

Suzhou Pre-Conference

Communicating Science for a Better Post-COVID World

Conference Handbook

Organizer

School of Communication, Soochow University

Co-Organizers

IAMCR Environment, Science and Risk Communication Working Group

Xi'an Jiaotong-Liverpool University

Suzhou Association for Science and Technology

Committee of Science Communication Research, Chinese Society for Science and Technology Journalism

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Soochow University, China

Co-chair of the Organizing Committee

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Soochow University, China

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Soochow University, China

Guoyan Wang

Soochow University, China

Nian Zheng

China Research Institute for Science Popularization, China

Welcome to IAMCR Suzhou Pre-conference

Welcome to the IAMCR 2022 Pre-conference on Science Communication to be held online between 8 and 10 July. Organised by the School of Communication at Soochow University (Suzhou, China) in partnership with Xi'an Jiaotong-Liverpool University (XJTLU), Suzhou Association for Science and Technology, IAMCR Environment, Science and Risk Working Group (IAMCR ESR WG), and Science Communication Committee of Chinese Society for S&T Journalism, this event aims to address a range of fundamental questions regarding science communication solutions to a polarized post-COVID-19 world inflicted by misinformation.

In this conference book, you will see a wide range of themes and topics covered by this event. They vary from fighting conspiracy theories to theorizing science and environmental communication with local resources. There will be three plenaries and 20 parallel sessions, at which scholars worldwide will present over 120 studies and speeches. Amidst the presentations are a dozen diversified research reports from the robust empirical research agenda we develop here at Soochow University to examine China-specific factors underlying its COVID control efforts, science communication system, and the public attitude to science.

We invite you to review this handbook to follow these inspiring studies carefully. One more thing to note. This conference will be held on the online meeting platform Zhumu intl, a local Chinese partner of Zoom. Please download the App by visiting Zhumu.com and install it into your equipment, but you don't need to sign up. Clicking the link for each session at the conference site (<https://iamcr2022pre.scievent.com/>) and in this conference handbook will enable you to enter the meeting room conveniently.



Hepeng Jia
Professor, Science Communication
School of Communication
Soochow University

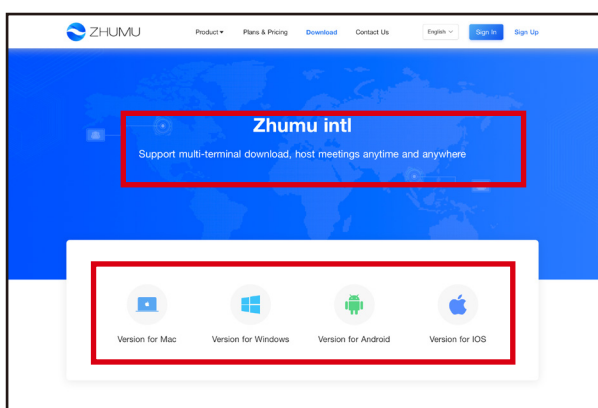


Guoyan Wang
Professor, Science Communication
School of Communication
Soochow University

Join the IAMCR Suzhou Pre-conference via ZHUMU Intl

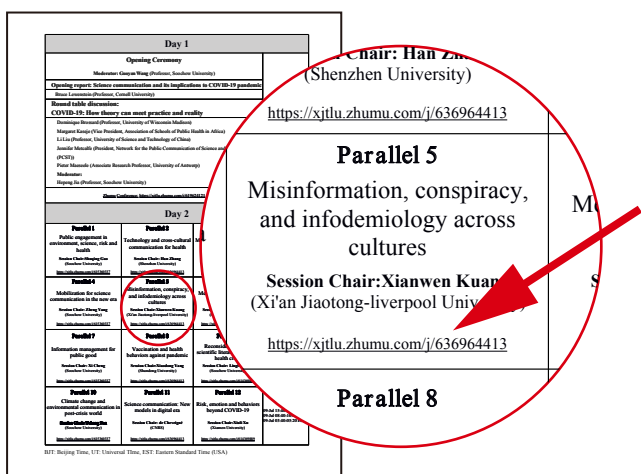
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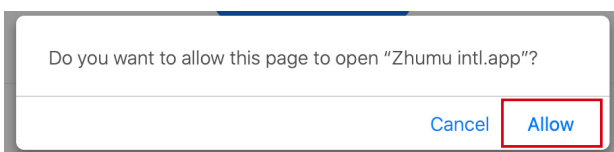


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3. Click the link below parallel introduction in the following pages of this handbook.



4. Click "Allow" to open Zhumu intl. app and you'll join the conference automatically.

Day 1			
<div>Opening Ceremony</div> <div>Moderator: Guoyan Wang (Professor, Soochow University)</div>			<div>08-Jul 19:30 BJT</div> <div>08-Jul 11:30 UT</div> <div>08-Jul 07:30 EST</div>
<div>Opening report: Science communication and its implications to COVID-19 pandemic</div> <div>Bruce Lewenstein (Professor, Cornell University)</div>			
<div>Round table discussion:</div> <div>COVID-19: How theory can meet practice and reality</div>			
<div>Dominique Brossard (Professor, University of Wisconsin Madison)</div> <div>Margaret Kaseje (Vice President, Association of Schools of Public Health in Africa)</div> <div>Li Liu (Professor, University of Science and Technology of China)</div> <div>Jennifer Metcalfe (President, Network for the Public Communication of Science and Technology (PCST))</div> <div>Pieter Maesele (Associate Research Professor, University of Antwerp)</div> <div>Moderator:</div> <div>Hepeng Jia (Professor, Soochow University)</div>			
<div>Zhumu Conference: https://xjtlu.zhumu.com/j/619624121</div>			
Day 2			
<div>Parallel 1</div> <div>Public engagement in environment, science, risk and health</div> <div>Session Chair:Shuqing Gao (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/615360337</div>	<div>Parallel 2</div> <div>Technology and cross-cultural communication for health</div> <div>Session Chair: Han Zhang (Shenzhen University)</div> <div>https://xjtlu.zhumu.com/j/636964413</div>	<div>Parallel 3</div> <div>Metaverse and AI for a better post-COVID world</div> <div>Session Chair: Guoyan Wang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/614369889</div>	<div>09-Jul 09:00-10:20 BJT</div> <div>09-Jul 02:00-03:20 UT</div> <div>08-Jul 21:00-22:20 EST</div>
<div>Parallel 4</div> <div>Mobilization for science communication in the new era</div> <div>Session Chair: Zheng Yang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/615360337</div>	<div>Parallel 5</div> <div>Misinformation, conspiracy, and infodemiology across cultures</div> <div>Session Chair:Xianwen Kuang (Xi'an Jiaotong-liverpool University)</div> <div>https://xjtlu.zhumu.com/j/636964413</div>	<div>Parallel 6</div> <div>Media effect amidst public crisis</div> <div>Session Chair: Gejun Huang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/614369889</div>	<div>09-Jul 10:40-12:00 BJT</div> <div>09-Jul 03:40-05:00 UT</div> <div>08-Jul 22:40-24:00 EST</div>
<div>Parallel 7</div> <div>Information management for public good</div> <div>Session Chair: Xi Cheng (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/615360337</div>	<div>Parallel 8</div> <div>Vaccination and health behaviors against pandemic</div> <div>Session Chair:Xiaodong Yang (Shandong University)</div> <div>https://xjtlu.zhumu.com/j/636964413</div>	<div>Parallel 9</div> <div>Reconsidering public scientific literacy in a public health crisis</div> <div>Session Chair: Lingfei Wang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/614369889</div>	<div>09-Jul 14:00-15:20 BJT</div> <div>09-Jul 07:00-08:20 UT</div> <div>09-Jul 02:40-03:20 EST</div>
<div>Parallel 10</div> <div>Climate change and environmental communication in post-crisis world</div> <div>Session Chair:Yeheng Pan (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/615360337</div>	<div>Parallel 11</div> <div>Science communication: New models in digital era</div> <div>Session Chair: de Cheveigné (CNRS)</div> <div>https://xjtlu.zhumu.com/j/636964413</div>	<div>Parallel 12</div> <div>Risk, emotion and behaviors beyond COVID-19</div> <div>Session Chair:Xiuli Xu (Xiamen University)</div> <div>https://xjtlu.zhumu.com/j/614369889</div>	<div>09-Jul 15:40-17:20 BJT</div> <div>09-Jul 08:40-10:20 UT</div> <div>09-Jul 03:40-05:20 EST</div>

