Abstract Section

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The Acceptance of AI Technology for Developing Modern Business Models among Generation Y Entrepreneurs in Thailand

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Absract

This quantitative research aims to analyze the factors influencing the acceptance of Artificial Intelligence (AI) technology for developing modern business models among Generation Y entrepreneurs in Thailand. The conceptual framework was developed based on a synthesis of the Technology Acceptance Model (TAM) and relevant literature. Key factors studied include Perceived Usefulness, Perceived Ease of Use, Social Influence, and Technological Compatibility. Data were collected from 400 Thai Gen Y entrepreneurs whose businesses are no more than five years old, using a purposive non-probability sampling method. A multiple regression analysis was employed to test the hypotheses. The results indicated that Perceived Usefulness (β = .412, p < .001), Social Influence (β = .287, p < .001), and Technological Compatibility (β = .205, p < .01) had statistically significant positive influences on the intention to use AI for business model innovation. Surprisingly, Perceived Ease of Use was not found to be an essential predictor (β = .064, p > .05). The findings provide valuable insights for policymakers, AI developers, and business support organizations to promote AI adoption among new-generation entrepreneurs, ultimately enhancing the competitiveness of Thailand's SME sector.

Keywords: Artificial Intelligence, Business Model Innovation, Generation Y Entrepreneurs, Technology Acceptance Model, Thailand, Multiple Regression

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Authenticity in The Age of Curated Selves: Indonesian Gen Z'S Perspectives on Social Media Identity and Expression

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Abstract

This study examines the perspectives of Indonesia's Generation Z on authenticity in social media, a pressing issue in an era characterized by curated online personas, influencer-driven content, and the increasing mediation of artificial intelligence (AI). Algorithmic recommendation systems, generative AI tools, and automated content curation introduce new layers of authenticity bias, shaping what appears credible, relatable, or "real" in digital environments. AI-driven feeds amplify specific performances of identity—often privileging polished, high-engagement content—while simultaneously blurring the boundaries between authentic self-expression and machine-optimized visibility. For Gen Z, this technological mediation complicates the quest for genuine digital identity, as they must navigate both human expectations and algorithmic pressures.

Drawing on Goffman's Dramaturgical Theory, which conceptualizes social life as a performance where individuals present themselves differently depending on the audience and context, this study situates Gen Z's practices within broader frameworks of impression management. Through a qualitative inquiry involving focus group discussions and thematic analysis, the research uncovers how Gen Z defines and values "authenticity" in social media environments.

Findings reveal a nuanced understanding of authenticity as a balance between personal transparency, strategic self-presentation, and the influence of algorithms. Participants often distinguish between "genuine content" and "performative authenticity," expressing skepticism toward overly polished influencers and sponsored content, as they perceive this as lacking authenticity. Yet, they also acknowledge the pressures of algorithmic trends and AI-driven visibility logics that complicate the pursuit of fully authentic self-representation. The dramaturgical lens highlights how Indonesian Gen Z consciously shifts between "front stage" (curated profiles, brand collaborations) and "backstage" (private sharing, close friends' stories), showing authenticity as a dynamic negotiation rather than a fixed trait. At the same time, AI functions as an invisible "stage manager," shaping what performances are spotlighted and how audiences interpret credibility.

The study highlights the tension between idealized online identities, technological mediation, and the desire for honest communication, suggesting that for Indonesia's Gen Z, authenticity is not about complete vulnerability, but rather about relatability, consistency, and alignment with offline values. These insights provide implications for digital communication strategies, influencer marketing ethics, AI-driven platform design, and youth media literacy programs in the Indonesian context.

Keywords: authenticity, Generation Z, social media, digital identity, AI

Online Public Sentiment Anxiety of Local Government in China and its Mitigation

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Abstract

In recent years, the deepening informatization of society has led to unprecedented speed and breadth in information dissemination, resulting in complex and diverse public opinions. The rapid escalation of online public sentiment has become inevitable, with frequent high-profile incidents attracting widespread societal attention and posing severe challenges to local governments' governance capabilities and emergency response mechanisms. Effectively managing online public opinion has become a critical measure of governmental competence. However, some local governments exhibit "online public sentiment anxiety"—excessive fear of reputational damage, exposure of errors, and accountability—leading to irrational decision-making.

This anxiety not only wastes administrative resources but may also disrupt healthy public discourse and provoke unnecessary public distrust. Thus, accurately identifying online sentiment, ensuring timely and effective responses, and mitigating undue anxiety are urgent challenges for local governments.

This study examines local government's online public sentiment case records, analyzing event details, source platforms, and response strategies through text and content analysis. It investigates local governments' operational patterns in handling public sentiment, summarizes prevailing assessment and processing approaches, and explores underlying causes. Crucially, the study incorporates AI-driven algorithmic recommendation systems to enhance sentiment analysis accuracy and decision-making efficiency. Finally, it proposes actionable policy recommendations to optimize response mechanisms and alleviate irrational anxiety.

Keywords: AI-driven algorithmic recommendation; public opinion anxiety; government responsiveness; China

From Hegemony to Hybridity: Mapping Asymmetries in Global Fact-Checking Practices

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Abstract

Purpose: With the global proliferation of misinformation, fact-checking has become a crucial countermeasure. This study addresses a critical gap in the comparative, cross-regional analysis of fact-checking, particularly between the Global North and the Global South. It aims to uncover the structural and epistemological asymmetries in the global fact-checking ecosystem and to investigate how these dynamics are being formed.

Design/Methodology: The research employs a multi-method approach, combining: 1) a geospatial analysis of 135 fact-checking organizations certified by International Fact-Checking Network (IFCN); 2) a big data analysis of 67,123 fact-checking reports published on the official websites of those organizations; and 3) a manual coding of a stratified sample of 1,200 reports to compare topical priorities and verification methodologies across regions.

Findings: The study reveals enduring structural asymmetries, with 55% of IFCN entities based in the Global North, dominated by media-affiliated models (e.g., AFP, AP). In contrast, Southern entities primarily adopt NGO frameworks. While politics and culture are universal top topics, Northern agencies prioritize public health and military issues, whereas Southern ones focus on public safety, social welfare, and ethno-religious concerns. A key insight is the Southern reliance on AI-assisted verification tools and a disproportionate prevalence of video-based misinformation, reflecting different infrastructural challenges and resource environments.

Originality: This research provides a novel, empirical demonstration of how colonial knowledge hierarchies persist in verification epistemologies, yet are increasingly challenged by Southern "glocalization" strategies. It contributes to the field by arguing for a fundamental reconceptualization of global fact-checking—from a Northern export to a polycentric network—with critical implications for promoting equitable resource distribution and epistemic pluralism in the global fight against misinformation.

Keywords: misinformation, fact-checking, IFCN, cross-regional analysis

Dependency on social media and its effects on users

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Abstract

Purpose: The study aimed to examine how social media usage fosters dependency and leads to cognitive and pro-social behavioral effects among university students. Founded on Media System Dependency Theory (MSDT), it explored how patterns of social media consumption influence dependency goals and their outcomes at a micro level.

Design: A quantitative method was employed to investigate relationships among social media usage, social media dependency goals, and effects. Data was collected from two universities in Islamabad namely, Bahria University and Quaid-i-Azam University. Regression and mediation analyses were used to evaluate the predictive role of social media usage patterns on dependency goals and the mediating function of these goals between usage and effects.

Findings: Results revealed notable gender and behavioral differences in social media engagement. Male respondents used social media more intentionally and for constructive purposes, while females exhibited higher daily and habitual usage. Social media dependency was mainly influenced by users' engagement behaviors rather than exposure duration, with habitual and participatory users showing greater dependency. Regression results confirmed that dependency significantly predicted the effects, while mediation analysis verified its role as a connecting mechanism between usage and effects. Purposeful use of social media yielded pro-social effects, while habitual/excessive use correlated with cognitive strain.

Originality: This study offers a micro-level application of MSDT in the context of social media, an underexplored area in Pakistan. It extends traditional theory into digital media, providing empirical insights into gendered usage patterns, behavioral dynamics, and mediating effects of social media dependency.

Keywords: media system dependency theory; social media; social media effects; Pakistan; quantitative analysis; mediation analysis; regression; cognitive effects; pro-social behavior

Will Users Depend on Generative Artificial Intelligence in Moral Decision-Making Tasks?: An Experiment to Explore Psychological Dependence and Frequency of University Students' Interaction in Beijing from the Perspective of Reverse Domestication

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Abstract

Purpose: AI is thought to potentially reduce decision fatigue and enhance focus, so users may tend to use highly intelligent Generative AI to accomplish complex moral decision tasks, which may lead to reverse domestication of Generative AI in the future. Therefore, this study addressed the main question:

How do complexity of moral-decision task and mind perception affect psychological dependence and frequency of interaction with Generative AI?

Methodology: From the perspective of reverse domestication, this study employed a 2 (mind perception: high/low) × 2 (moral decision-making task complexity: high/low) between-subjects design in experiment and sampled 204 university students in Beijing as participants, constructing a dual mediation model of "Level of mind perception/Complexity of moral decision task---Psychological dependence---Frequency of interaction".

Findings: The study found that high mind perception and high complexity of moral decision tasks can increase the interaction frequency of users with Generative AI by improving psychological dependence. Based on it, Generative AI with different mind perception and moral decision tasks with different complexity can change users' dependence and usage behavior.

Originality: Unlike previous studies, the experimental method was used in reverse domestication theory. Moreover, this study introduced two independent variables, complexity of decision-making and mind perception, into the application of Generative AI. Therefore, when users sense that they depend too much on Generative AI and overuse Generative AI, users can seek assistance from others to complete highly complex decision-making tasks or disconnect with highly intelligent Generative AI.

Keywords: Generative AI; Frequency of interaction; Reverse domestication; Complexity of moral decision task; Mind perception

Analyzing Global Media Coverage of Israel-Iran Conflict 2024

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Abstract

Purpose: This study analyzes the reportage on Iran-Israel conflict that was anticipated to be an ongoing coverage by both CNN and Al-Jazeera, and more precisely, their framing of key things such as the events and the narratives. The main purpose is to understand how these two global media outlets represented and constructed the conflict through their editorial choices and framing perspectives.

Design/Methodology: For qualitative content analysis, NVivo software is used alongside grounded theory. The study focuses on two main themes: Defense Strategies and International Diplomacies. The analysis examines how CNN and Al-Jazeera differ in their representation of the Iran–Israel conflict by identifying frames, word choices, and thematic emphasis within their reports.

Findings: Israel's CNN coverage highlights the dominance of Israel through military and defensive aspects such as the Iron Dome, while civilian casualties are reported as not so important, and portraying Israel as a protector. In contrast, Al-Jazeera covers civilian casualties under Israeli militaristic tendencies coupled with Iran's support for Hezbollah and Hamas and calls for democracy and negotiations, thus constructing the story to support Iranian involvement. The findings show a huge divergence in editorial content: CNN justifies military action as necessary and strategic, while Al-Jazeera focuses on the damage caused to civilians and the broader regional consequences.

Originality: This research highlights how world media are used as ideological tools that influence public narratives and attitudes. It contributes to the ongoing debate on media ethics, diplomacy, and peace-building by shedding light on media framing, its bias, and the resultant narratives in the context of international conflict.

