

Session 3: 14:10-15:10, 3 December 3 (Saturday) 2016

S3-A

14:10-15:10, Dec 3 (Sat.) Venue: WLB 201

戰略傳播與國家形象

主持人：李華君 評議人：李道平、張昆

The Building and Communication of China's National Image under the Media Agenda-setting: A Case Study of APEC Meetings

媒體議程設置視域下中國國家形象的塑造與傳播：以 APEC 會議為例

Xiaotao CHEN and Junxin LI

陳小桃、李俊欣

Dredge the Channels in Order to Communicate the National Image of China International by Three-Dimension

疏通管道 實現中國國家形象的對外立體傳播

Chuangye WANG and Kun ZHANG

王創業、張昆

The Analysis on the Overseas Communication of Chinese TV Serials and National Image Construction

中國國產電視劇的海外傳播與國家形象建構初探

Wenjuan GUAN

管文娟

Practical Problems and Countermeasure-Seeking---International Production and Spread of Chinese Documentary in the Scope of Cultural Diplomacy

現實問題與路徑探尋：文化外交視野中的中國紀錄片國際傳播

Guangxia NIU

牛光夏

S3-B

14:10-15:10, Dec 3 (Sat.) Venue: WLB 202

戰略品牌傳播

主持人: 何春暉 評議人: 張寧、陳先紅

The Identity Branding of Hengqin: A Fantasy Theme Analysis

橫琴品牌構建的幻想主題研究

Mei WU and Xiaojian ZHAO

吳玫、趙曉健

The Brand Image-Building and Communication Strategy of Wuhan

Enjoying the Beauty of the Flowers with the Perspective of Lohas

樂活視角下的武漢賞花遊品牌形象塑造與傳播策略

Li-ping TAO

陶麗萍

Bosom Friend or Peeping Tom? How We Chinese Perceive Online Behavioral Advertising?

投其所好還是強人所難：中國公眾如何感知網路行為廣告

Yuqin XIAO

肖玉琴

The Re-Defined User Adoption Behavior Model of Mobile Advertising - Taking Wechat Account As an Example

移動互聯網廣告用戶採納行為再定義：以微信公眾號為例

Wanwan WANG

王婉婉

S3-C

14:10-15:10, Dec 3 (Sat.) Venue: WLB 203

數位行銷

主持人: 來向武 評議人: 明安香、范紅

Model of Digital Marketing of Luxury Goods - Take Burberry As an Example

奢侈品數字化行銷模式：以 Burberry 為例

Weixia LV and Jian CHEN

呂維霞、陳健

Research on the Integrated Marketing Communication of the Hallmark Events based on Big Data: Take WUHAN OPEN for Example

基於大資料的標誌性體育賽事整合行銷傳播研究：以“武漢網球公開賽”為例

Bei WANG and Xiaohong WAN

汪蓓、萬曉紅

Reshaping the Brand Communication Content in the Mobile Video Broadcast Era

移動視頻直播時代，品牌傳播內容模式的重塑

Jiawei WANG and Juanjuan HUANG

王佳煒、黃娟娟

The Exploration on Communication Effects and Influence Factors of Internet Advertisements Which Have High Conversation Rate----A Case Study Based on Innovative Advertisements on Wechat Platform

高轉化率互聯網廣告的傳播效果與影響因素探析

Ye LIU

劉暉

S3-D

14:10-15:10, Dec 3 (Sat.) Venue: WLB 207

現代危機溝通

主持人：樊傳果

評議人：陳一香、胡百精

How medium type and crisis type affected crisis communication in enterprise crisis

企業危機事件中危機類型和媒體類型對危機溝通的影響

Jingchao CHEN and Qian XIANG

陳經超、項倩

New Media's Social Responsibility in Crisis Event——Take 'Harbin Expensive Fish Event' As an example

社會熱點事件傳播中的新媒體責任：以“哈爾濱天價魚”事件為例

Minghua XU and Nan JIANG

徐明華、江南

The Communication Effect Confusion of The News Conference During The Outbreak Period of Major Emergencies——A Case Study of “8·12” Tianjin Port Explosion

重大突發事件爆發期新聞發佈會傳播效果之惑：以天津港8·12爆炸事故為例

Jing YU and Pei LIU

于晶、劉培

Public Outrage Factors, Government Response and Its Risk Communication Efficacy : A Case Study on Fake Milk Powder in Shanghai

公共憤怒因素，政府回應及其風險溝通效果研究：以上海冒牌奶粉事件為例

Jie ZHANG and Youzhen SU
張潔、蘇幼真

S3-E

14:10-15:10, Dec 3 (Sat.) Venue: SCC 202

Health Communication and Social Media: Good or Bad?

Chair/Discussant: Terri CHAN

A Qualitative Analysis of the Rumors Appeared after Public Health Crisis on Social Media: Case Study of Rumors in WeChat Appeared after Shandong Vaccine Scandal in 2016

Yusa WANG

Application of the Health Belief Model into the Debate about the Laser Eye Surgery on the Chinese Social Media Platform

Li ZHONG

Who Killed the Two Doctors? Public or Media? - The Chinese Doctor-Patient Conflicts in Social Media

Kangjie LIU and Xiao YU

S3-F

14:10-15:10, Dec 3 (Sat.) Venue: SCC 203

Health Communication Interventions

Chair/Discussant: Vivian SHEER

Online Engagement in Health Fitness Learning: Exploring the Social Utility of Facebook for Health Communication

Hsu-Hsien CHI

Psychosocial factors predict nonadherence to PD treatment: A Hong Kong Survey

K. F. Timothy FUNG, Yu Leung NG, Man Fai LAM and Kelvin LEE

A Review on the Research of Online Health Community and Patient Participation

Ke ZHANG

S3-G

14:10-15:10, Dec 3 (Sat.) Venue: SCC 204

Social Media and Political Communication

Chair/Discussant: Bey-Ling SHA

Dialogic Engagement, Trust in Government and Their Effects on Political Participation in Chinese Society

Yi-Hui Christine HUANG, Song AO, Chingyin IP and Yuanhang LU

Social Media As Crisis Mobilizer in China-Hong Kong Dispute: Revisiting Crisis Communication in Online Confrontations against Profit-making Organizations

Hiu Ying Christine CHOY

How Trust Mediates Social Networking Engagement to Electronic Word of Mouth: Evidence from China

He GONG and Rosanna GUADAGNO

Factors Influencing Public Trust in Local Governments in Environmental Risks in China: Exploring the Effects of Media Use, Perceived Dread, and Perceived Inequality

Qing HUANG