BJT: Beijing Time, UT: Universal Time, EST: Eastern Standard Time (USA)

<div>Plenary Reports & Panel Discussion</div> <div>Moderator: Bowen Gao (Assistant Professor, Soochow University)</div>			<div>09-Jul 19:00-21:30 BJT</div> <div>09-Jul 12:00-14:30 UT</div> <div>09-Jul 07:00-09:30 EST</div>
<div>Plenary Report 1: Science Communication in Crisis - Interpreting the Chinese Element</div> <div>Speakers: Xi Luo, Zheng Yang, Xi Cheng, Guoyan Wang, Hepeng Jia (Soochow University)</div>			
<div>Plenary Report 2: Digital media and participatory cultures of health and illness</div> <div>Speaker: Stefania Vicari (Senior Lecturer, University of Sheffield)</div>			
<div>Plenary Report 3: Metaverse and the future of science communication</div> <div>Speaker: Yang Shen (Professor, Tsinghua University)</div>			
<div>Plenary Report 4: Reconsidering the role of science education in a public health crisis</div> <div>Speaker: Ayelet Baram-Tsabari (Professor, Israel Institute of Technology)</div>			
<div>Panel Discussion: Science communication journals: Addressing academic opportunities in a post COVID-19 world</div> <div>Hans Peter Peters, Editor of <i>Public Understanding of Science</i> (PUS)</div> <div>Susan Priest, Editor of <i>Science Communication</i> (in written form)</div> <div>Joubert Marina, Associate editor of <i>Journal of Science Communication</i></div> <div>Nian Zheng, Executive Editor of <i>Studies on Science Popularization</i></div> <div>Rongting Zhou, Executive Editor of <i>Science Communication and Science Education</i></div> <div>Xuan Liu, Editorial Director of the <i>Cultures of Science</i></div> <div>Zhumu Conference: https://xjtlu.zhumu.com/j/609102563</div>			
Day 3			
<div>Parallel 13</div> <div>Internet empowerment for science communication</div> <div>Session Chair: Juan Liu (Southwest University of Political Science & Law)</div> <div>https://xjtlu.zhumu.com/j/602523934</div>	<div>Parallel 14</div> <div>News production and consumption for science and health</div> <div>Session Chair: Yibo Wu (Peking University)</div> <div>https://xjtlu.zhumu.com/j/620698071</div>	<div>Parallel 15</div> <div>Communication strategies for sustainable development</div> <div>Session Chair: Shirong Du (Wuhan University)</div> <div>https://xjtlu.zhumu.com/j/632269262</div>	<div>10-Jul 09:00-10:20 BJT</div> <div>10-Jul 02:00-03:20 UT</div> <div>09-Jul 21:00-22:20 EST</div>
<div>Parallel 16</div> <div>Power and politics in epidemics control</div> <div>Session Chair: Xi Luo (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/602523934</div>	<div>Parallel 17</div> <div>Public opinions on emerging technologies</div> <div>Session Chair: Gejun Huang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/620698071</div>	<div>Parallel 20 (1)</div> <div>Graduate student forum for science, health, risk and environment communication</div> <div>Session Chair: Mingzhu Ouyang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/632269262</div>	<div>10-Jul 10:40-12:00 BJT</div> <div>10-Jul 03:40-05:00 UT</div> <div>09-Jul 22:40-24:00 EST</div>
<div>Parallel 18</div> <div>Gender, youth, disadvantaged in health communication setting</div> <div>Session Chair: Guodong Shen (The First Affiliated Hospital of University of Science and Technology of China)</div> <div>https://xjtlu.zhumu.com/j/602523934</div>	<div>Parallel 19</div> <div>Learning from history of science for tomorrow's world</div> <div>Session Chair: Yinzen Zhu (University of Science and Technology of china)</div> <div>https://xjtlu.zhumu.com/j/620698071</div>	<div>Parallel 20 (2)</div> <div>Graduate student forum for science, health, risk and environment communication</div> <div>Session Chair: Mingzhu Ouyang (Soochow University)</div> <div>https://xjtlu.zhumu.com/j/632269262</div>	<div>10-Jul 14:00-15:20 BJT</div> <div>10-Jul 07:40-08:00 UT</div> <div>10-Jul 02:00-03:20 EST</div>
<div>Closing Ceremony & Awarding of Best Conference Papers</div> <div>Moderator: Zheng Yang (Assistant Professor, Soochow University)</div> <div>Award Presentation Guest & Speaker: Jianbin Jin (Professor, Tsinghua University)</div>			<div>10-Jul 19:30 BJT</div> <div>10-Jul 12:30 UT</div> <div>10-Jul 07:30 EST</div>
<div>Closing Talk: Here There and Everywhere: COVID-19 & China's Alternative Approach for Science Communication Approach</div> <div>Speaker: Hepeng Jia (Professor, Soochow University)</div> <div>Zhumu Conference: https://xjtlu.zhumu.com/j/632339298</div>			

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Opening Report :

Science Communication Research: is it different after the COVID-19 pandemic?



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July 8, 2022 · 20:00 - 20:30 | Friday (Beijing Time)

July 8, 2022 · 13:00 - 13:30 | Friday (UT)

July 8, 2022 · 08:00 - 08:30 | Friday (EST)

Bruce Lewenstein

Professor, Department of Communication,
Cornell University

For good reasons, many science communication researchers have turned their attention to the COVID-19 pandemic. We want to know how to help people understand the science of the pandemic, as well as the best practices for protecting both personal and public health. But the pandemic has also shown how complicated science communication is: politics, emotions, cultural traditions, available resources, uncertain research findings, access to information, unintended misinformation, active disinformation, and a range of other issues turn out to be at least as important as simply providing good, clear explanations of well-established science. But is any of this new? Has COVID-19 actually changed science communication research? This talk will explore these issues.