Key Words: Iran-Israel conflict, Media framing, Qualitative content analysis, Grounded theory, Global Conflict reporting.

Research on the Network Public Opinion Governance Mechanism for Enterprise Emergencies Empowered by AIGC
—— Scenario-based empirical evidence based on the "Ailao Mountain" incident

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Abstract

The "Ailao Mountain" incident has become a negative online public opinion phenomenon that has shocked Chinese society, and to a certain extent, it has promoted the introduction of an innovative online public opinion mechanism for enterprise emergencies. Taking the online public opinion triggered by the "Ailao Mountain" incident as the research object, this paper adopts natural language processing techniques such as theme modeling and sentiment analysis, and combines the text reading and content analysis of official Weibo comments to systematically explore the evolution mechanism and governance path of public opinion in enterprise emergencies. The research findings show that the discussion of the event focuses on three core themes: "attribution of responsibility", "ecological protection", and "event progress". Among them, the "attribution of responsibility" topic involves disputes over the compliance of mining activities and loopholes in regulatory processes, while the "ecological protection" topic highlights the value conflict between the development of protected areas and species protection. The emotional tendency is dominated by negative emotions. Empirical research and analysis show that the incident has exposed the "Carter" predicament that enterprises face in public opinion governance, which is "truth dissemination and emotion spread". However, AIGC has broken through the online public opinion governance of enterprise emergencies through an innovative mechanism of "source governance - process blocking - dynamic collaboration". It provides theoretical references and governance paradigms for the practice of online public opinion management in similar enterprise emergencies.

Keywords: Intelligent Era, Online Public Opinion Governance, AIGC (AI-Generated Content), Ailaoshan Incident, Topic Modeling

The Digitalization of Populist Politics in the 21st Century: A Case Study of Pakistan and India

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Abstract

With a particular focus on two well-known political parties, Pakistan Tehreek-e-Insaf (PTI) and Bharatiya Janata Party (BJP), this paper seeks to examine the digitization of populist politics in the twenty-first century. Over the past 20 years, these two political parties have successfully used digital media to forward their populist objectives. This research looks at how online activism, digital communication tactics, and social media influence political narratives, rally followers, and spread populist rhetoric. By avoiding traditional media and facilitating direct, unfiltered contact, the emergence of digital platforms and algorithmic amplification has drastically changed how populist leaders interact with the public. The mobilization of widespread support has been made easier by this digital revolution, but it has also sparked worries about disinformation, polarization, and the swaying of public opinion. In order to create compelling tales, encourage political tribalism, and mobilize marginalized groups, populist leaders have effectively utilized internet resources. It also discusses the possible dangers, such as the weakening of democratic standards, the spread of extremist discourse, and the deterioration of factual discourse. The study emphasizes the global expansion of digital politics and its ability to redefine democratic engagement in the digital era by contrasting the tactics of the PTI and the BJP. It also shows the wider implications of digital technology in contemporary populism.

Keywords: Digitalization, Algorithm, Populism, Polarization, Indo-Pakistan

India's Fifth-Generation Warfare against Pakistan and the Role of Indian Media in Shaping Public Perceptions of the China-Pakistan Economic Corridor (CPEC)

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Abstract

The China-Pakistan Economic Corridor (CPEC) has become the pivot point in the changing stages of geopolitics of South Asia, prominently within the realm of information war between the traditional rivals India-Pakistan. In this context, this study critically analyzes the role of media, from both sides India and Pakistan, in shaping public perceptions of CPEC by underscoring how Indian and Pakistani media basically construct contrasting narratives which ultimately culminates in serving their national interests. These narratives are propagated by public and private media outlets. In this scenario, the Pakistani media strives to portray CPEC as a transformative economic initiative which aims at strengthening and promoting development and regional connectivity; however, the Indian media construes and frames the projects as a geopolitical threat, highlighting the alleged concerns over sovereignty and increasing China's economic and strategic influence in Indian Ocean. Furthermore, this study employs the content analysis techniques particularly of news articles, television broadcasts, talk shows and social media trends and hash tags. Resultantly, this research study underscores the role of traditional and social media and how these sources play their role to shape the public opinion. Findings of the research study reflect that state-sponsored narratives, misinformation campaigns, and strategic media framing contribute to a polarized discourse, stressing nationalistic sentiments, which align with India's national interest, from India against flagship project of Belt and Road Initiative, CPEC. In addition to this, the revolutionary role of social media platforms enhances the strength of these narratives, resulting in further entrenching public perceptions and diplomatic escalations and exchange of harsh statements. Consequently, this study highlights the critical role of media in shaping geopolitical discourse and the implications of information warfare on regional stability. Lastly, the study calls for greater media literacy and responsible journalism from both sides to counter misinformation and foster a more elaborative understanding of CPEC's economic and strategic dimensions.

Keywords: 5GW, CPEC, Media, Public Opinion, Geopolitics, Warfare

The Influence of AI Literacy, Competency, and Attitude on Complex Problem-Solving Skills among SMEs' Accountants in in Central Thailand

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Abstract

Background: The rapid integration of artificial intelligence (AI) across industries has intensified the need to examine its influence on accountants' cognitive and problem-solving skills, particularly within SMEs where resources and training opportunities are often limited.

Objective: This study investigates the impact of AI literacy (AIL), competency and attitude on complex problem-solving skills (CPS) among accountants in SMEs in central Thailand who use accounting software.

Method: A sample of 400 accountants was drawn from service, retail, and manufacturing industries using convenience sampling. Regression analysis was employed to test the relationships among AIL, competency and attitude and CPS.

Results: The findings indicate that accountants have relatively low levels of AIL, and AIL does not significantly enhance CPS, which contradicts earlier studies. In contrast, competency and attitude significantly improve CPS.

Conclusion: The study highlights the importance of integrating competency and attitude into training programs to foster essential problem-solving abilities. Moreover, the study advocates for the implementation of training programs designed to cultivate these skills within the workforce, thereby preparing individuals to navigate the challenges of the digital era where technology is increasingly pivotal.

Contribution: This research contributes to the accounting and SMEs literature by (1) clarifying the inconsistent role of AI literacy in problem-solving skills, (2) emphasizing the significance of Competency and attitude as key determinants of CPS, and (3) providing practical insights for designing training courses, educational policies, and human resource strategies. The implications extend to strengthen national competitiveness in the global arena through workforce readiness in an AI-driven context.

Keywords: AI Literacy (AIL), Competency, Attitude and Complex Problem-Solving Skills (CPS)

Identifying Constructive Media Strategies for Preventing Violent Extremism (PVE) in Pakistan

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Abstract

Purpose: Pakistan is currently grappling with a significant rise in violent extremism, which poses serious threats to the country and society. The increase highlights an urgent need for proactive measures to mitigate it effectively. The study investigated causes behind violent extremism in Pakistan and how media can play a constructive role in preventing and countering it. The study explored whether media's portrayal of extremism contributed to its increase or decrease, also identifying constructive media strategies for prevention of violent extremism (PVE) in Pakistan.

Design/Methodology: Based on the review of literature on violent extremism and international media strategies for PVE, interviews from eleven (11) Pakistani experts belonging to academia, strategic communication, media, law enforcement and PVE were conducted and analyzed using the thematic analysis technique with theory of constructive journalism as the major theoretical guide.

Findings: Thematic analysis of the responses demonstrated that the portrayal of extremism on media was linked to the rise and normalization of violent extremism in Pakistan. Additionally, the study revealed that Pakistan's media strategies were ineffective due to a number of shortcomings including an absence of policies on PVE and ineffective practices. The results suggest that adapting international best practices to Pakistan's cultural, religious and social context is essential for effective PVE initiatives. Furthermore, constructive media strategies for PVE were also identified, which included promotion of dialogue and community engagement, audience segmentation and tailored messaging, integration of victims and former extremists, development of youth centric content, production of documentaries and animations etc.

Originality: The research is authentic and original as it is primary in nature, where data was collected via in-person interviews, while secondary data was collected through literature review and document analysis.

Keywords: Violent Extremism, Prevention of Violent Extremism (PVE), Strategic Communication, Community Resilience, Media Strategies

Influencer-Driven Health Communication on TikTok: A Rhetorical and Sentiment Analysis of GLP-1 Narratives in the Philippines

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Abstract

This study examines the communication strategies, rhetorical framing, and audience sentiment surrounding the promotion and discussion of GLP-1 receptor agonists (GLP-1 RAs) on TikTok, focusing on the viral video "Don't use GLP1, it's dangerous to your Health" by Filipino wellness influencer Kristal Hierco-Reyes (@purejus_kristal). Using a mixed-methods research design, the study integrates quantitative content and sentiment analysis with qualitative rhetorical discourse analysis to explore how influencer-generated health content shapes public perception and ethical awareness. Data were collected through Apify, an AI-powered TikTok scraping tool, which extracted engagement metrics (views, likes, shares, comments), and Divominer, a natural language processing (NLP) platform used for sentiment classification and keyword tokenization of 460 audience comments. Quantitative analysis revealed that most comments were neutral (67.17%) or positive (27.61%), reflecting curiosity, consumer interest, and trust toward the influencer, while only 5.22% were negative, expressing concern about safety and misuse. The qualitative discourse analysis found that @purejus_kristal's persuasive approach relied on experiential ethos, fear–hope emotional appeals (pathos), and simplified moral reasoning (logos) to create an engaging yet ethically ambivalent health narrative. Findings highlight how influencer credibility and affective storytelling drive engagement with complex medical topics, underscoring the need for stronger digital health literacy education and ethical regulation of online medical promotion in the Philippines.

Keywords: glp1, glp1RA, weightloss, wellness, influencer

Empowering Health Administration: Local Government Policy Perspectives in the Digital Transformation Era

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Abstract

Background: The decentralization of health administration has delegated responsibilities to district-level authorities, leading to diverse digital transformations across various regions in West Nusa Tenggara Province, Indonesia. Challenges related to the standardization of procedures, infrastructure, and policy impede the effective delivery of services. This study examines how decentralized systems utilize adaptive strategies to enhance efficiency.

Methods: This research employs a qualitative approach to investigate digital health platforms' technical and organizational aspects. Participants were chosen through purposive sampling. Data collection comprised interviews, focus group sessions, and observational activities. NVivo 14 was utilized for dual-coded analysis with triangulation, ensuring ethical compliance.

Results: A thematic analysis has identified deficiencies in the West Nusa Tenggara Province, where digital health policies have been implemented in 64% (7 out of 11 districts), and the Indonesia OneHealth platform has been utilized by 53% (5 districts).

The finding highlights significant institutional and infrastructural inadequacies, particularly in governance coordination and technological readiness.

Conclusions: Technology plays a transformative role in digital health management. Teams integrate feedback mechanisms while management monitors key indicators. Privacy requires robust identity management. The framework evaluates digital health performance while protecting privacy.

Originality: This study explores the digital transformation and local governance within the health administration system in a region noted for its limited academic exploration.

Plain language summary: In West Nusa Tenggara, 64% of districts have implemented digital policies, while 53% have adopted the One Health strategy for infrastructure development.

