College, CHINA		
AI AND DISINFORMATION WARFARE	133 🖸	
Xuan Li, Fei Wu	133 -	
Jinan University, CHINA		
THINKING THE DIGITAL FOOTPRINT THROUGH TIK TOK: THE	145 🖸	
AFTERMATH OF THAILAND'S GENERAL ELECTION	1.5 -	
Alexandra Colombier		
University of Le Havre, FRANCE		



2023 ANPOR-APCA-FICL Annual Conference "Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 4

Session Name: Media, Journalism, and Marketing Communication

Date Time / Room: December 5, 2023 at 15.00 – 16.40 | Classrooms #216

1.

Title	Paper ID	Page
EXPLORING THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS'	142	
ALLURE ON TIKTOK USERS' PURCHASE INTENTIONS ON BATIK		
MALAYSIA		
Muhamad Fazil Ahmad		
Universiti Sultan Zainal Abidin, MALAYSIA		
ANALYSIS OF EDUCATIONAL INSTITUTION WEBSITES IN THE	161	
PHILIPPINES: CASE STUDY OF THE ORGANIZATIONAL		
COMMUNICATION STRATEGIES		
Orlaine Ellar, Charisse Amistad, Jantima Kheokao		
St. Paul University Manila, PHILIPPINES		
THE IMPACT OF AIGC-BASED DIGITAL ADVERTISING PLATFORM	104	
ON THE CONSUMPTION BEHAVIOR OF MEDIA USERS		
Junchi Liu, Dingchuan Zheng, Jing Zhang, Junyuan Gao		
Yunnan Minzu University, CHINA		
AI'S IMPACT ON CONVERGENCE MEDIA: TRANSFORMING	119 🖸	
COMMUNICATION PROCESSES, TECHNOLOGIES, AND CONTENT		
Gao Yao		
Minjiang University, CHINA		



"Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 5

Session Name: Social, Economic, and Ecological Issues | The Future of Business and Entrepreneurship with AI | Leadership and Management | New media and Literacy

Date Time / Room: December 6, 2023 at 09.00 – 10.30 | Classrooms #215

Chair:

1.

2.		
Title	Paper ID	Page
OPINIONS OF COPYWRITERS TOWARD AI: CONTENT ANALYSIS OF	175	
THE SUBREDDIT THREADS IN R/COPYWRITING OF THE REDDIT		
WEBSITE		
Patrick Villanueva, Jantima Kheokao		
St. Paul University Manila, PHILIPPINES		
THE IMPACT OF SOCIAL AND ENVIRONMENTAL FACTORS ON	148	
CRYPTOCURRENCY INVESTMENT BEHAVIOR AMONG THE FIRST		
JOBBER (GEN-Z) IN THAILAND		
Chonthicha Kuldilok, Manit Satitsamitpong		
Thammasat University, THAILAND	_	
FUSING CREATIVITY: AESTHETIC INNOVATIONS AND	158 🗗	
CHALLENGES IN THE AGE OF AI		
Yuran Cai		
Minnan Normal University, CHINA		
LEVERAGING AI FOR EFFICIENT ALLOCATION OF GOVERNMENT	170 🖸	
BUDGETS IN SOUTH KOREA: A COMPREHENSIVE ANALYSIS OF 27		
SOCIAL POLICY ISSUE		
Jina Lee, Myung Jin Hwang		
Korea University, SOUTH KOREA		



2023 ANPOR-APCA-FICL Annual Conference "Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 6

Session Name: Media, Journalism, and Marketing Communication

Date Time / Room: December 6, 2023 at 09.00 – 10.30 | Classrooms #216

1.

Title	Paper ID	Page
UNCOVERING A HIDDEN RELATIONSHIP BETWEEN ARTIFICIAL	165	
INTELLIGENCE AND ADVERTISING THROUGH TRIPLE HELIX		
INNOVATION		
Camille Lim, Han Woo Park		
Yeungnam University, SOUTH KOREA		
IMAGINING THE PRESENT AND FUTURE OF MEDIA	167	
ENVIRONMENTS WITH AI IN INDIA		
Gopalan RAVINDRAN		
Central University of Tamil Nadu, Tamil Nadu, INDIA		
THE CREATIVE PRODUCTION NETWORK OF "PLATFORM-	121 🕶	
COMMUNITY-ALGORITHM" IN IMAGE-GENERATING ARTIFICIAL		
INTELLIGENCE: AN ONLINE ETHNOGRAPHIC STUDY OF THE "TRIK		
AI"		
Haocheng Wang, Shiyu Cao		
Renmin University of China, CHINA		
DOCUMENTARY DIRECTORS AT THE CROSSROADS: ADAPTING,	150 🗗	
EMBRACING, AND NAVIGATING THE AI TECHNOLOGY ERA		
Huaying DAI		
Minnan Normal University, CHINA		



"Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 7

Session Name: Big Data, Sentiment Analysis, and Machine Learning | Aging Society | Gender

Communication

Date Time / Room: December 6, 2023 at 15.00 – 16.40 | Classrooms #215

Chair:

1.