Round table discussion:

COVID-19: How Theory Can Meet Practice and Reality

Zhumu Conference:

<https://xjtl.zhumu.com/j/619624121>

July 8, 2022 · 20:30 - 21:30 | Friday (Beijing Time)

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Dominique Brossard

Professor
University of Wisconsin Madison



Margaret Kaseje

Vice President
Association of Schools of Public Health in Africa



Li Liu

Professor
University of Science & Technology of China



Jennifer Metcalfe

President
Network for the Public Communication of Science and Technology (PCST)



Pieter Maesele

Vice-Chair
IAMCR ESR WG
Associate Research Professor
University of Antwerp



Hepeng Jia (Moderator)

Professor
Soochow University

The main purpose of this panel discussion kicking off on the second day of the IAMCR 2022 Suzhou Pre-conference on SC (8:30-9:30 pm, July 8 Beijing time) is to address research opportunities and practical challenges arising from the COVID-19 pandemic, which has dramatically impacted science communication practically and theoretically.

The panel will be moderated by Hepeng Jia, a professor of science communication at Soochow University. It will discuss some key questions below: Whether the current SC scholarship has been effective and broad enough to guide us to design, deliver and evaluate communication campaigns to address the public health crisis. Science/Health/Risk communication studies have well identified and stressed the important roles of trust, experts' credibility, personal relevance, and media use, but many practitioners may intuitively utilize them without thinking their academic origins. Then, what exactly SC scholars' contribution to the practices are? Most science and health theories are based on individual actions/persuasions. How can theories guide practice in non-Western settings where individualism often gives in to collectivistic values?

Plenary report 1:

Science Communication in Crisis: Interpreting the Chinese Element



Zhumu Conference:

<https://xjtlu.zhumu.com/j/609102563>

July 9, 2022 · 19:00 - 19:20 | Saturday (Beijing Time)

July 9, 2022 · 12:00 - 12:20 | Saturday (UT)

July 9, 2022 · 07:00 - 07:20 | Saturday (EST)

**Hepeng Jia, Guoyan Wang,
Xi Luo, Zheng Yang, Xi Cheng**
School of Communication,
Soochow University

The COVID-19 has given China an unprecedented opportunity to rethink both academic research and practical applications of science communication. Most of the previous studies on science communication and health communication are based on the Western context and lack attention to the China's special socio-cultural contexts. Prof. Hepeng Jia, Prof. Guoyang Wang and their colleagues in Soochow University have found a series of science communication and health communication phenomena with Chinese socio-cultural characteristics. For instance, the nationalism of the Chinese public is significantly related to their behavior and willingness of epidemic prevention and vaccination, and nationalism is also the important frame for the Chinese public to interpret and disseminate information related to the COVID-19. This series of studies effectively broadened the regional attributes of science communication and health communication, especially facing the COVID-19, thus providing some vivid cases for the development of science communication and health communication with Oriental socio-cultural characteristics.

Plenary report 2:

Digital Media and Participatory Cultures of Health and Illness



Zhumu Conference:

<https://xjtlu.zhumu.com/j/609102563>

July 9, 2022 · 19:20 - 19:40 | Saturday (Beijing Time)

July 9, 2022 · 12:20 - 12:40 | Saturday (UT)

July 9, 2022 · 07:20 - 07:40 | Saturday (EST)

Stefania Vicari

Senior Lecturer, University of Sheffield

Among many other things, the Covid-19 crisis has accentuated the mundanity of our digital media use: as physical objects (i.e., smartphones) and intangible spaces (i.e., social media), digital media are increasingly ubiquitous and part of the norm. Against this background, evolving forms of participation are emerging and thriving, with “participatory cultures” increasingly intertwining with “digital cultures”. Research has drawn attention to the way the sociotechnical infrastructures of social media can destabilise traditional power roles in processes of meaning making, for instance, facilitating the emergence of “hashtags publics” and “networked counterpublics” that increasingly contribute to shaping the public understanding of societal issues. But how does this resonate to the domain of health and illness? By drawing on my work on Twitter use to discuss hereditary cancer conditions, in my talk I will focus on the longitudinal evolution of curation, framing, storytelling, and, ultimately, epistemic practices in social media health issue publics. I will advance six propositions on the impact of social media use on the making of participatory practices around health and illness. These propositions might work as a starting point to reflect on how social media publics can shape the public understanding of health crises.

Plenary report 3:

Metaverse and the Future of Science Communication



Zhumu Conference:

<https://xjtl.zhumu.com/j/609102563>

July 9, 2022 · 19:40 - 20:00 | Saturday (Beijing Time)

July 9, 2022 · 12:40 - 13:00 | Saturday (UT)

July 9, 2022 · 07:40 - 08:00 | Saturday (EST)

Yang Shen

Professor, Tsinghua University

New Media Research Center of Tsinghua University School of Journalism and Communication recently released the “Metaverse Development Research Report Version 2.0.” The report compares the development of metaverse from following seven aspects: origin of metaverse , concept and attributes, technology and industry chain, scenario application, risk point and governance, hot issues, and far future outlook.

According to the report, the metaverse industry is currently in a subhealthy state, with companies flocking to the metaverse field and packaging themselves as metaverse companies, both the industry and the market need to return to rationality. From the perspective of industrial development reality, the meta-universe industry is still far from the full industrial coverage and ecological completion, and is still in the foundation stage of theoretical construction and in the exploration stage of social plus game scene application. In addition, at the level of technical risk, metaverse needs to break the technical shortcomings, and technical breakthrough is a problem that metaverse needs to solve. Only after a major technological breakthrough is achieved can the setting and application of the metaverse model be further explored. Therefore, promoting basic digital technology research is an important development strategy for the metaverse at this stage.

Plenary report 4:

Reconsidering the Role of Science Education in a Public Health Crisis



Zhumu Conference:

<https://xjtl.zhumu.com/j/609102563>

July 9, 2022 · 20:00 - 20:20 | Saturday (Beijing Time)

July 9, 2022 · 13:00 - 13:20 | Saturday (UT)

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Ayelet Baram-Tsabari

Professor, Israel Institute of Technology

One of the rationales for science literacy is supporting the public in making informed science-related decisions throughout life. However, empirical studies have demonstrated a complex relationship between science knowledge and decision making, suggesting that decisions contrasting with the scientific consensus are not necessarily the result of ignorance in the sciences. Such decisions may be the outcome of 'motivated reasoning', where decision-making is influenced by individuals' beliefs, commitments, motivations, and past experiences alongside one's knowledge.

Here we use real-life science-related dilemmas caused by the COVID-19 outbreak to shed light on the interaction of science literacy and motivated reasoning in science-related decision-making. Findings indicated that the potential for motivated reasoning played a vital role in decision-making. When the respondents had the potential for motivated reasoning, they were less likely to adhere to social distancing guidelines and recommendations that contradicted their interests. The relatively marginal role science literacy played compared with motivated reasoning in everyday personal dilemmas is troubling. It undermines the assumption that science literacy is applicable and useful when people make daily decisions, particularly when dealing with complex scientific issues that affect personal considerations.