Keywords: Empower Health Administration, Government policy, OneHealth Platform

The Strategy Innovation and the Competitive Advantages towards Organizational Performance: SEM Analysis of Tourism Industry in Thailand

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Abstract

Thailand is one of the top destinations in the world. The top five ranking of the countries where the inbound tourists visit the most in the world in 2024 is France (about 100 million tourists), Spain (about 90 million tourists), The United States of America (about 70 million tourists), China (about 66 million tourists) and Italy (about 64 million tourists) respectively. However, Thailand is in the top 8 which there were about 40 million tourists. It shows that Thailand is less competitive than other countries. According to National Tourism Development Plan 2023-2027, Thailand's tourism goals are resilience, sustainability and inclusive growth in tourism. The objectives are to investigate how the strategy innovation and the competitive advantages affect to organizational Performance, to study the Structural Equation Modeling of the strategic innovation and competitive advantages and to study a qualitative method to apply for tourism industry in Thailand. The Structural Equation Modeling or SEM is used. The questionnaire surveys are used to collect statistical information. The sample population is 400 inbound tourists who are participants to answer the questionnaires. It is convenience sampling. The questionnaires are written in English. Moreover, the in-depth interview is used to ask tour operators and travel agencies in Thailand.

Keywords: innovation, competitive advantage, performance, sustainability

How Do Media Attitudes Influence Nationalism: A Study on Chinese Young Netizens

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Abstract

Purpose: This study focuses on post-90s and post-00s netizens in China, aiming to examine how their attitudes toward different types of media affect various forms of nationalism, including intense nationalism, moderate nationalism, reverse nationalism, and non-nationalism. It seeks to clarify the distinct impact mechanisms and provide references for understanding youth social mentality and online nationalism trends.

Design and Methods: Data were sourced from the Survey on Social Mentality of Chinese Young Netizens from 2022 to 2024, which sampled 5,492 active young netizens on Sina microblog through stratified sampling. Their blog posts over the past two years were collected, and a mixed-methods approach was adopted, combining machine learning (SVM) for big data analysis and mlogit regression to explore relationships between media attitudes and nationalism types.

Findings: Positive attitudes toward mainstream media significantly correlate with stronger tendencies toward intense or moderate nationalism, while negative attitudes toward mainstream media are associated with reverse nationalism. Negative attitudes toward commercial media relate to both moderate and reverse nationalism, with a stronger link to the latter. Additionally, regional differences exist. Netizens in northeast China and overseas are more likely to hold reverse nationalism. Higher educational attainment correlates with a greater tendency toward moderate nationalism.

Originality: By differentiating between mainstream and commercial media attitudes and various nationalism forms, and focusing on young netizens as a key group, this study offers unique insights into the dynamic interactions between media perceptions and nationalist orientations in the digital age, enriching research on youth online behavior and value.

Keywords: young netizens, media attitude, nationalism, social mentality

Comparative Effects of An Online Local Storytelling Program on Knowledge, Attitude, and Expected Behavior Across Twelve Thai Universities

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Abstract

This study examines the comparative effects of an online Local Storytelling Program on students' knowledge, attitudes, and expected behaviors across 12 universities in Thailand. The program was developed to enhance media literacy and participatory communication through community-based digital storytelling. A pretest–posttest quasi-experimental design was employed with 726 participants representing northern, central, and southern regions of Thailand. Quantitative data were analyzed using descriptive statistics, paired-samples t-tests, effect sizes, and Pearson correlations; qualitative reflections were used for triangulation. Results revealed significant increases in knowledge and a positive attitude toward community engagement ($p < .05$), as well as moderate improvements in storytelling-related behavioral intentions. The highest cognitive gains occurred at Uttaradit, Walailak, and Ramkhamhaeng universities. The findings confirm that local and digital narratives can strengthen participatory learning and cultural literacy, aligning with Thailand's creative economy and sustainable development goals.

Keywords: *Storytelling; Participatory Communication; Knowledge–Attitude–Behavior; Creative Media; Thailand*

AIGC hypersimulation mimicry environment: Will the world be so unreal? ——In-depth criticism and warning of generating multiple virtual dreamland from ChatGPT to Sora

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Abstract

With the rapid development of generative intelligence technology, the world distortion caused by super-simulated virtual illusion made by AIGC has become a hot issue. From the era of mass communication to the era of generative artificial intelligence represented by ChatGPT, and then to Sora's so-called "explosive revolution of AI images", under the construction of big data, algorithms and computing power, media communication has gradually evolved into multiple virtual worlds: digital replication technology builds the first long-distance online news, and strong editing and weak mining aggravate the alienation of news production and practice; The algorithm model generated randomly by probability creates the second news illusion, and the exhaustiveness of calculation makes AIGC almost completely divorced from reality. Man-machine speech cuts off the rational and open dialogue in the field of public opinion and communication, and interpersonal relationship falls into the social division woven by "man-machine" relationship. The so-called "immersion", "experience" and "sense of presence" brought by AIGC are essentially just more illusory scenes and environments.

From the perspective of media theory history, through the distributed analysis of ChatGPT, Sora and Metaverse, it is found that Lippmann's "mimicry environment" has advanced to a multi-AI hypersimulation virtual fantasy, and the media on which human beings know the world has become an illusion generator in the era of intelligent communication. Based on the risk of multiple virtual dreamlands, it is proposed to develop humanoid robots to directly guard the truth on the spot, establish an interactive learning system to improve the simulation performance, and introduce AIGC identification model to distinguish the check and balance mechanism of human-computer intelligence, which provides some enlightenment for the development direction of media technology.

Keywords: mimicry environment; Virtual reality; AIGC；Sora；Real world

Understanding Media Framing Role in Shaping Organizational Opinion on Role of Persons with Disabilities (PwD) in the Workplace

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Abstract

Purpose: This study investigates how four Malaysian online news media frame organizational perceptions of Persons with Disabilities (PwD) in the workplace, and how these narratives influence HR professionals' attitudes and practices, in comparison with international studies. The objectives are: (1) to examine how Malaysian news outlets frame PwD in relation to employment, and (2) to explore how these frames shape HR professionals' organizational responses.

Design/Methodology: A qualitative case study approach was adopted, combining semi-structured interviews with five HR professionals and content analysis of PwD employment coverage in four Malaysian online news portals (2020–2024). Entman's diagnostic, prognostic, and motivational frames guided the analysis, while international framing studies from the UK, Japan, and UN disability discourse provided comparative context.

Findings: Findings show that Malaysian media predominantly employ the compassion frame, portraying PwD as dependent and in need of assistance. The empowerment frame is less common but has gained visibility in recent years, particularly in stories linked to policy initiatives and international sporting events. HR interviews revealed that charity-oriented frames reinforce risk-averse hiring, with PwD perceived as requiring "special allowances," while empowerment frames position PwD as untapped talent aligned with diversity and corporate social responsibility agendas.

Originality: Success stories and empowerment policies encourage HR leaders to consider flexible work arrangements and targeted training. International literature reflects a similar tension between compassion and empowerment narratives, though Malaysia's reliance on charity framing slows the normalization of PwD inclusion. The study contributes to organizational communication research in Southeast Asia by linking media frames with HR perceptions and workplace practices.

Keywords: Workplace Inclusivity, Organizational Policy, Media Framing, Organizational Communication, Person with Disability.

The Role of Recommendation Algorithms in Shaping Opinion Polarization: Evidence from an LLM-Driven Social Media Simulation

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Abstract

Purpose: This study aims to explore the role of recommendation algorithms in shaping opinion polarization on social media platforms. Additionally, it investigates whether potential intervention strategies, such as exposing users to opposing information, can effectively mitigate polarization.

Methodology: We designed a large language model (LLM)-driven social media simulation system inspired by Twitter. Using this framework, we evaluated five recommendation algorithms—random, popularity-based, follow-based, most-similar, and most-diverse—under different initial network structures and opinion distributions. The results were then analyzed from both the opinion dynamics and network structure perspectives to assess the role of these algorithms in driving or mitigating opinion polarization.

Findings: Compared with random, popularity-based, and follow-based strategies, the most-similar algorithm significantly intensifies opinion polarization. In contrast, the most-diverse algorithm effectively mitigates polarization in the early stages of the simulation but later leads to a rebound effect, showing a trend toward re-polarization. Further analysis reveals that this reversal occurs because recommendation algorithms shape user opinion distributions, which in turn alter algorithmic outputs, creating a dynamically coupled evolution process.

Originality: This framework captures the dynamic coupling between recommendation algorithms and user opinion evolution, revealing how different algorithmic strategies can either amplify or mitigate polarization over time. Our findings highlight the need to reconsider the role of recommendation algorithms: they should not be viewed merely as neutral information delivery tools but rather as active participants in shaping opinion dynamics.

Keywords: Opinion Polarization, Recommender Systems, Agent-Based Modeling, Opinion Polarization

Large Language Models and the Reshaping of Journalistic Professionalism: An Empirical Study of Human–AI Alignment Effects

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Abstract

Research Purpose: This study examines how large language models (LLMs) align with human journalistic practices and what this alignment reveals about the reshaping of journalistic professionalism in the era of AI. It addresses two key questions: to what extent do LLMs reproduce the formal structures of human-written news commentaries, and how do they diverge in value orientation, public responsibility, and rhetorical expression?

Design/Methodology: We compiled a dataset of 122 award-winning Chinese news commentaries as the human benchmark and 474 AI-generated counterparts from four leading Chinese LLMs. Using a nine-dimension coding scheme—covering both formal alignment (framework, argumentation, reasoning, structure, titles, and language) and value alignment (editorial, public, and news values)—we applied Jensen–Shannon distance with equal-N bootstrap and mixed-effects models to assess the degree and stability of human–AI alignment.

Findings: The results reveal a layered and asymmetric alignment pattern. LLMs achieve high convergence with human texts in macro-level "skeleton–logic" features but show weaker alignment in mid-level rhetorical strategies and the lowest alignment in micro-level language style and value-laden expression such as stance clarity, public orientation, and emotional resonance. Despite minor differences, all four models converge toward a similar "safe neutrality" profile, indicating systemic homogeneity.

Originality/Value: Conceptually, the study reframes human–AI alignment as a multi-level and asymmetric process and proposes a three-tier collaboration model: automating low-risk structural tasks, co-creating mid-level rhetorical strategies, and reserving high-level value judgment for human journalists. This framework advances theoretical understanding of LLMs' role in news production and offers practical guidance for newsrooms to integrate AI efficiently while safeguarding public values and professional integrity.

Keywords: sHuman–AI alignment; Large language models; Journalistic professionalism; News production; Value alignment

Strategic Management Accounting and Firm Value: The Mediating Roles of Sustainable Development Goals and Organizational Performance under the Governance–Sustainability Nexus of Thai Listed Companie

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Abstract

This study investigates the causal relationships among *Strategic Management Accounting (SMA)*, *Sustainability Performance (SP)*, and *Good Corporate Governance (GCG)* through the mediating roles of *Sustainable Development Goals (SDGs)* and *Organizational Performance (OP)*, and their influence on *Firm Value (FV)* of companies listed on the Stock Exchange of Thailand (SET). The research addresses significant theoretical and practical gaps, as previous studies have primarily emphasized financial outcomes while neglecting the integration of non-financial and sustainability dimensions in corporate value creation.