Title	Paper ID	Page
IMAGINE THE FUTURE JOURNALISM: THE STRENGTH AND LIMIT	111	
OF AI EMBEDDING NEWS ——CHATGPT AND JOURNALISTS		
COMPETE AT HOME FOR JOURNALISM FROM THE PERSPECTIVE		
OF MAN-MACHINE RELATIONSHIP		
Xi Wen, Yu Hao		
Shanghai University, CHINA		
AI AND GENDER BASED LEARNING	173	
Nia Sarinastiti		
Atma Jaya Catholic University of Indonesia, INDONESIA	_	
CLASSIFICATION MODEL FOR HOW LONG UNTIL EMPLOYEES	139 🖸	
ADOPT AGILE TRANSFORMATION: THE CASE OF A PRE-DIGITAL		
ORGANIZATION IN THAILAND		
Naris Muankaew, Manit Satitsamitpong		
Thammasat University, THAILAND		
RESEARCH ON THE FORMATION AND EVOLUTION OF THE	118 🕶	
ALGORITHMIC KNOWLEDGE IN HUMANITIES AND SOCIAL		
SCIENCES		
Tianci Zhu, Mengyu LI		
Shenzhen University, CHINA		
A TALE OF TWO MECHANISMS: DIFFERENTIAL IMPACT OF AI	132 🕶	
VOICE ASSISTANTS' GENDER AND AGE ON OLDER PEOPLE'S		
WILLINGNESS TO USE		
Qiaolei Jiang, Mengsu Shi		
Tsinghua University, CHINA		



"Al and the Future of Academic Research: Challenges and Opportunities"

Parallel Session: 8

Session Name: Media, Journalism, and Marketing Communication

Date Time / Room: December 6, 2023 at 15.00 – 16.40 | Classrooms #216

Chair

1.

2.

Title	Paper ID	Page
STUDY THE EFFECT OF THE COLOR OF THE SIGN LANGUAGE	168	
INTERPRETER'S CLOTHING AND BACKGROUND COLOR OF SIGN		
LANGUAGE INTERPRETER'S SCREEN ON THE VISIBILITY OF THE		
INTERPRETER'S HAND MOVEMENTS FOR PERSPECTIVE OF DEAF		
Kunlapat Kanjanaparangkul, Sorachai Kamollimsakul		
Suranaree University of Technology, THAILAND		
A CONTENT ANALYSIS OF SELECT FILIPINO BEAUTY AND LIFE	176	
COACHES' VIDEO STRATEGIES—COMMUNICATION STYLES AND		
THEMES ON YOUTUBE		
Raven Kate R. Austria, Jantima Kheokao		
St. Paul University Manila, PHILIPPINES		
THE IMPACT OF CONTENT MARKETING IN AN E-COMMERCE LIVE	154 🖸	
SHOPPING PROGRAM ON CONSUMER'S PURCHASING DECISION.		
(RESEARCH ON TOKOPEDIA PLAY'S IN-HOUSE LIVE SHOPPING		
PROGRAM: NIGHT DEALS)		
Mutiara Annisa Fathma, Dorien Kartikawangi		
Atma Jaya Catholic Univ. of Indonesia, INDONESIA		
RESEARCH ON THE CROSS-CULTURAL COMMUNICATION OF	186	
TAOIST CULTURAL ELEMENTS IN CONTEMPORARY CHINESE	100	
MYTHOLOGICAL FILMS		
Ce Zhao		
Anhui University, CHINA		

Special Session:

Session Name: Cross Countries Survey - Asian Youth Survey

Date Time / Room: December 6, 2023 at 13.30 – 14.45 | HRM Training Center (Hotel), 3rd floor Ballroom

Chair:

1. 2.

Title	Paper ID	Page
THE EXPOSURE ON KNOWLEDGE, ATTITUDE, AND INTENTION TO	172 🖸	
VISIT ASIAN CITIES OF THAI UNIVERSITY STUDENTS		
Nutthapon Jitprapai, Kanyika Shaw, Jantima Kheokao, Thitiphat		
Limsumlitnipa		
Panyapiwat Institute of Management, THAILAND		

Remark: • Online Participants