Panel Discussion:

Science Communication Journals: Addressing academic opportunities in a post COVID-19 world



Hepeng Jia (Moderator)
Professor
Soochow University

Zhumu Conference:

<https://xjtlu.zhumu.com/j/609102563>

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Hans Peter Peters
Editor
Public Understanding of Science



Susanna Priest
Editor
Science Communication



Marina Joubert
Associate Editor
Journal of Science Communication



Nian Zheng
Executive Editor
Studies on Science Popularization



Rongting Zhou
Executive Editor
Science Communication and
Science Education








Xuan Liu
Editorial Director
Cultures of Science


The main purpose of this panel discussion kicking off on the second day of the IAMCR 2022 Suzhou Pre-conference on SC (8:20-9:20 pm, July 9 Beijing time) is to discuss how science communication journals of issues related to the COVID-19 pandemic, which has dramatically impacted our ways of communication. Editors of major international and Chinese science communication journals have all been involved.

The panel will be moderated by Hepeng Jia, a professor of science communication at Soochow University. It will discuss questions like the changes the COVID-19 has brought on SC journals, strategies for journals to address them, and the boundary between science and health communication studies. Standing issues like how to get published in SC journals, the impact of impact factors, the influences of new technologies, and how non-Western SC studies can attract editors' attention will also be discussed and debated.

July 8, 2022

19:30	
19:30 20:00	Opening Ceremony  Guoyan Wang  Opening Ceremony
20:00	
20:00 20:30	Opening report: Science Communication Research: is it different after the COVID-19 pandemic?  Bruce Lewenstein  Opening Ceremony
20:30	
20:30 21:30	Round table discussion: COVID-19: How theory can meet practice and reality  Hepeng Jia • Dominique Brossard • Margaret Kaseje • Li Liu • Jennifer Metcalfe

July 9, 2022

09:00 10:20	Parallel 1: Public engagement in environment, science, risk and health  Parallel 1– Zhumu Conference: 615360337
09:00	The impact of cognitive closure on attitudes towards GM policy: evidence from Chinese survey data 10' Speaker: Gao Shuqing (Soochow University) , Wang Guoyan (Soochow University)
09:10	Communication and Mobilization of Knowledge in Research Projects in Human Sciences 10' Speaker: Sergio Ricardo Quiroga (Universidad Nacional de San Luis)
09:20	Research on the Operating Mechanism of Non-Governmental Anti-Epidemic Organization from the Perspective of Self-organization — Based on the case analysis of "Quan Li Yi Fu" Non-Governmental Anti-Epidemic volunteer group. 10' Speaker: Juzheng Fu (Peking University) , Siyao Zhang (Renmin University of China) , Rong Di (Peking University)
09:30	Can the public be spurred into green action? An Analysis of the Construction of Public Environmental Awareness by Chinese Official "Double Carbon" Reports 10' Speaker: Bing Hu (South China University of Technology) , Yi-ting Peng (South China University of Technology)
09:40	Communication Practice research on public participation in Biodiversity conservation in China – A case study of the wechat public account of the environmental NGO "Shanshui Nature Conservation Center" 10' Speaker: Cai Peige (University of Science and Technology of China) , Wu Qilai (University of Science and Technology of China)
09:50	Public Scientific Literacy, Learning Environments and STEM educational approach 10' Speaker: MABEL AYURE (Colombian Observatory of Science and Technology) , Ricardo Triana (District Secretary of Education – Bogotá)

July 9, 2022

09:00 10:20	Parallel 2: Technology and cross-cultural communication for health
	📍 Parallel 2 – Zhumu Conference: 636964413
	09:00 How Do Short Videos Released by Digital Celebrities Affect Audience Emotional Distance in Cross-Cultural Communication 10'
	Speaker: Xue Gong (School of Journalism and New Media, Xi'an Jiaotong University)
	09:10 Digital Deep Reading: Concepts, Behaviors and Formation Mechanism 10'
	Speaker: Zhang Han (Shenzhen University) , Lin Shuhui (Shenzhen University)
	09:20 Science fact-checking and health risk communication: analysis of a self-managed initiative during the COVID-19 pandemic in Argentina 10'
	Speaker: Cecilia Bermudez (University of Buenos Aires (UBA)) , Ana Maria Vara (National University of San Martín (UNSAM))
	09:30 Health Apps to Promote Health Behaviors among International Students in China: A Theory of Planned Behavior Perspective 10'
	Speaker: Chung Dung-hwa (Shanghai University) , TU Caixie (Shanghai University)
	09:40 Effect of E-Health Communication on Support for Alcohol Restrictions – Mediated by Belief that Alcohol Causes Cancer and Moderated by Self-Efficacy 10'
	Speaker: AO Song (University of Macau) , Wang Zijun (University of Macau) , Liping Liu (University of Macau) , Jizhou Ye (University of Macau) , Qian Xiao (University of Macau) , Xinshu Zhao (University of Macau)
	09:50 China's COVID-19 Epidemic Prevention and Control in the Eyes of Foreign Content Creators in China 10'
	Speaker: XIA Mengyi (University of Macau)

July 9, 2022

09:00 10:20	Parallel 3: Metaverse and AI for a better post-COVID world
	📍 Parallel 3 – Zhumu Conference: 614369889
	09:00 What Affects Deception? Examining Media literacy, Media Trust and Skepticism toward Deepfake Videos 10'
	Speaker: Guoyan Wang (Soochow University) , Xinyi Jin (Soochow University)
	09:10 Storytelling in the Metaverse: The Construction of Chinese IP Storyworlds 10'
	Speaker: Xianhong Chen (Huazhong University of Science and Technology) , Mingxi Du (Huazhong University of Science and Technology)
	09:20 From spectacle to dream building: "Metaverse" from the perspective of communication and its ethical reflection 10'
	Speaker: Ma Liming (Jinan University) , Huang Zemin (Jinan University)
	09:30 How to Engage Users in Mobile Fitness Technology-Mediated Crowdsourcing Communities: A Relationship Management Perspective 10'
	Speaker: Sumin Fang (University of the Fraser Valley)
	09:40 More Human-like or not? The Uncanny Valley Effect of Anthropomorphic Artificial Intelligence News Anchors 10'
	Speaker: Chenxu Liu (Communication University of China)
	09:50 Explore the value space and limitations of AI-synthesized voice news broadcasting under converged media platform-- Effect measurement with text subject as variable 10'
	Speaker: Liu Yujing (school)

July 9, 2022

10:40
12:00

Parallel 4: Mobilization for science communication in the new era

📍 Parallel 4 – Zhumu Conference: 615360337

-
- 10:40 **Inadequate Interactions and Unbalanced Power Between Scientists and the Public in the Chinese Knowledge Sharing Network: Social Network Analysis of the Topic of GMO on Zhihu** 10'
Speaker: Zheng Yang (Soochow University)
-
- 10:50 **Comparing the effectiveness of expert vs. public consensus messaging for science communication** 10'
Speaker: Hang Lu (University of Michigan)
-
- 11:00 **We Are One: The Digital Rescue Movement Stimulated by the Technology Affordance of Online Documentation—A Case Study of "Life-saving Document" in Henan Rainstorm Events** 10'
Speaker: Chong Wang (Fudan University) , Junyao Lin (Fudan University)
-
- 11:10 **Research on the New Media Mobilization Path of Household Garbage Classification Policy: Qualitative Comparative Analysis Based on 27 Provincial Capital Government Microblogs** 10'
Speaker: Zhang Li (Xi 'an Jiaotong University) , Sun Weizhuo (Xi 'an Jiaotong University)
-
- 11:20 **An Injected Sentiment: The Network Structure of Nationalism in the Scientific Debate—An Empirical Study of 50 Cases Based on Social Network Analysis** 10'
Speaker: Kai Liu (beijing jiaotong university) , Yuling Lin (beijing jiaotong university)
-
- 11:30 **Research on the dissemination strategy of popular science short videos in scientific research institutions—Taking the Tik Tok account of "Institute of Physics, Chinese Academy of Sciences" as an example** 10'
Speaker: Chai Yue (Dalian University of Technology) , Luan Gege (Dalian University of Technology) , Wu Jiayu (Dalian University of Technology)