A mixed methods approach was employed using an Explanatory Sequential Design (Creswell & Plano Clark, 2018). The quantitative phase involved a survey of 240 listed firms qualified under the SET ESG Ratings 2024, while the qualitative phase engaged 12 senior executives with outstanding sustainability performance through in-depth interviews. Variables were measured using a five-point Likert scale, and the causal relationships were analyzed through Structural Equation Modeling (SEM–PLS) to examine both direct and indirect effects among constructs.

The study posits that effective implementation of Strategic Management Accounting (SMA) enhances corporate decision-making, aligning strategies with sustainability and governance objectives. Such alignment improves both financial and non-financial performance, ultimately enhancing firm value in the long term. The integration of SMA, SP, and GCG through SDGs and OP represents a holistic framework that creates shared value for investors and stakeholders while fostering organizational resilience and competitiveness.

The research contributes theoretically by integrating the Resource-Based View (RBV), Agency Theory, and Stakeholder Theory to explain how firms can achieve sustainable competitive advantage through the strategic use of accounting information and sustainability practices. Practically, it provides policy implications for Thai listed companies, emphasizing the need to adopt SMA-driven sustainable strategies aligned with the SDGs to strengthen governance, enhance transparency, and maximize long-term firm value within the evolving ESG landscape of emerging markets.

Keywords: Strategic Management Accounting, Sustainability Performance, Good Corporate Governance, Sustainable Development Goals (SDGs), Firm Value

Perceptions of and digital payment and currency choice among international tourists in Cambodia

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Abstract

In March 2025, 358 international tourists were interviewed in two key locations, Siem Reap and Phnom Penh, using a structured questionnaire to analyze their currency usage and their image in Cambodia. The data collection was carried out by nine undergraduate enumerators in Siem Reap and five graduate enumerators in Phnom Penh, all of whom were proficient in English and had received training from a lead researcher, prior to conducting interviews. A convenient sampling method was employed, with enumerators strategically visiting high-traffic tourist areas such as museums, riverside attractions, Angkor Wat, and pub streets to ensure a diverse representation of travelers. Initially, a paper-based questionnaire was used, allowing respondents the flexibility to either complete it themselves or have enumerators record their responses based on preference. Following data collection, Google Forms was utilized for digital entry, and the dataset was subsequently downloaded in Excel format. The lead researcher then organized the data and applied labels in STATA for structured analysis. Final data processing and analysis were conducted using STATA 18.5. Before interviews commenced, respondents were informed of the research purpose, and only those who provided consent were included in the study. The most positively perceived attributes reflect strong appreciation for cultural & history, friendly Cambodian people toward visitors. On the other hand, the least positively perceived attributes relate primarily to infrastructure and the environment. Air quality, drinking water, language barrier, and sanitation standards received the lowest ratings. Overall, the survey results indicate that visitors had a highly positive experience in Cambodia. The majority of respondents expressed satisfaction with their trip. Credit or debit cards are the most commonly used digital payment method, favored by 65% of tourist respondents. Slightly less than half of tourists (44%, or 145 tourists) preferred to use cash to digital payment in Cambodia. The most common reason, cited by 47% of those who prefer to use cash, is simply a personal preference for using cash. Additionally, 23% noted that digital payment options are often unavailable in shops, which further reinforces their reliance on cash

Keywords: tourists, image, perception, currency, digital payment

The Deficiency of Public Opinion in Transboundary Water Governance: Thai Civil Society and Dam Projects on the Mekong River

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Abstract

The purpose of this study is to examine the influence of public opinion and civil society on agenda setting in transboundary environmental governance. Using the case of Thai civil society's opposition to the Pak Beng Dam on the Mekong River, this study seeks to assess the limitations of public opinion in shaping policy outcomes when multiple state and non-state actors with divergent interests are involved. It is to address the broad research questions of how public opinion influences the agenda-setting process in transboundary environmental governance. In addition, what are the limitations of Kingdon's Multiple Streams Framework in explaining agenda setting in transboundary contexts? Employing a qualitative approach, the study draws on content analysis of government reports and media coverage, supplemented by interviews with civil society activists and environmental NGO workers. Building on Kingdon's revised MSF and Koebele's recent application of the framework to U.S.–Mexico collaboration on the Colorado River Delta, the findings suggest that public opinion exerts limited influence on transboundary agenda setting. In the case of Mekong dam construction, decision-making power rests with state actors and investors beyond the reach of marginalized communities, despite Thailand's relatively robust civil society. This research contributes to the refinement of the MSF by demonstrating its applicability to transboundary contexts, while also underscoring the challenges of civil society engagement in shaping outcomes. It suggests more precautionary approaches by both civil organizations and public authorities in addressing transboundary environmental projects.

Keywords: Public opinion, multiple streams, transboundary, dam, Mekong River

The Impact of Transformational Leadership and Inner Development Goals (IDG) on Employee Engagement and Organizational Sustainability Performance

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Abstract

Purpose: Amidst global sustainability challenges, new leadership frameworks are imperative for organizations. This study, therefore, aims to investigate the influence of Transformational Leadership, based on the concepts of Bass and Avolio, and the novel framework of Inner Development Goals (IDGs) on Organizational Sustainability Performance. It specifically tests the mediating role of Employee Engagement, addressing a research gap by integrating leaders' internal competencies into corporate sustainability models.

Design/Methodology/Approach: This research employed an exploratory sequential mixed-methods design. In the quantitative phase, data were collected via a questionnaire, developed based on established instruments like the Multifactor Leadership Questionnaire (MLQ) and the Utrecht Work Engagement Scale (UWES), from a sample of 400 employees in companies listed on the Stock Exchange of Thailand's ESG Ratings. Structural Equation Modeling (SEM) was utilized to test the hypothesized model.

Findings: It is anticipated that both Transformational Leadership and leaders' Inner Development Goals will have a significant positive influence on Employee Engagement. Furthermore, Employee Engagement is expected to function as a crucial mediator, transferring the positive effects from both leadership constructs to Organizational Sustainability Performance. This result highlights employee engagement as a key mechanism for driving sustainability objectives.

Originality/Value: This research offers originality by being one of the first empirical studies to integrate the nascent IDG framework into leadership and sustainability literature. Its value lies in proposing a holistic leadership model that connects external behaviors (Transformational Leadership) with internal competencies (IDGs). The findings are poised to provide actionable insights for organizations to develop their leaders and foster engagement to drive tangible sustainability outcomes within the ESG framework.

Keywords: Inner Development Goals (IDGs), Transformational Leadership, Organizational Sustainability, Employee Engagement, ESG

Eco-Gig-AI in the CLMVT Periphery: A Literature-Led Blueprint for Capability Conversion and Sustainable Advantage

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Abstract

Positioned explicitly as a literature-driven phase of a broader research endeavor, this paper offers a clarified map of constructs, measures, and causal claims shaping how CLMVT ecotourism SMEs achieve resilience. Our synthesis integrates three strands: dynamic capabilities (sensing, seizing, reconfiguring), adaptive marketing as the market-facing conversion mechanism, and boundary conditions endemic to CLMVT—uneven digital maturity, persistent market turbulence, and intensifying environmental orientation. The contribution is not new field evidence, but a decision-ready blueprint that prioritizes the highest-value uncertainties for subsequent empirical testing.

Methodologically, we pair protocolized searching and screening with a structured comparison framework that codes theory use, measurement quality (reflective vs. formative specification, validity evidence), estimation strategies (from regression to SEM/PLS-SEM), and contextual alignment (firm size, sub-sector, institutional features). This approach distinguishes absence of evidence from evidence of absence and locates contradictory findings in divergent operationalizations.

The review sharpens the precise gap statement. Capability mediation remains under-validated in small-firm tourism samples; moderators are invoked but frequently measured as crude dummies; and CLMVT coverage is patchy, with region-salient constructs—community stewardship, authenticity signaling, carbon-lite itinerary design, gig-based expertise recombination—under-specified. We therefore propose a next-phase agenda: develop context-sensitive instrumentation; pretest via cognitive interviews; establish cross-country measurement invariance; and estimate a mediated-moderated model with bootstrapped indirect effects and latent interactions. By making the review status and purpose explicit, we ensure the forthcoming empirical work advances beyond generic replication to a targeted resolution of high-value gaps for CLMVT scholarship, policy, and practice.

Keywords: Gig Economy, Ecotourism, CLMVT, Sustainable Advantage, SMEs

Ethics of Tour Guides and Tourism Entrepreneurs in the Thai Tourism Industry in the Digital Era

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Abstract

The rapid advancement of digital technology has significantly transformed Thailand's tourism industry, influencing how tour guides and tourism entrepreneurs operate, communicate, and engage with travelers. This study explores the ethical dimensions of tour guiding and tourism business management in the digital era, focusing on issues related to professionalism, online communication, data privacy, and digital responsibility. The objectives are to examine existing ethical standards under the Thai Tourism Business and Guide Act, identify emerging ethical challenges in the context of digital transformation, and propose guidelines for maintaining ethical conduct in digital tourism practices. The research employs a qualitative approach through document analysis and literature review of professional codes of ethics, tourism regulations, and related academic studies. The findings indicate that digital ethics particularly in areas such as online transparency, responsible content sharing, and the protection of tourist data has become a crucial component of professional conduct. The study emphasizes that fostering ethical awareness among tour guides and entrepreneurs not only enhances trust and service quality but also supports sustainable tourism development in Thailand. The proposed ethical framework contributes to strengthening governance and promoting responsible digital practices within the Thai tourism industry.

Keywords: ethics, tour guides, tourism entrepreneurs, digital era, sustainable tourism

See What We're Saying:
Strategic Accommodation in Deaf/Hard-of-Hearing Content Creation

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Abstract

Purpose: This study investigates how deaf or hard-of-hearing (d/HoH) content creators express their identity and culture through digital practices. Using communication accommodation theory (CAT), this paper explores further how social media practices of Indonesian d/HoH content creators constitute a form of digital agency by examining current trends or phenomena in d/HoH social media content creation and accommodative strategies when interacting with their non-disabled audiences.

Methodology: Qualitative content analysis was conducted by employing systematic coding grounded in the constructs of CAT to analyse posts and comments from 10 prominent Indonesian d/HoH content creators on TikTok and Instagram. Interviews with select d/HoH content creators provide deeper insights on their living experience and strategic choices in communication accommodation.

Findings: The analysis reveals that d/HoH creators employ strategic navigation in which they converge to bridge communication gaps with audiences while purposefully diverging to assert collective identity and cultural pride. The study also highlights their agency in utilizing and subverting platform features to manage accommodation processes.

Originality: This research challenges disability stereotypes by showcasing d/HoH agency in digital spaces. The findings also highlight how multimodal platform features both enable and constrain accommodation processes, underscoring the need for platforms to prioritize accessibility features to support equitable participation in digital discourse.

