

2017 International Research Workshop

輔仁大學傳播學院國際研究工作坊

Public Opinion, Health and Future of Communication

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

舉辦地點：輔仁大學文開樓3A教室

舉辦單位：輔仁大學傳播學院

Agenda

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