July 9, 2022

10:40
12:00

Parallel 5: Misinformation, conspiracy, and infodemiology across cultures

📍 Parallel 5 – Zhumu Conference: 636964413

-
- 10:40 **Understanding the moderating role of social media between conspiracy theories and healthy behaviors during the COVID-19 in China** 10'
Speaker: YIXI WANG (Renmin University of China) , Yu Xie (Soochow University) , Huanyu Bao (Nanyang Technological University)
-
- 10:50 **Rumor, Rumor-refuting and Science Communication** 10'
Speaker: Zhian ZHANG (Sun Yat-sun University) , Yang YANG (Sun Yat-sen University) , Zhen RAN (Sun Yat-sun University) , Yiqiao LI (Sun Yat-sen University)
-
- 11:00 **Partisan Bias in COVID-19 Conspiracy Theories: News Reliance and the Moderating Role of Trust in Health Authorities** 10'
Speaker: Yuanyuan Wu (National University of Singapore) , Ozan Kuru (National University of Singapore) , Lemi Baruh (Koc University) , Ali Çarkoğlu (Koc University) , Zeynep Cemalcılar (Koc University) , Kerem Yıldırım (Kadir Has University)
-
- 11:10 **Sights on Sites: The Risks Associated with Misinformation Online and an Exploration of Pedagogical Strategies for Mitigating Them** 10'
Speaker: Kim (University of the Fraser Valley)
-
- 11:20 **How are pandemic-related issues framed in fake news? A content analysis of Covid 19-related misinformation in China** 10'
Speaker: Kuangjian Wu (Xi'an Jiaotong-liverpool University) , Xianwen Kuang (Xi'an Jiaotong-liverpool University)

July 9, 2022

10:40
12:00

Parallel 6: Media effect amidst public crisis

📍 Parallel 6 – Zhumu Conference: 614369889

10:40 **An experiment for the effect of different educational methods effects on deepfake content recognition** 10'

Speaker: Bowen Gao (Soochow University)

10:50 **Negative media effects: Influencing factors of parental COVID-19 vaccine hesitancy** 10'

Speaker: Jinhui Li (Jinan university) , Yuan Zhang (Jinan university)

11:00 **Media attention flow of the CDC's WeChat official account "Shandong CDC" during the COVID-19: A thematic analysis based on Biterm Topic Model** 10'

Speaker: Xinyue Wang (Shandong University)

11:10 **"Amplified Risk": Research on Media Mediating Effect of Public Perception of Public Health Policy Risk** 10'

Speaker: Liu Kai (Beijing Jiaotong University) , Li Wenjin (Beijing Jiaotong University)

11:20 **Which is More Effective Narrative Framing for Video in Disseminating Epidemic Prevention Measures in China?** 10'

Speaker: Hou Yangpei (Beihang University) , Tian Hua (Beihang University)

July 9, 2022

14:00
15:20

Parallel 7: Information management for public good

📍 Parallel 7 – Zhumu Conference: 615360337

14:00 **"Rumors of Immortality": Research on the Law of Long-term Survival of Rumors in the Field of Public Health** 10'

Speaker: kai Liu (Beijing Jiaotong University) , liping Hou (Beijing Jiaotong University)

14:10 **Problematic Use of Social Media: The Impact of Institutional Forces and the Mediating Role of Copresence** 10'

Speaker: Jingshu Zhang (Xiamen University) , Haiqing Bai (Xiamen University) , Jinting Lu (Xiamen University) , Longzhao Zheng (Xiamen University)

14:20 **How to debunk scientific misinformation: Crisp-set Qualitative Comparative (csQCA) Analysis of 50 misinformation on the Internet** 10'

Speaker: WU YU (Communication University of China) , XU Tianbo (Anhui University of China)

14:30 **The Health Code Exhibited in Platform Language: A Content Analysis of Short Videos on the Topic of "Health Code" in Douyin** 10'

Speaker: Shi Lin (Peking University)

14:40 **The COVID-19-related Information During the Epidemic Prevention and Control in Kazakhstan** 10'

Speaker: Song Jiaxin (Peking University) , Li Wei (Peking University)

14:50 **Research on the impact of scientific publications under open science** 10'

Speaker: CHENG XI (Soochow University) , Wang Haoran (Soochow University) , Wang Guoyan (Soochow University)

July 9, 2022

14:00

15:20

Parallel 8: Vaccination and health behaviors against pandemic

📍 Parallel 8 – Zhumu Conference: 636964413

14:00 [The relationship between government trust and vaccination willingness, a regional level analysis](#) 10'

Speaker: Gao Shuqing (Soochow University) , Wang Guoyan (Soochow University)

14:20 [Influencing factors of COVID-19 vaccine willingness in public](#) 10'

Speaker: Zhang Jiaqi (Shandong University) , Chang Youyou (Shandong University)

14:30 [The effects of social support on mental health promotion: a study based on health belief model.](#) 10'

Speaker: Bing Song (Shandong University) , Wenqian Yang (Shandong University) , Xiaodong Yang (Shandong University)

14:40 [Scan the Code, Help the Whole: Reciprocity and Acceptance of Contact-tracing App during COVID-19 Pandemic](#) 10'

Speaker: Xie Xinzhou (Peking University) , Shi Lin (Peking University) , Bai Qiyu (Peking University)

14:50 [Solidarity is the power against the pandemic—An analysis of COVID vaccination tweets on Sina Weibo](#) 10'

Speaker: Ruifen Zhang (Soochow University) , Yeheng Pan (Soochow University) , Hepeng Jia (Soochow University)

15:00 [Social Media Use During the COVID-19 Outbreak: The Influence of Information Processing on Preventative Behavioral Intentions](#) 10'

Speaker: Wenxi Wu (School of Media Science, Northeast Normal University) , Jiaying Liu (University of Georgia) , Xuerong Lu (University of Georgia) , Kenneth Fleming (Northwestern University of Politics and Law)

July 9, 2022

14:00

15:20

Parallel 9: Reconsidering public scientific literacy in a public health crisis

📍 Parallel 9 – Zhumu Conference: 614369889

14:00 [Looking back and forward: the construction of civil scientific literacy in China from the perspective of science education](#) 10'

Speaker: Guoyan Wang (Soochow University) , Lingfei Wang (Soochow University)

14:10 [Science Communication and Its Failures in the Age of Covid-19 in India](#) 10'