Keywords: accommodation, d/HoH, platforms, content

Creative Tourism through Art-Driven Place Branding and Community Communication: A Case Study of Talad Kao Hua Takhe

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Abstract

This study investigates the integration of art-driven place branding and community communication as a strategic mechanism for advancing creative tourism within the framework of community-based tourism (CBT). Adopting a literature-based analytical approach, the study systematically reviews and synthesizes scholarly works related to creative tourism, place branding, community communication, and CBT. The review critically examines theoretical perspectives and empirical findings to explore how artistic expression and community narratives contribute to destination branding and the sustainable development of tourism. The findings indicate that art-driven place branding reinforces local identity while fostering the co-creation of cultural and experiential value among residents and visitors. Furthermore, community communication emerges as a critical process in articulating and transmitting cultural meanings, promoting mutual understanding, and strengthening the sense of place. The integration of these two elements enhances social cohesion, economic vitality, and cultural continuity, thereby ensuring the long-term sustainability of CBT initiatives. The originality of this study lies in its conceptual synthesis of art-driven place branding and community communication within the context of creative tourism. It advances theoretical understanding by elucidating how creative practices and collective narratives can be strategically aligned to enhance destination image, cultivate authentic engagement, and sustain community-based tourism in contemporary urban cultural settings.

Keywords: Creative Tourism,Art-driven Place Branding, Community Communication, Community-Based Tourism (CBT), Sustainable Tourism Development

An Analysis of Cultural Dissemination Intentions on Tiktok Among the Tujia People of China: Integrating Maslow'S Hierarchy of Needs and The Tam2 Model

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Abstract

This study explores the factors influencing the Tujia people's willingness to use TikTok as a medium for disseminating their distinctive cultural heritage, rooted in ancient Chinese traditions. Integrating Maslow's Hierarchy of Needs with the Technology Acceptance Model 2 (TAM2), this research establishes a multidimensional theoretical framework that bridges psychological motivation and technology adoption. Based on 483 valid questionnaires collected from Tujia communities in the Chongqing region, Structural Equation Modeling (SEM) was employed to examine the causal pathways affecting users' intentions.

The findings reveal that mate selection needs, ethnic friendship needs, cultural respect needs, and self-realization needs significantly and positively shape the Tujia people's perception of TikTok's usefulness for cultural dissemination. Moreover, both perceived usefulness and perceived ease of use strongly enhance their willingness to engage with the platform. Conversely, economic security, cultural safety, cultural identity, output quality, and result demonstrability show no significant impact on perceived usefulness.

This research underscores TikTok's potential as an effective cultural communication tool among ethnic minorities and contributes theoretically by extending Maslow's framework with cultural dimensions. It offers valuable insights into how cultural motivations drive technology adoption within traditional communities.

Keywords: TikTok, Tujia, Cultural Communication, Perceived usefulness

Mediated Bridges: The Nanyang Chinese Newspapers and the Making of China's Transnational Public Sphere (1881-1942)

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Abstract

This study aims to explore the pivotal role of Chinese-language newspapers in colonial Southeast Asia (Nanyang) in facilitating the emergence of a transnational public sphere from 1881 to 1942. It moves beyond the Eurocentric model of Jürgen Habermas to investigate how these diasporic media created a unique discursive space that transcended territorial borders, serving both the identity formation of overseas Chinese communities and the socio-political dynamics of modern China.

This research employs a historical case study approach, focusing on in-depth analysis of representative publications such as Nanyang Siang Pau. Through a combined methodology of archival research and systematic content analysis of editorials, news coverage, and feature articles, the study examines the operational models, content strategies, and socio-political contexts of these newspapers. This dual methodology allows for both a detailed textual analysis and a broader understanding of the institutional and colonial constraints within which they operated.

Findings reveal that these newspapers constructed a diasporic public sphere shaped by Chinese nationalism, local identity, and colonial constraints. They played vital roles in disseminating information, shaping China's modern image, mediating overseas opinion, and advancing China's revolutionary modernization.

The study contributes to media history and transnational communication theory by highlighting the agency of non-Western diasporic media. It offers a historical lens to understand the dynamics of contemporary global public spaces and underscores the interconnectedness of media, diaspora, and modernity in China's international history.

Keywords: Public Sphere, Transnational Communication, Chinese Diaspora, Media History, Nanyang Newspapers

Engkor as Ritual: A Participant Observation of Chaoshan Engkor's Translocal Communication in Thailand

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Abstract

Purpose: This study treats the diachronic process of Engkor's translocal dissemination from Chaoshan, China, to Thailand to explore how diaspora Chaozhou establish its cultural adaption system and operational mechanism within community.

Design/Methodology/Approach: Through participatory observation across four Thai provinces and in-depth interviews with 12 Engkor's dancers in Thailand and 10 Chaozhou's interviewees, this study reveals how Engkor functions as a cultural ritual embedded in the daily lives of Thai-Chaozhou immigrants.

Findings: First, Engkor's dissemination in Thailand relies on dual channels — substantive channels including immigrant mobility and comes with the construction of personal associations provide human and logistical resources, while relational channels embedded in emotional bonds and belief systems transform diasporic trauma into cultural resilience. Second, reflecting on Engkor's interaction with local culture, this study discoveries Engkor develops an "assimilation-integration-feedback (AIF)" Framework: evolving from passive adaptation to Thai culture, through innovative fusion for self-renewal, toward ultimately feedbacking its original culture via translocal exchange, thereby forming bidirectional cultural flows.

Originality/Value: This study reveals the mutually constitutive relationship between material foundations and affective networks in cross-cultural heritage transmission, offering new perspectives for understanding cultural adaptation and identity construction within migration.

Keywords: Engkor, Thailand, Translocal communication, Culural resilience, Enclave

Beyond Historical Essentialism: Contemporary Contexts of the Caribbean Reparations Movement

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Abstract

This study analyzes the low level of public awareness regarding the movement for reparations for colonial rule and slavery from former colonizing powers in the Caribbean. While this reparations movement has continued since the adoption of the CARICOM Action Plan in 2014, it faces the challenge of low public recognition and mobilization.

I hypothesize that the varying degrees of mobilization for such reparation movements, of which numerous examples can be seen worldwide, are not directly caused by historical essentialism rooted in the past dominion and oppression. Instead, I propose that they are shaped by the current socioeconomic and cultural context. I specifically focus on the possibility that the strength of racial and ancestral identity influences public mobilization.

To test this hypothesis, I will conduct a survey of public attitudes in three CARICOM member states: Jamaica, Trinidad and Tobago, and Barbados. The survey will quantitatively measure citizens' sense of belonging to their race and roots, as well as their attitudes toward the reparation movement.

This presentation will report on the detailed research plan and discuss the relationship between my study and previous studies. This research is expected to provide a new perspective on the factors that drive historical reparations movements, many of which have gained momentum worldwide since the 1990s, and to make an important contribution to understanding the role of identity in a post-colonial context.

Keywords: Caribbean, reparation, post colonialism, nationalism

A Study on Legal Large Language Models(LLM) in Korea:
Focusing on Hallucination and Security Risks

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Abstract

This study examines the current status and research trends of large language models (LLM) specialized for law, focusing on hallucination and information security risks. LLM has already been introduced into practice worldwide across various domains—including contract review, case law search, and document drafting—primarily by large law firms and global legal information companies, with reported improvements in efficiency and accuracy. On the other hand, despite the growth of the Korean legal tech industry, full-scale commercialization in Korea is delayed due to factors such as limited data accessibility, regulatory barriers, and the conservative nature of the legal profession. We synthesize and organize existing literature to analyze key hallucination and security issues, proposing technical, institutional, and societal response directions. The findings confirm that the adoption of cutting-edge techniques like Retrieval-Augmented Generation (RAG) and fine-tuning, establishing standards and accountability frameworks for legal artificial intelligence (AI) use, enhancing legal community awareness, and developing ethical guidelines are essential in the areas of Korean legal tech. In sum, the true value of legal LLM can only be realized when technological improvements, institutional enhancements, and expanded social acceptance are organically integrated.

Keywords: AI, Legal LLM, Generative AI, Hallucination, Information Security, LegalTech

The Analysis on AI and the Future of Human Agency in Historical Perspective

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Abstract

Throughout history, humans have consistently developed groundbreaking technologies, from fire and the wheel to modern computing, showcasing their capacity to innovate and control their creations. However, technological advancements have often been accompanied by waves of speculative anxiety——during which exaggerated claims about the transformative or even apocalyptic consequences of new innovations dominate public discourse. Artificial Intelligence is no exception. While some argue that AI will erode human agency, history suggests the opposite: humans have always tamed disruptive technologies, integrating them into society in ways that enhance control rather than diminish it. From agriculture and writing to industrialization and computing, each major technological leap initially provoked concerns about autonomy and displacement, only for humanity to emerge with even greater agency. Al, despite its rapid development, remains bound by human-defined parameters—it cannot act autonomously, set its own objectives, or augment itself beyond human oversight. Even in the face of global existential challenges such as climate change, weapons of mass destruction, and environmental crises, humanity has demonstrated resilience, adaptability, and the capacity for responsible governance. Philosophers like Hubert Dreyfus and John Searle have long argued that Al lacks true understanding, reinforcing its role as a tool rather than a sentient entity.

This presentation contends that the narrative of Al as an existential threat is an overstatement typical of technological hype cycles. Rather than diminishing human agency, Al will be harnessed to expand it, reinforcing humanity's long-standing ability to shape its future in alignment with ethical and societal values.

Keywords: Artificial Intelligence, Technological Advancement, Ethical Development

Effects of Online News Media Uses on Political Efficacy and On and Offline Political Discussion: Mediating Effects of Political Efficacy and Online Political Discussion

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Abstract

This study examined the extent to which uses of current affairs and political content on portal sites (Naver, Google) and social media platforms (Facebook· Instagram, Kakao Story) influences users' political efficacy and participation in political discussions both online and offline. The findings indicate that such media use enhances internal political efficacy, which subsequently promotes online political discussion and, ultimately, offline political discussion. Internal political efficacy and online discussion were shown to exert significant mediating effects within this sequential process. These results provide empirical evidence that exposure to political and current affairs content through online media reinforces individuals' internal political efficacy. In line with previous researches, the findings suggest that media use extends beyond the acquisition of knowledge to foster political confidence, which in turn encourages more active political participation. Portals and social media platforms thus play a critical role in shaping the attitudinal foundations upon which democratic participation depends. Another notable implication of this study is the mediating role of online political discussion in the relationship between online media use and offline political discussion. Online political discussion does not merely constitute passive or superficial engagement but serves as an arena in which political confidence can be translated into tangible action. In this sense, online political discussion functions as both a training ground for democratic communication and a catalyst for cultivating a culture of deliberation.

Keywords: Portals, Social media, Political efficacy, Online political discussion, Offline political discussion

Democracy Subverted or Reinvented? AI's Disruptive Role in Electoral Campaigns Across Southeast Asia

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Abstract

Artificial Intelligence (AI) is becoming a transformative force in election campaigns worldwide. Political actors employ AI to strategize, supporters generate campaign materials through tools like ChatGPT, and governments attempt to regulate its use. In Southeast Asia, where social media dominates political engagement, AI poses both opportunities and risks for democratic practices. This research examines electoral cases in Malaysia, Indonesia, and the Philippines, focusing on regulatory strengths, weaknesses, and emerging challenges. The study revealed that Malaysia illustrates a policy-driven approach, emphasizing regulation and data governance. Indonesia criticizes the rampant weaponization of AI through microtargeted messaging and algorithmic propaganda. The Philippines highlights the risks of AI-driven disinformation, intensifying concerns about manipulation and declining trust in democratic processes. Situated at the intersection of political communication and technology studies, the research makes three contributions. First, it offers a regional needs analysis of AI's role in elections. Second, it proposes preliminary guidelines for the responsible use of AI in campaigns, balancing innovation with voter protection and democratic safeguards. Third, it maps future research directions, urging comparative and critical approaches that account for platform governance and cultural contexts. By placing Southeast Asia within global debates on AI and democracy, the study emphasizes that AI is not a neutral tool but a contested instrument capable of either deepening polarization or, if responsibly managed, strengthening democratic participation.

