

Session 5: 16:30-17:30, 3 December (Saturday) 2016

S5-A

16:30-17:30, Dec 3 (Sat.) Venue: WLB 201

社交媒體與行為改變

主持人: 譚志強

評議人: 李興國、鄧理峰

The Empirical Research of the Influential Factors of Electronic Supervision over Adolescents from the Perspective of Parent –children Interaction

親子互動視閥下青少年電子監管影響因素的實證研究

Bowei WANG and Yuanyi CHEN

王波偉、陳願伊

Informative Digital Social Media: Traces of Use and Human Behavior Change

數字社交媒體的資訊表達：使用痕跡與行為改變

Qiang LI

李強

Communication Ethics in the New Media Environment

新媒體環境下的傳播倫理與實踐

Zhi LI and Xinyue WAN

李志、萬心玥

Research Summary of "Digital Labor" at Home and Abroad

國內外關於“數字勞工”問題研究綜述

Lingyu WANG

王凌羽

S5-B

16:30-17:30, Dec 3 (Sat.) Venue: WLB 202

危機與公關

主持人: 孫娟

評議人: 殷娟娟、張明新

The Study of Crisis Situation and Relevant Crisis Response Strategies Influence on Consumer Purchasing Intention

企業危機及其回應策略對消費者購買意圖之影響研究

Boru LAI

賴柏儒

Respecting Animal Life VS Defending Dietetic Tradition: Confrontation Crisis in Yulin Dog Meat Festival in China and the Evolution Research of the Legitimacy Strategy of Its Stakeholders

尊重動物生命還是捍衛飲食傳統：中國玉林狗肉節中的對峙危機與利益相關者的合法性策略演變研究

Xin DAI, Ruitong GUO and Minghua XU

戴鑫、郭芮彤、徐明華

The Analysis of Group Psychologies for Network Consensus in Mass Disturbance

群體性事件視域下的網路輿論群體心理行為解析

Weiwei JIANG

江薇薇

Research on Public Relations Quality in the Era of Public Relations

大公關時代的公關素養研究

Likai HE

賀立凱

S5-C

16:30-17:30, Dec 3 (Sat.) Venue: WLB 203

戰略傳播與國家(民族)傳播

主持人：李貞芳

評議人：陳經超、徐明華

EU's Strategic Communication in China: Public Diplomacy and Public Perceptions

歐盟對華戰略傳播：公共外交與公共認知

Li ZHANG

張莉

The Local Practice of the Situational Crisis Communication Theory in China----The Study of Classification and Communication Strategy of Chinese Sports Star Using Stimulant Event in Base of the Situational Crisis Communication Theory

情境式危機傳播理論的中國本土實踐：基於危機情境理論的我國體育明星興奮劑危機分類與溝通策略探討

Rong ZHOU

周榕

The Application and Analysis of The Traditional Cultural Symbol in China's National Image Building

傳統文化符號在中國國家形象塑造中的運用及其分析

Tao ZHANG

張弢

How Media Characteristics Shapes National Identity: A Review of Nationalism Studies in a Time of New Media

民族認同建構過程的媒介意涵：理論爬梳與新媒體時代的民族主義研究

Jia Min YANG

楊鎔民

S5-D

16:30-17:30, Dec 3 (Sat.) Venue: WLB 207

健康戰略傳播

主持人：張景雲

評議人：何春暉、王迪

WeChat Public Platform and Medical Public Relation in the Era of Knowledge Surplus——Illustrated by the Case of Mutual Circle of Breast Cancer

認知盈餘時代微信公眾號與醫療公關：以“乳腺癌互助圈”為例

Yulan WU and Feifan LIU

吳玉蘭、劉非凡

A Study of Health Communication Strategies for Reducing Women's Anxiety Regarding Breast Cancer—Using Doctor-Patient Communication and Pamphlet Communication Strategies with Taiwan Adventist Hospital (TAH) As an Example

傳播消除婦女乳癌疑慮的健康信念策略之研究：以臺灣臺安醫院的醫病溝通與宣傳品傳播溝通策略效果為例

Mei-Ying TSAI, Li-Ting CHANG and Shang-Ta TSAI

蔡美瑛、張立淳、蔡尚達

The Effects of Social Media on Risk Perception and Behavior of Genetically Modified Food

探索社交媒體對轉基因食品消費行為的影響

Lei PENG and Weijie ZHENG

彭壘、鄭焯傑

Health Literacy and Communication Ethics in The Era of New Media: A Case Study on "The Event of Wei Zexi"

新媒體環境中的健康素養與傳播倫理：以“魏則西事件”為例

Pei-an LV

呂佩安

S5-E

16:30-17:30, Dec 3 (Sat.) Venue: SCC 202

戰略傳播與說服

主持人：李華君

評議人：李道平、于晶

Framing the News of Transnational Mergers & Acquisitions: A Content Analysis of Newspapers on Microsoft's Acquiring Nokia

企業跨國併購的報導框架分析與公關意涵：以 Microsoft 併購 Nokia 為例

Ya-Qiong LI, Yi-Hsiang CHEN

李雅瓊、陳一香

Social Media, Political Attitude and Expression of Public Opinion: A Comparative Study of Cross-straits Media and Netizens' Attention during the Official Inauguration of Tsai Ing-wen in 2016

社交媒體、政治態度與民意表達：2016 蔡英文正式就職前後兩岸媒體及線民關注比較研究

Lu LI

李璐

Taking Targeted Measures in Poverty Alleviation and National Image of China
精準扶貧與國家形象

Xuefeng LI and Na HE

李雪峰、何娜

"Fear-Then-Relief" Influences on Compliance of Donation Behavior

以恐懼後緩和策略探討募捐行為之效果

Chun-Chia LIU

劉濬嘉

S5-F

16:30-17:30, Dec 3 (Sat.) Venue: SCC 203

Media Effect and Strategic Communication

Chair/Discussant: Kara CHAN

An Exploratory Analysis of the Congruence between Placement Context and Placed Product Attributes

Fong Yee CHAN

What Hong Kong People are Complaining about Advertising?

Maggie FUNG

Online As Warm and Offline As Competent: A Cross-Media Effect Analysis in China

H. Terri CHAN, Peng Rocky CHEN and H. Caleb TSE

Exploring the Memory Network Change in Synergy: The Effect-Based Concept Map Approach

Yuhmiin CHANG

S5-G

16:30-17:30, Dec 3 (Sat.) Venue: SCC 204

Nation/City Branding

Chair/Discussant: Ling CHEN

Research on International Public Relations Practice of China's "Going Out" Enterprises ---- From the Perspective of Relationship Ecology

Pei LIU

Parasocial Relationship with the U.S. Counsel General: Clifford BB Diplomacy in Hong Kong

Lisa TAM

From Selling to Marketing: Examining China's International Propaganda in a Business Behavior Perspective

Jing SONG

Fantasizing Macau Beyond a Gaming City: Symbolic Repertoires for City Branding

Mei WU and Ying ZHAO