Speaker: Madhumita Roy (Indian Institute of Engineering Science and Technology, Shibpur)

14:20 [Remaking health: health knowledge construction practice in the digital age in China](#) 10'

Speaker: ZIJING XU

14:30 [The influence of Science literacy on the willingness to accept facial recognition technology: A moderated mediation model](#) 10'

Speaker: Yurong Li (Jinan University) , Chun Zhang (South Normal China University)

14:40 [The ethical dilemma and solution path of science communication in the digital age](#) 10'

Speaker: Huang Jingru (Nanjing Normal University)

14:50 [The role of science literacy vs. individual's interests in COVID-19- related dilemmas](#) 10'

Speaker: Yael Rozenblum (Technion) , Ayelet Baram-Tsabari (Technion)

July 9, 2022

15:40
17:00

Parallel 10: Climate change and environmental communication in post-crisis world

📍 Parallel 10 – Zhumu Conference: 615360337

15:40 The split economy and shared environment: negative impact of economic inequality on people's environmental concern 10'

Speaker: Gao Shuqing (Soochow University)

15:50 RESEARCH ON INTERNATIONAL COMMUNICATION OF CHINA'S CARBON EMISSION REDUCTION AGENDA FROM THE PERSPECTIVE OF GLOBAL CLIMATE GOVERNANCE —AN EMPIRICAL STUDY ON TWITTER ACCOUNT @CHINA DAILY 10'

Speaker: QiuBen (Communication University of China)

16:00 Research on the Relationship between E-commerce Live Broadcast Induction and Consumer Purchasing Behavior from the Perspective of Media Situational Theory —An Empirical Study Based on Platforms such as Dithering and Taobao (6 Live Broadcasts) 10'

Speaker: PeizhaoDuan (Hubei University)

16:10 How do Top Corporations in East Asia Communicate Climate Science? A Comparison of Top Corporations in China, Japan, and South Korea 10'

Speaker: Lin Lu (Jinan University) , Fu Xiaohui (Nanchang university)

16:20 A Case Study on the Social Representation of Climate Transition Risks from the Perspective of Social Amplification of Risk Framing: Take the "Carbon Peak Carbon Neutral" Topic Discussion on Zhihu Platform for Example 10'

Speaker: TANG MIN AN (Beijing Foreign Studies University)

16:30 Economic attention is more powerful than ideology to predict support for low carbon action 10'

Speaker: Hepeng Jia (Soochow University) Yeheng Pan (Soochow University)

July 9, 2022

15:40
17:00

Parallel 11: Science communication: New models in digital era

📍 Parallel 11 – Zhumu Conference: 636964413

15:40 TWO KEY FACTORS HELPING TO E-DEFEATE THE COVID-19 OUTBREAK IN COUNTY-LEVEL GOVERNMENT WECHAT ACCOUNT: CONTENT+POSITION 10'

Speaker: Chang Joanna Nian (Shanghai Jiaotong University)

15:50 Online Collaborative Writing In Global Memory Space: Take "COVID-19 pandemic" Entry in Chinese Wikipedia as an Example 10'

Speaker: Yutong Guo (KU Leuven, Faculty of Social Science)

16:00 The role of public institutions in the pacification between the masses and science 10'

Speaker: Orazio Maria Gnerre (University of Perugia)

16:10 Covid-19 Science News in Brazil and France 10'

Speaker: Carla Almeida (Fundação Oswaldo Cruz (Fiocruz)) , de Cheveigné (CNRS)

16:20 Reliable sources — a challenge for health journalists in the new era 10'

Speaker: Ometa Oana (Babes-Bolyai University Cluj-Napoca)

16:30 How to be a Scientific Citizen in a Democratic Era, or vice versa? The Normative Imaginaries of Citizens in Three Science & Public Initiatives 10'

Speaker: Wanheng Hu (Cornell University)

15:40 17:00	<p>Parallel 12: Risk, emotion and behaviors beyond COVID-19</p> <p>📍 Parallel 12 – Zhumu Conference: 614369889</p> <hr/> <p>15:40 A Study on the Audience's Impulse Buying Behavior in the Context of Live Broadcast: the Influence of Interactivity and Cognitive–Emotional Preoccupation 10'</p> <p>Speaker: Xiuli Xu (Xiamen University) , Haiqing Bai (Xiamen University) , Wanjie Chen (Xiamen University)</p> <hr/> <p>15:50 Risk and Avoidance: the Public Epidemic Imagination after the Spread of Omikron-----An Analysis of Fantasy Theme from Weibo 10'</p> <p>Speaker: Zepeng Wang (Dalian University of Technology) , Qi Liu (Dalian University of Technology)</p> <hr/> <p>16:00 Privacy Concerns in a Pandemic: A Cross–Cultural Analysis 10'</p> <p>Speaker: Shuang Xie (Chengdu College of University of Electronic Science and Technology) , Mark Shevy (Northern Michigan University) , Juan Gao (Chengdu College of University of Electronic Science and Technology)</p> <hr/> <p>16:10 The Risk Characteristics and Governance Paths for the Dissemination of COVID-19 Infodemic: Data Analysis and Visualization Based on Global Social Media 10'</p> <p>Speaker: Hongbang Zhang (Xi'an Jiaotong University) , Guanrui Xiao (Xi'an Jiaotong University)</p> <hr/> <p>16:20 Social media risk information induces misinformation sharing through affect and availability heuristics: the amplification role of social media trust 10'</p> <p>Speaker: Jiahui Lu (Tianjin University) , Yi Xiao (Tianjin University)</p>
19:00	
19:00 19:20	<p>Plenary report 1: Science Communication in Crisis – Interpreting the Chinese Element</p> <p>🗣️ Xi Luo • Guoyan Wang • Zheng Yang • Hepeng Jia • Xi Cheng</p> <p>📍 Plenary Report</p>
19:20	
19:20 19:40	<p>Plenary report 2: Digital Media and Participatory Cultures of Health and Illness</p> <p>🗣️ Stefania Vicari</p> <p>📍 Plenary Report</p>
19:40	
19:40 20:00	<p>Plenary 3: Metaverse and the future of science communication</p> <p>🗣️ Yang Shen</p> <p>📍 Plenary Report</p>
20:00	
20:00 20:20	<p>Plenary Report 4: Reconsidering the role of science education in a public health crisis</p> <p>🗣️ Ayelet Baram–Tsabari</p> <p>📍 Plenary Report</p>
20:20	
20:20 21:20	<p>Panel Discussion: Science communication journals: Addressing academic opportunities in a post COVID-19 world</p> <p>🗣️ Hans Peter Peters • Susan Priest • Joubert Marina • Honglin Li • Rongtiing Zhou</p> <p>📍 Plenary Report</p>