Keywords: AI in elections, Southeast Asia, Policy Studies, Political Communication

Populist Parties and Emotional Appeals in Japan's Political Communication

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Abstract

Purpose: This study aims to examine how populist parties in Japan employ emotional language in their policy documents and political messaging. Populism is typically characterized by a dichotomy between "the people" and "the elite," and is often associated with the strategic use of emotions such as fear, anger, pride, and hope. While existing scholarship has primarily focused on Europe and the United States, similar dynamics are increasingly evident in the Japanese context.

Design/Methodology: The paper analyzes multiple Japanese parties, including a conservative populist party (Sansei), a left-wing populist party (Reiwa Shinsengumi), and the ruling Liberal Democratic Party. Policy documents and official statements are examined to categorize rhetorical expressions into emotional categories and to investigate how these expressions are framed within political communication. The analysis employs both qualitative and quantitative approaches, enabling systematic classification and comparison.

Expected Contribution: Instead of presenting detailed findings, this paper highlights the expected contribution of the study: it clarifies how emotional rhetoric functions as a persuasive resource in Japanese politics and demonstrates how different parties mobilize emotional appeals in distinctive ways.

Originality: This study contributes to the broader literature on populism and political communication by situating the Japanese case within comparative perspectives. It underscores the importance of emotions as a lens for understanding political narratives and enriches scholarly discussion of political communication in non-Western contexts.

Keywords: populism, emotional rhetoric, Japanese politics, political communication

Between Innovation and Ethics: Government and Industry Views on AI in Filmmaking

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Abstract

Artificial Intelligence (AI) is rapidly transforming the global film industry. In Indonesia, the adoption of AI in film production (particularly in visual effects, editing, and voice synthesis) has sparked public debates about its implications for ethics, regulation, and cultural values. This study examines how Indonesian film production companies integrate AI into their workflows while balancing efficiency gains with the preservation of artistic authenticity and local culture. Using a qualitative research design, the study draws on three focus group discussions (FGDs) with key government stakeholders and in-depth interviews with five practitioners directly involved in film production. Findings reveal that industry players widely view AI as a supportive tool rather than a replacement for human creativity, emphasizing the irreplaceable role of human taste, intuition, and emotional depth. AI is recognized for its potential to accelerate routine processes, reduce production costs, and expand creative possibilities. However, concerns persist over regulatory gaps, copyright ownership, algorithmic bias, and the erosion of traditional values and cultural authenticity. Government institutions adopt an optimistic stance toward AI but struggle to address urgent issues such as distribution infrastructure, incentives, and AI literacy in education. The study highlights the need for adaptive regulations, improved AI literacy across society, and a balanced integration of technology and traditional methods to safeguard aesthetic quality and cultural integrity. By situating these findings within media ecology and technological determinism theories, this research underscores AI's transformative but ambivalent role in reshaping Indonesia's film production ecosystem.

Keywords: Artificial Intelligence, Indonesian Film Industry, Cultural Authenticity, AI Literacy, and Human-Machine Collaboration

From Oratory to Colloquialism: Theory and Practice in Contemporary Political Rhetoric and Persuasive Speaking

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Abstract

This paper investigates the evolving features of modern political oratory across both Western and non-Western societies, offering a comparative and interdisciplinary perspective on how political communication has transformed over recent decades and how it affected public opinion. Drawing upon insights from communication studies, linguistics, and social and political psychology, the paper uncover how political rhetoric has adapted in response to changing social, cultural, and historical contexts. By analyzing political speeches and public discourse from a diverse set of countries, we trace the trajectory of rhetorical shifts—highlighting changes in argumentation strategies, speaking styles, emotional appeals, and the use of framing when addressing mass audiences. One of the key contributions of this paper lies in its global scope. Rather than focusing solely on Western democracies or well-documented political systems, we integrate case studies from a broad range of national contexts to understand both convergences and divergences in rhetorical styles. Through this lens, we explore how local traditions, institutional frameworks, media landscapes, and political ideologies influence the development of modern oratory. The paper also considers the impact of technological advancements and social media, which have redefined how politicians engage with the public and present themselves in the digital age. Our findings reveal a complex interplay between enduring rhetorical traditions and innovative communication tactics tailored to contemporary audiences. We propose a conceptual framework for analyzing political rhetoric that accounts for both global trends and localized variations.

Keywords: political rhetoric, culture, political system, social media, mass audiences

ID: 163

Public Opinion in Disaster Contexts: Indigenous Knowledge and the SALIGAN Framework in the Philippines

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Abstract

Public opinion in disaster contexts is shaped not only by official communication but also by cultural frameworks and indigenous knowledge that influence how warnings are interpreted, trusted, and acted upon. This study explores how local stakeholders in San Luis, Aurora, Philippines form opinions and responses to disaster messages within overlapping systems of institutional communication and community-grounded epistemologies. Drawing from interviews, focus group discussions, and document analysis in a qualitative case study, the research highlights how residents and barangay leaders interpret messages through practices of *bayanihan* (collective solidarity), *pakikiramdam* (shared sensitivity), *kapwa* (shared identity and interdependence),, and spiritual faith. Findings reveal an epistemic dissonance: while government messaging often follows technocratic templates, communities rely on culturally resonant cues and kinship-based trust networks to guide decision-making. To address this gap, the study advances the SALIGAN Framework, a seven-pillar model—Strategic Communication Modes, Aligning to Cultural and Linguistic Contexts, Local Participation, Integrated Knowledge Co-creation, Guidance Through Feedback, Anchoring in Governance, and Networking and Replication—that integrates scientization with indigenous epistemologies. By embedding cultural knowledge into formal communication processes, the framework reframes disaster messaging as a dynamic site of public opinion formation. This contributes to decolonizing communication scholarship and offers insights for enhancing trust, inclusivity, and resilience in public communication across Asia and the Global South.

Keywords: Public opinion, Indigenous Knowledge, Disaster Communication, Decolonization, SALIGAN Framework

The Impact of LGBTQ Health Tourism on Tourism in Thailand

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Abstract

The research entitled *"Wellness Tourism of LGBTQ Travelers and Its Impact on Thailand's Tourism"* aims to investigate the push and pull factors influencing the satisfaction of LGBTQ tourists toward wellness tourism in Thailand. This study employed a quantitative research method, collecting data from 400 LGBTQ wellness tourists, both Thai and international. A questionnaire was used as a research instrument, and data were analyzed using descriptive and inferential statistics to examine the relationships among push factors, pull factors, and tourist satisfaction.

The findings are expected to reveal that push factors such as the desire for relaxation, health care, and life balance, together with pull factors such as facilities, service quality, and a gender-diverse-friendly image, significantly influence the satisfaction of LGBTQ tourists in Thailand's wellness tourism. The results of this study can serve as a guideline for developing effective wellness marketing strategies, enhancing Thailand's image as a "Destination of Health and Equality," and promoting the country as a regional hub for LGBTQ wellness tourism at the international level.

Keywords: Wellness Tourism, LGBTQ Tourists, Push Factors, Pull Factors, Satisfaction, Tourism Marketing, Thailand

A Model of Innovation Capability, Digital Competency, and Change Readiness for Digital Transformation and Sustainable Organization Performance

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Abstract

This research explores the interrelationships among innovation capability, digital competency, and organizational change acceptance, and how these factors influence digital transformation and sustainable organizational performance. As organizations face increasing pressure to adapt to technological disruption and shifting market expectations, understanding the internal dynamics that support successful transformation becomes essential.

The study is grounded in the premise that digital transformation is not solely a technological upgrade, but a strategic and cultural shift requiring alignment across multiple organizational dimensions. Innovation capability reflects an organization's ability to generate and implement new ideas that drive competitive advantage. Digital competency encompasses the skills and infrastructure needed to leverage digital tools effectively. Organizational change acceptance represents the willingness of individuals and teams to embrace transformation initiatives, which is often a critical determinant of success.

The theoretical foundation of this study draws from several established frameworks. Schumpeter's theory of innovation underpins the concept of innovation capability, emphasizing the role of creative destruction and entrepreneurial dynamism in organizational renewal. The Resource-Based View (RBV) supports the notion of digital competency, framing technological assets and digital skills as strategic resources that contribute to sustained competitive advantage. Lewin's Change Management Model informs the understanding of organizational change acceptance, highlighting the psychological and structural processes involved in unfreezing, changing, and refreezing behaviors during transformation. Together, these theories provide a robust lens through which the interactions among the variables can be examined.

To investigate these relationships, the research adopts a mixed-methods approach. The qualitative phase involves semi-structured interviews with organizational leaders to capture insights into their experiences and perceptions of transformation efforts. These findings will inform the design of a quantitative survey instrument, which will be distributed to a broader sample of organizations. Statistical analysis, including structural equation modeling (SEM), will be used to test the proposed conceptual framework and examine the strength and direction of relationships among variables.

Currently in its early stages, the study aims to contribute to the broader disclosure on digital transformation by offering a holistic model that integrates capability, competency, and change readiness.

Keywords: Innovation capability, Digital competency, Organizational change, Digital transformation, Sustainable Organization Performance

Crisis Communication in Indonesia's Free Nutritious Meal Program: Analyzing Government Narrative Control and Response Strategies

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Abstract

Indonesia' free nutritious meals (MBG) program faces serious challenges from food quality, distribution, and public demonstration. The government's responses to those issues reveal complex tension between official statements, public perception, and on-the-ground realities.

This study examines how the government frames, responds to, and manages cases in MBG. Secondly, an independent survey by Indikator Politik Indonesia reveals that 53.8% of respondents are satisfied with the program. This contradiction highlights a central issue, the gap between perception and lived experience.

This study applies qualitative methods, using Content and discourse analysis. Data was collected from official statements, press releases, and news media coverage and analyzed using the Situational Crisis Communication Theory (SCCT) to identify narrative patterns and crisis response strategies.

Findings indicate that the crisis in MBG falls between accidental and preventable clusters. Authorities used mixed strategies: rebuild, deny, and diminish, based on the crisis type (operational crises, political or complex crises). There is a significant disconnect between top-level government messaging and grassroots-level concerns, resulting in a fragmented crisis response that lacks respect for cultural sensitivity and regional diversity. Public satisfaction, mostly from non-beneficiaries, shows optimism toward goals but not actual effectiveness.

This research is practically relevant for improving public communication strategies and is theoretically significant for understanding narrative control in diverse cultural contexts. It contributes to the field of crisis communication with thematic relevance to media cultures and government-public media relations.