July 10, 2022

09:00
10:20

Parallel 13: Internet empowerment for science communication

📍 Parallel 13 – Zhumu Conference: 602523934

-
- 09:00 [Process and influences of international competition of copper oxide superconductors in China](#) 10'
Speaker: Dong Wenkai (University of science and technology of China) , Xiong Weimin (University of science and technology of China)
-
- 09:10 [All encounters on the platform are premeditated: pros and cons of perceived algorithm recommendation serendipity\(PARS\)](#) 10'
Speaker: Lujinting (Xiamen University) , Bai Haiqing (Xiamen University)
-
- 09:20 [The Role of Sina Weibo's Trending List in Health Communication: An Empirical Research about the Effect of Sleep-related Topics on Public Attitudes](#) 10'
Speaker: Lai Chenxi (Communication University of China)
-
- 09:30 [Mediatization and technical adaptation: medical dilemma for the elderly in smart healthcare scenarios](#) 10'
Speaker: Liu Juan (Southwest University of Political Science and Law)
-
- 09:40 [Risk perception, benefit perception, worry, information-seeking, and COVID-19 vaccine intention: An application of the risk-as-feelings hypothesis](#) 10'
Speaker: Cindy Chen (Sam Houston State University) , Marceleen Mosher (Sam Houston State University)
-
- 09:50 [Still Posting Selfies online? Predictors of Cyberbullying Among Teens on Social Network Sites](#) 10'
Speaker: Zixiao Yang (University of Miami)

July 10, 2022

09:00
10:20

Parallel 14: News production and consumption for science and health

📍 Parallel 14 – Zhumu Conference: 620698071

-
- 09:00 [Status and Influence Investigation of Health Communication for Public Demand Among Residents in Community:a Cross-sectional Survey in China](#) 10'
Speaker: HUANG Mengjie (Shandong University School of Public Health) , ZENG Leixiao (University of Chinese Academy of Social Sciences) , GE Pu (University of Macau) , WANG Yujia (Harbin Medical University) , WU Yibo (Peking University School of Public Health,Key Research Base of Philosophy and Social Sciences in Shaanxi Province, Health Culture Research Center of Shaanxi, Xi'an)
-
- 09:10 [Surviving the New Normal: How Foreigners in Urban China Consume News in the COVID-19 Pandemic](#) 10'
Speaker: Weinan YUAN (Beijing Normal University-Hong Kong Baptist University United International College (UIC))
-
- 09:20 [Expert discourse and the other orientation: Study on vaccine discourse in Chinese government press release](#) 10'
Speaker: Zhou Yiting (Beijing Foreign Studies University)
-
- 09:30 [Research on the use behavior of social media knowledge short video users](#) 10'
Speaker: Guowei Zhang (Henan University) , Keyang Zhao (Henan University)
-
- 09:40 [New mediators in science communication: algorithms, platforms, and the need for new expertises in social media scicomm](#) 10'
Speaker: Verônica Soares da Costa (PUC Minas)

July 10, 2022

09:00
10:20

Parallel 15: Communication strategies for sustainable development

📍 Parallel 15 – Zhumu Conference: 632269262

-
- 09:00 **Social Capital, Institution Trust, and COVID-19 Pandemic: A Comparative Study of China, Hong-Kong, and Taiwan** 10'
Speaker: KENNETH C. C. YANG (UNIVERSITY OF TEXAS AT EL PASO) , YOWEI KANG (National Chung Hsing University)
-
- 09:10 **A Brief Look at Effective Health Communication Strategies in Chinese Rural Area: A Research on Chinese Endemic Arsenism Prevention Health Campaign** 10'
Speaker: YIPu Zeng (Communication University of China)
-
- 09:20 **"Animals embedded in the City": Shielding and anti-shielding construction of media reports on the "The escape of three leopards" from the perspective of mediatization** 10'
Speaker: Li Ji (School of Journalism and Communication, Wuhan University) , Shirong Du (School of Journalism and Communication, Wuhan University)
-
- 09:30 **The Media and Public AIDS Agenda Network Research Based on Network Agenda Setting Model** 10'
Speaker: Liu xiaoyan (Beijing jiaotong university) , Zhang zihe (Beijing jiaotong university)
-
- 09:40 **I can feel your pain: Investigating the role of empathy on climate change mitigation behavioral intentions** 10'
Speaker: Zhuxuan Yan (Florida state university) , Juliann Cortese (Florida state university)
-
- 09:50 **Communicating Health Science for Environmental Sustainability: A Participatory Approach** 10'
Speaker: Dr MAHENDRA KUMAR PADHY (BABASAHEB BHIMRAO AMBEDKAR CENTRAL UNIVERSITY)

July 10, 2022

10:40
12:00

Parallel 16: Power and politics in epidemics control

📍 Parallel 16 – Zhumu Conference: 602523934

-
- 10:40 **Between Science, Politics, and Propaganda: a Research on the Wang Manxin Affair** 10'
Speaker: Zhang Shuo (University of Science and Technology of China) , Xiong Weimin (University of Science and Technology of China)
-
- 10:50 **Zero-Covid or Coexistence? Affective Polarization in Online Debate on China's Social Media** 10'
Speaker: Yao Yao (Sun Yat-sen University) , Xin Nie (Sun Yat-sen University) , Zhi'an Zhang (Fudan University)
-
- 11:00 **Analysis on collectivism in news reporting under the background of Covid-19** 10'
Speaker: Yiheng Miao (Communication University of China) , Lin Sun (Communication University of China)
-
- 11:10 **Constructed Recognition: How Nationalism Influences Public Acceptance of Domestic COVID-19 Vaccines in China** 10'
Speaker: Zhenhua Su (Zhejiang University) , Yanyu Ye (Zhejiang University City College) , Zheng Gu (Zhejiang University)
-
- 11:20 **Zero-COVID or Coexist with COVID? Risk Perception, Political trust, Political Ideology and the Public's Attitude towards China's COVID control policy** 10'
Speaker: Xi Luo (Soochow University) , Hepeng Jia (Soochow University)

July 10, 2022

10:40
12:00

Parallel 17: Public opinions on emerging technologies

📍 Parallel 17 – Zhumu Conference: 620698071

-
- 10:40 [The formation mechanism of public' s attitude toward gene-editing: Taking CRISPR as an example](#) 10'
- Speaker: Wenhao Lu (suchow university) , Guoyan Wang (suchow university)
-
- 10:50 [Network Media Public Opinion and Social Governance Supported by Internet of Things Big Data](#) 10'
- Speaker: ZHAO YIXIN (The Experimental High School Affiliated to Beijing Normal University)
-
- 11:00 [The Effects of Social Media Exposure, Death Anxiety on Consumption Intention and Prosocial Behavior: A Terror Management Theory Perspective](#) 10'
- Speaker: Longzhao Zheng (School of journalism and communication, Xiamen university) , Bingrui Huang (School of journalism and communication, Xiamen university) , Haiqing Bai (School of journalism and communication, Xiamen university) , Wanqing Wang (School of journalism and communication, Xiamen university) , Yihan Jiao (School of journalism and communication, Xiamen university)
-
- 11:10 [Privacy at risk? Understanding the Privacy Perception of Health Code Apps in China](#) 10'
- Speaker: Gejun Huang (Soochow University) , An Hu (University of Texas at Austin) , Wenhong Chen (University of Texas at Austin)
-
- 11:20 [How does information exposure affect public attitudes toward GMO in China? An explanatory perspective based on knowledge and conspiracy theory](#) 10'
- Speaker: Zhitao Du (University of Chinese Academy of Social Sciences) , YuQi Xiao (University of Chinese Academy of Social Sciences) , Jinghong Xu (Beijing Normal University)

July 10, 2022

14:00
15:20

Parallel 18: Gender, youth, disadvantaged in health communication setting

📍 Parallel 18 – Zhumu Conference: 602523934

-
- 14:00 [Media Compensation and Self-empowerment: Why do Patients with Depression Participate in Virtual Communities?](#) 10'
- Speaker: chenxinyue (Nanjing Normal University)
-
- 14:10 [Associations between social contact pattern as well as its changes and mental health status among Chinese adults: cross-sectional findings](#) 10'
- Speaker: Guodong Shen (The First Affiliated Hospital of University of Science and Technology of China)
-
- 14:20 [A Study of The Influence of Adolescent Ego-Identity on Game Addiction——Sequence Mediating Roles of Avatar Identification and Flow Experience](#) 10'
- Speaker: Yixuan Liu (Shenzhen University) , Jiayu Zhu (Shenzhen University)
-
- 14:30 [From Misogyny to Man-hatred: The Man-hatred speech and Discursive Activism in Chinese Online Communities](#) 10'
- Speaker: Zhu Ran (Communication University of China)
-
- 14:40 [Online Collaborative Writing In Global Memory Space: Take "COVID-19 pandemic" Entry in Chinese Wikipedia as an Example](#) 10'
- Speaker: Yutong Guo (KU Leuven, Social and Cultural Anthropology department)
-
- 14:50 [How they get through the hard times together: Seeking Mechanism of Social Support among Chinese Online Depression Community](#) 10'
- Speaker: Xinying Tan (Ocean university of China)

July 10, 2022

14:00

15:20

Parallel 19: Learning from history of science for tomorrow's world

📍 Parallel 19 – Zhumu Conference: 620698071

14:00 [Plague representations and social metaphors in movies – Taking classic Hollywood movies for example](#) 10'

Speaker: Xuecong He (Peking University) , Lile Fu (Peking University)

14:10 [The restarting of the Alexander von Humboldt Foundation's funding programme in mainland China in the 1970s](#) 10'

Speaker: Zhu Yinzen (School of Humanities and Social Sciences,University of Science and Technology of china) , Xiong Weimin (School of Humanities and Social Sciences,University of Science and Technology of china)

14:20 [Revived and reappeared: memories of SARS in social media](#) 10'

Speaker: He Hongting (Beijing Foreign Studies University)

14:30 [Cultural heritage and public understanding from the perspective of climate change](#) 10'

Speaker: ZHENGHONG CHEN (CHINA METEOROLOGICAL ADMINISTRATION TRAINING CENTRE)

July 10, 2022

14:00

15:20

Parallel 20(1): Graduate student forum for science, health, risk and environment communication

📍 Parallel 20 – Zhumu Conference: 632269262

14:00 [Chinese science journalists: The game of academic backgrounds between traditional and new media](#) 10'

Speaker: Lingfei Wang (Soochow University)

14:10 [Cognition Transformation and Emotion Evolution: A Comparative Study of the Public's Response to the Epidemic under Risk Normalization Based on Weibo Users' Discussions about the Epidemic of COVID-19](#) 10'

Speaker: Zepeng Wang (Dalian University of Technology) , Ailing Wang (Dalian University of Technology) , Qi Liu (Dalian University of Technology)

14:20 [A Study of Adolescents' Body Image: The Influence of Social Media Selfie Behavior and Media Literacy](#) 10'

Speaker: Ouyang Mingzhu (Soochow University)

14:30 [Technology enabled brand value co-creation: Research on the construction strategy of super realistic digital human IP](#) 10'

Speaker: Shuang Wu (Soochow University)

14:40 [Narrative frame in global journalism ethic: A comparative analysis of "Wuhan lockdown" mainstream media reports in China and U.S.](#) 10'

Speaker: Fang Shimin (Tsinghua University) , Zhang Xiao Xue (Tsinghua University)

14:50 [Research on Control Mechanism of Symbolic Violence in Consumption Field in Digital Media Environment](#) 10'

Speaker: Xiuhui Tang (soochow university) , Ai Sun (soochow university)

July 10, 2022

14:00
15:25

Parallel 20(2): Graduate student forum for science, health, risk and environment communication

📍 Parallel 20 – Zhumu Conference: 632269262

-
- 15:00 **Diet and conspiracy thinking: A psychological perspective based on nutritional interventions** 10'
Speaker: Zhuoyue Zhang (Soochow University) , Guoyan Wang (Soochow University)
-
- 15:10 **Construction and Empirical Study of Emotional Entropy Model under Grid Propagation** 10'
Speaker: Yingjie Liu (School of Communication, Soochow University) , Xu Fan (School of Communication, Soochow University)
-
- 15:20 **The innovation inspiration of registered reports in the construction of domestic academic journals** 10'
Speaker: wuyue (Soochow University)
-
- 15:30 **Transformation in Gender Narrative in the Context of Globalization -- Study on the Screen Image of Hua Mulan** 10'
Speaker: Fangyi Xu (Institute of Communication Studies, Communication University of China)
-
- 15:40 **Willing to Take the Bait? A Study on Big Data Discriminatory Pricing in Mobile Gacha Games in China** 10'
Speaker: CAO RAN (Soochow University) , Huang Jiawen (Soochow University)

19:30

19:30
20:00

Closing ceremony and awarding of best conference papers

🎤 Jianbin Jin

20:00

20:00
20:30

Closing Talk: Here there and everywhere, and COVID-19 & China's alternative approach for science communication approach

🎤 Hepeng Jia



Suzhou Pre-Conference
Communicating Science for a Better Post-COVID World
Suzhou, China | 8-10 July 2022

Invitation

Esteemed Mr or Madam,

Congratulations on your study being accepted to the IAMCR 2022 Suzhou Pre-conference on Science Communication! We're hereby extending you an invitation to attend the IAMCR 2022 Suzhou Pre-conference on Science Communication as scheduled on official website.

IAMCR 2022 Suzhou Pre-conference is a complete ONLINE conference. Under the current arrangements, the IAMCR 2022 Suzhou Pre-conference on Science Communication will feature three plenary sessions: the opening on 8 July, the plenary on 9 July, and the closing ceremony on 10 July. There will also be 20 parallel sessions spanning across the three-day duration of the pre-conference.

There is no registration fee for this conference.

School of Communication,
Soochow University, China
June 18, 2022





Suzhou Pre-Conference
Communicating Science for a Better Post-COVID World
Suzhou, China | 8-10 July 2022

Invitation

— · 邀请函 · —

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尊敬的先生/女士:

经过国际媒体与传播研究会 (IAMCR) 年会苏州科学传播前会组委会的筛选, 您的论文已入选本会议! 我们很荣幸邀请您参加IAMCR年会苏州科学传播前会。

本会前会将通过瞩目在线会议平台在线举行。根据目前的安排, 本次会议时间为7月8日至10日, 共包括三场全会和二十场分会。考虑到欧美参会者的时差, 全会全部安排在傍晚举行。

本次会议不收取注册费。

期待与您的相聚!

School of Communication,
Soochow University
苏州大学传媒学院
June 18, 2022
2022年6月18日