Keywords: Crisis communication, Free Nutritious Meal, Indonesia

Regulating Climate Truth: Evaluating Regulatory Standards of Accuracy and Credibility in Television Coverage of Climate Change

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Abstract

Purpose: The integrity of environmental communication depends on how truth is framed and regulated. In Pakistan's hybrid media system, scientific ambiguity, institutional weakness, and inconsistent regulatory control continue to challenge the credibility of climate reporting. Drawing on Riaz (2016) and subsequent studies on misinformation and framing (Ejaz, Ittefaq, & Arif, 2021; Khan & Hanif, 2024; Saleem & Rahman, 2023), this study evaluates the extent to which state-owned PTV News and Private Geo News comply with regulatory standards of accuracy and credibility in constructing climate-change narratives

Design / Methodology: A longitudinal manifest and latent content analysis was conducted on news bulletins (2016-2024) using constructed-week purposive sampling for climate news. The study applies a dual framework--Framing Theory (Entman, 1993) and Media Accountability Theory (McQuail, 2003)- to code each story against regulatory clauses on truthful presentation, verification, and source transparency, aligning them with four framing functions: problem, causal, moral, and treatment.

Findings: Results reveal clear ethical asymmetries. PTV News achieved about 90% accuracy and 88% credibility, whereas Geo News averaged 72% and 66%. Causal and treatment frames produce higher compliance scores, confirming that analytical framing strengthens factual precision, while moralized or episodic narratives weaken verification of integrity.

Originality / Value: By integrating regulatory ethics with framing analysis, the study introduces the Regulatory-Framing Accountability (RFA) Model as an evaluative lens for televised climate journalism. It reconceptualizes regulatory compliance as normative accountability and shows that sustained accuracy and credible sourcing are essential to rebuilding public trust and strengthening climate-risk literacy in Pakistan's media landscape.

Keywords: Climate-change communication, Regulatory body PEMRA compliance, Accuracy and credibility, Framing theory, Media accountability

Climate Change education in transition: A critical review of recent research on Chinese climate change education

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Abstract

Delivering effective climate change education (CCE) is essential but challenging for countries in the Global South. However, few studies have investigated CCE in developing countries such as China – an important player in global climate change conferences and policies and the world's largest carbon emitter. This study analyzed research published between 2002 and 2024 on the topic of CCE for children and young people in China. To date, the literature on CCE in China has been limited to the formal educational setting of schools, where a top-down, science-based approach to CCE prevails. Schoolteachers focus on presenting climate-change–related knowledge and developing corresponding curricula and resources. At the same time, innovative bottom-up approaches are beginning to emerge. However, literature has largely failed to explore diversity in CCE. This review highlights the need for educators to develop participatory, interdisciplinary, creative and affect-driven approaches to CCE in China.

Keywords: Chinese climate change education; systematic review; participation; creativity

Analyzing Climate Change Rhetoric in the 2024 US Presidential Election Campaign: Donald Trump vs. Kamala Harris

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Abstract

Purpose: This study analyzes the climate change rhetoric of Democratic candidate, Kamala Harris and Republican candidate, Donald J. Trump during the 2024 U.S. Presidential Election Campaign, examining strategies of both candidates, identifying points of stark opposition and potential, albeit limited, convergence.

Design: This study is based on the principles of Critical Discourse Analysis, used hybrid approach, van Dijk Ideological Square and the Discourse-Historical Approach with a custom model designed in this study, the ICRA model. The sample of the data used in this research comprised a purposive collection of 10 speeches, given during the presidential election campaign in the United States by Donald Trump and Kamala Harris

Findings: The results showed some stark differences where Donald Trump rhetoric based on polarization, hyperbole, and victimization presented climate initiatives as economic threats, fostering fossil fuel dependence with such slogans as drill baby drill, whereas Harris talks about clean energy through norm expression, evidentiality and authority, and connected climate initiatives to equity and job creation.

Originality: This study provides new insights into how climate change rhetoric functioned as a tool of ideological positioning in the 2024 U.S. Presidential Election, offering a comparative perspective on Trump's and Harris's contrasting discursive strategies.

Keywords: Climate change rhetoric, U.S. Presidential Election 2024, Kamala Harris, Donald Trump, Critical Discourse Analysis

Unveiling Power Strategies in the Political Speeches of the Indonesian President: A Political Pragmatics and Speech Act Approach

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Abstract

The speech of a political leader goes beyond the literal meaning of the words, encompassing the underlying dialog and power dynamics that influence their language use. This study compares the political speech acts of Joko Widodo and Prabowo Subianto from a pragmatic perspective. This study uses the speeches of these two figures as a tool for analysis, which is tracked algorithmically through transcripts. The Corpus-Assisted Discourse Study (CADS) method is used to identify linguistic patterns representing discourse strategies. The constructed corpus dataset contains 419,492 tokens, including 135 transcripts of Prabowo's speeches collected between October 2024 and August 2025, totaling 119,220 tokens, and 388 transcripts of Jokowi's speeches collected between October 2019 and August 2020, totaling 300,272 tokens. An inductive approach was used by observing corpus data that led to the context in speech acts. Micro-linguistic analysis focused on the semantic patterns of personal pronouns, persuasive elements, and metaphors to examine modality in illocution and leadership discourse. The results of the study show that Jokowi's speech acts are directive-instructional, emphasizing consistency, obligations, and the roles of state and public officials. Prabowo's speech acts are commissive-projective, with promises of strategic national achievements that spark the collective imagination.

Keywords: Speech Act, Political Pragmatic, CADS, Power Strategies

Managing Cyber Crisis Fallout: BCA's Post-Crisis SCCT-Based Image Restoration on Instagram

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Abstract

This research analyzes how PT Bank Central Asia Tbk (BCA) managed its post-crisis communication following a phishing attack by applying Situational Crisis Communication Theory (SCCT) and Image Restoration Theory. It particularly investigates how Instagram was used as a channel for crisis communication and how affected customers perceived and responded to BCA's efforts. Adopting a qualitative case study approach under a post-positivist paradigm, this research combines digital observation of BCA's official Instagram account with semi-structured interviews with impacted customers. Pattern-matching was used to assess BCA's implementation of SCCT and Image Restoration Theory and to analyze customers' sentiment as reflected in social media comments and direct interviews' narratives. The findings indicate that BCA's crisis communication on Instagram and in direct are still largely normative, prioritizing informational and preventive measures content without fully accommodating the emotional needs and trust restoration of affected customers. Despite the extensive use of educational campaigns, public responses continue to reflect a sense of insecurity and critical sentiment. This highlights the need for greater empathy, transparency, and two-way communication in crisis communication efforts. Academically, this research contributes by extending the use of SCCT and Image Restoration Theory by contextualizing them within Indonesia's digital banking sector, which calls for the need for emotional accommodation. Practically, it offers some valuable insights for banking sectors and other financial institutions to design crisis communication strategies that are more adaptive to the public's expectations.

Keywords: Phishing, Banking Industry, Situational Crisis Communication Theory, Cyber Crisis, Image Restoration Theory

ID: 143

Net-Zero Transition in Taiwan: Policy Agenda- and Sentiment-Setting Through AI-Assisted Content Analysis

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Abstract

Purpose: Climate change is one of humanity's most urgent challenges, with over 140 nations pursuing net-zero targets covering nearly 90% of global emissions. Taiwan announced its 2050 net-zero policy in 2021. Since effective transition requires both public–private collaboration and media engagement, this study examines how Taiwanese news coverage represents governmental, professional, and NGO efforts, and how effectively the media convey the broader social implications of energy transition and net-zero policies.

Methodology: The study employs an AI-assisted content analysis of Taiwan's net-zero discourse across governmental, media, and professional contexts. It analyzes 108 texts from 62 government units, 17 state-owned enterprises, and 18 NGOs, together with 445 in-depth news reports published by 15 major outlets between April 2021 and April 2025. Policy themes—sustainable and forward-looking energy, low-carbon technologies, carbon-negative solutions, circular economy, and humanities and social sciences—and sentiments—positive, neutral, or negative—are identified and compared using DeepSeek-Reasoner (R1-0328) with multiple categorization strategies to enhance analytic rigor.

Highlights of the Findings: Results show broad alignment between website texts (WT) and news articles (NA) in policy theme rankings: humanities/social sciences lead (WT 58.3%, NA 40.7%), followed by low-carbon technologies and sustainable energy. WT are mainly neutral (53.7%) and positive (44.4%), while NA lean positive (51.9%) and negative (31.5%). Humanities/social sciences coverage is markedly critical (44.8% negative), whereas carbon-negative reporting remains largely neutral (30%), reflecting a balanced approach to this contested technological issue.

Originality: The study identifies a dual-layered media sentiment: broadly positive overall, yet divergent in key domains. These contrasts highlight the need for tailored policy communication strategies. Methodologically, its application of advanced reasoning LLMs demonstrates an innovative integration of generative AI into analytic research, distinguishing it from traditional content analysis and underscoring its interdisciplinary value.

Keywords: AI-assisted content analysis, climate change, net-zero transition, news discourse, policy agenda-setting

Using Picture Books to Support English Writing Development in Thai Primary Education: Stakeholders' Insights

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Abstract

Writing remains one of the most challenging skills for Thai learners of English as a foreign language (EFL), largely due to teacher-centered instruction and limited opportunities for meaningful writing practice. Traditional methods often fail to foster creativity and confidence, resulting in low writing proficiency among primary students. To address this issue, picture books have been proposed as an innovative pedagogical tool; however, research on their application in writing instruction, particularly in Thai primary education, remains limited. This qualitative study explored stakeholders' perspectives on integrating picture books into English writing instruction for Grade 5 students. Data were collected through in-depth interviews with six participants, including an educational supervisor, an academic teacher, two English teachers, and two parents. Interviews were conducted in Thai using a semi-structured guide, audio-recorded with consent, and analyzed thematically. Findings revealed five key themes: (1) positive perceptions of picture books as engaging and age-appropriate; (2) improved student motivation, confidence, and creative writing skills; (3) pedagogical benefits such as contextual learning and reduced writing anxiety; (4) challenges including limited resources, time constraints, and lack of teacher training; and (5) recommendations for teacher development, resource support, and home–school collaboration. The study concludes that picture books are a promising tool for enhancing EFL writing instruction in primary education. However, successful implementation requires institutional support, teacher training, and policy-level integration to ensure sustainability and equity.

Keywords: Picture books, writing skills, EFL learners,

Development and Evaluation of a Training Curriculum for Supply Chain Data Analysis Using Intelligent Business Systems to Enhance Learners' Competencies for Real-World Practice in the Digital Industry Sector

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Abstract

This research aims to develop and evaluate a training curriculum for supply chain innovation management using Business Intelligence (BI) systems for undergraduate students in Thai private higher education institutions. The objective is to enhance learners' competencies in business data analysis for real-world application in the digital industry sector. The study employed a Research and Development (R&D) methodology consisting of two main phases: (1) exploratory study of knowledge components and learner needs in supply chain innovation management using BI, and (2) design, implementation, and effectiveness evaluation of the developed curriculum. The sample consisted of 200 third and fourth-year undergraduate students from private higher education institutions, with a randomly selected subset of 30 students participating in the actual training curriculum. Pre-test and post-test assessments were conducted and analyzed using t-tests, alongside calculations of the Effectiveness Index (E.I.) and efficiency according to E_1/E_2 criteria set at 80/80 and E.I. not lower than 60%.

The research findings revealed that the developed curriculum achieved an efficiency of $E_1/E_2 = 85.12/87.35$ and an average E.I. of 72.8%, which significantly exceeded the predetermined criteria. Particularly in Learning Unit 3, learners showed an average post-test score increase from 11.49% to 75.04% with an E.I. of 63.55%, reflecting systematic development of BI data analysis skills and integrated learning. The curriculum enabled learners to effectively apply BI tools for supply chain problem-solving, creating connections between theoretical concepts and real-world practice while addressing the needs of modern industry. Additionally, learner satisfaction evaluation revealed an overall satisfaction level of "high" (overall mean = 4.41 out of 5), particularly in practical applicability (4.53), instructor clarity (4.48), and appropriateness of learning activities (4.35), reflecting the quality of the learning process that aligns with real industry situations. The curriculum also connects with Sustainable Development Goals (SDGs), specifically Goal 9 (Industry, Innovation and Infrastructure) and Goal 12 (Responsible Consumption and Production), establishing it as an innovative learning model that can be scaled for university-level and professional training applications in the future.

Keywords: Training curriculum, Supply chain, Business Intelligence systems, Learner competencies, Digital industry

Algorithmic Nostalgia: Commodifying Colonial Memory as Youth Lifestyle on Xiaohongshu in Shanghai's Wutong District

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Abstract

Purpose: This study examines the recomposition and commodification of colonial urban heritage on Xiaohongshu, a leading Chinese lifestyle-sharing platform, focusing on Shanghai's Wutong District, a historic area within the former French Concession. We propose "algorithmic nostalgia" as a platform-mediated process through which recommendation algorithms filter, amplify, and circulate decontextualized colonial memory, reframing it as a consumable youth lifestyle. The study addresses three questions: (1) What multimodal features characterize Xiaohongshu's representations of the Wutong District, creating an aestheticized, dehistoricized ambiance? (2) How does Xiaohongshu's zhongcao mechanism (recommendation-based marketing strategy) transform colonial memory into lifestyle commodities? (3) What historical consciousness and cultural imaginaries emerge from this depoliticized aestheticization?

Design/Methodology: Employing a critical qualitative approach, this study integrates decolonial theory, mediascape theory, and algorithmic culture studies. It employs critical discourse analysis and multimodal analysis on a purposive sample of 20 highly engaged Xiaohongshu posts from the past year, selected for engagement and typicality (e.g., landmarks, aesthetic style, lifestyle tags), visual (e.g., filters, composition, postures) and textual elements (e.g., titles, tags, affective language) are analyzed in relation to platform recommendation logic.

Findings: Preliminary findings reveal three dynamics: (1) curated authenticity constructing a hyperreal consumption space; (2) algorithmically reinforced homogenized nostalgia commodifying memory; and (3) performative digital identities expressing selective cosmopolitanism, perpetuating postcolonial cultural power asymmetries.

Originality: By conceptualizing "algorithmic nostalgia," this study bridges memory studies, platform studies, and decolonial critique, offering insights for heritage education, media literacy, and urban cultural policy.

Keywords: Algorithmic Nostalgia; Xiaohongshu; Colonial Memory; Urban Heritage; Postcolonialism

The Performance of Belonging: A Study on the Digital Citizenship Identity Construction of Naturalized Athlete Lin Xiaojun

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Abstract

Research Purpose: Nationality institutionally grounds identity, yet young naturalized athletes navigate complex identity transitions publicly. This study examines how Lin Xiaojun's digital citizenship is negotiated through his public performances—competitive achievements, language practice, and cultural integration—on Weibo and Instagram. It investigates how youth audiences authenticate and legitimize his "Chinese citizen" status through online interaction.

Research Design/Methodology: Combining discourse analysis and digital ethnography, this study systematically analyzes 30 posts from Lin's official Weibo (2022–2025) and highly engaged comments, supplemented by cross-platform comparison with his Instagram content. It focuses on discursive strategies youth use to evaluate and defend their belongings.

Findings: Lin's identity is dynamically co-constructed by athletes, fans, and media. Youth translate his track performance, Chinese learning, and cultural engagement into measurable indicators of belonging. Through remixing audiovisual content and active advocacy, fans consolidate these performances, collectively transforming him from an "external athlete" into "one of us"—a proud Chinese figure.

Originality/Value: This study innovatively applies performative identity theory to naturalized athletes' digital citizenship. It reveals how digital practices facilitate identity transition amid public skepticism, offering a seminal case on youth-driven identity (re)construction and enriching theoretical understanding of digital citizenship as performative and participatory.

Keywords: digital citizenship; performative identity; naturalized athletes; social media; identity formation

Simulated Civic Practice: A Critical Ethnography of VR Location-Based Entertainment in China's Digital Citizenship Construction

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Abstract

Purpose: This study critically examines how China's VR location-based entertainment (VR-LBE) projects construct "simulated civic practice," exploring how VR technology, transcending Western narratives of the "ultimate empathy machine," shapes digital citizenship through programmed embodied experiences. The research investigates how this emerging media form simultaneously provides illusions of participation while revealing deeper mechanisms of digital citizenship formation, restriction, and consumption, contributing to Asian conceptualizations of digital citizenship.

Design/Methodology: Employing critical ethnography, we conducted participatory observations of ten representative VR-LBE projects in China, developing a triadic analytical framework of "technological mediation-identity rehearsal-state narrative." Through deconstructing the dual narrative structure of "ancient glory-modern resistance," we analyze how audiences acquire temporary public presence within predetermined programs and examine the dialectical relationship between "passive immersion" and "active identification."

Findings: The research reveals that Chinese VR-LBE projects construct a distinctive "rehearsal-based citizenship," where audiences experience illusions of "participating in national historical processes" within programmatically preset narrative frameworks, generating affective resonance with collective memory. This practice diverges from both Western humanitarian empathy paradigms and traditional civic education models, producing collective belonging through immersive virtual fieldwork. However, limited interactivity exposes the paradox of digital civic subjectivity: fostering participation while constraining genuine democratic dialogue.

Originality: This study introduces the concept of "simulated civic practice," revealing VR technology's dual nature in digital governance—simultaneously functioning as an apparatus for emotional mobilization and disciplinary power. The research transcends Western "empathy economy" paradigms, demonstrating alternative pathways for digital citizenship construction in Asian contexts, with significant implications for understanding political education in the intelligent media era and theorizing decolonized digital citizenship.

Keywords: Simulated civic practice，Digital citizenship，VR-LBE，Embodied politics，Collective memory

Sojourner or Belonger: Permanent Liminality and Digital Self-Construction Among Long-Term Digital Nomads in Southeast Asia

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Abstract

This study explores the identity crisis faced by long-term digital nomads in Southeast Asia. The research finds that these individuals inhabit a profound state of "cultural hybridity," forming an identity as "permanent outsiders." Using Victor Turner's liminality theory and Anthony Giddens' identity theory as analytical frameworks and applying the thematic analysis method proposed by Braun & Clarke (2006), this research aims to examine the psychological shifts, identity-confusing behaviors, and identity reconstruction approaches of digital nomads living long-term in Southeast Asia. The findings reveal that these individuals indeed experience a profound state of "cultural hybridity," forming an identity positioning that can be termed as "permanent outsider." This mentality accurately reflects the "in-betweenness" characteristic of Turner's liminality theory. However, unlike the transient liminal phase in rituals, this state becomes prolonged for digital nomads, leading us to propose the concept of "permanent liminality" to describe this normalized state of identity suspension. Rather than perceiving this condition as purely negative, the respondents demonstrated remarkable adaptability through strategic identity construction: cultivating a sense of belonging within transnational "digital tribes"; carefully crafting an "entrepreneurial self-image" on social media platforms; and redefining mobility itself as a form of rootedness. These strategies employed by digital nomads—building digital tribes and shaping entrepreneurial selves—effectively illustrate what Giddens describes as the "reflexive project of the self," where individuals continuously maintain and construct their identity through ongoing narratives in modernity. The contribution of this research lies in providing a novel theoretical model—"permanent liminality"—to explain how digital nomads actively construct their hybrid identities through strategic practices amid sustained mobility.

Keywords: Digital Nomad, Liminality Theory, Identity Confusion, Identity Theory, Digital Construction

From TikTok "Refugees" to Rednote "Sojourners": Why Young Americans Are Finding a Space on the Chinese Social Media Platform

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Abstract

Purpose: This study explores why some young American users continue using Rednote even after TikTok became accessible again, whether they encounter cultural challenges on this Chinese social platform, and how they perceive these issues.

Methodology: Sixteen active young American Rednote users were interviewed using in-depth qualitative methods. The study investigates their motivations, platform experiences, social connections, cultural perceptions, reasons for staying, and future intentions, and interprets the findings through the lens of Polymedia theory.

Findings: Young Americans initially joined Rednote due to online trends, political expression, or recommendations from Chinese friends. On the platform, they discovered shared interests with Chinese users—pets, food, fashion, daily work, and lifestyle. Many felt warmly welcomed, gaining a strong sense of value and belonging. The friendly user atmosphere distinguishes Rednote from American social media. For some, it also serves as a resource for learning about China before traveling. However, language and emoji use remain key barriers. The shift from "refugees" to "sojourners" reflects users' active choices to express identity, regulate emotions, and build community within a polymedia environment.

Originality: Previous polymedia research has largely focused on users within a single country or cultural context, where language and cultural barriers are minimal. This study highlights American users' engagement with a cross-national platform marked by cultural heterogeneity. Unlike earlier findings that emphasized reinforcing existing ties, this research shows how users expand unfamiliar relationships and construct new forms of digital belonging.

Keywords Polymedia, Tiktok, Rednote, Social media platform

Liquid Identity and Algorithmic Resonance: Negotiating Meaning and Constructing Sustainable Visions Among Youth in the Digital Citizenship Era--A Mixed-Methods Study of Bilibili Comments

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Abstract

This study examines how Chinese youth negotiate digital citizenship through discursive practices on Bilibili amid algorithm-driven social engagement. Integrating critical discourse analysis and liquid modernity theory, our mixed-methods approach (longitudinal analysis of 1,763 comments; 10 in-depth interviews) reveals that youth construct fluid "liquid identities" via five discursive strategies: existential deconstruction, instrumental rationality appeals, emotional bonding, rebellious resignation, and idealism. These strategies reflect adaptive responses to societal uncertainty. Liquid identity formation demonstrates a dual dynamic: Absurdist memes subvert traditional norms and navigate intergenerational fractures through shifting online personas, while platform mechanisms of "algorithmic resonance" co-opt resistance into consumable symbols. Here, gamified interactions (e.g., "one-click triple" engagements) replace substantive meaning-making, creating closed feedback loops where platform affordances and user resistance mutually shape each other. The confluence of neoliberal pressures, institutional value vacuums, and technological acceleration drives youth toward performative resignation as safe resistance. This highlights digital citizenship's fluidity predicament in rapidly transforming Asian societies, characterized by the interplay of liquid identity and algorithmic resonance. Theoretically, we foreground "liquid identity" and "algorithmic resonance" as frameworks exposing how algorithms covertly manipulate discourse and identity politics. Practically, we urge: (1) Policies disrupting algorithmic homogenization to foster inclusive digital spaces; and (2) Educational interventions empowering youth to anchor sustainable identities in the AI era.

Keywords: Liquid Identity, Algorithmic Resonance, Discursive Strategies, Social Acceleration, Meaning Crisis

The Effectiveness of Jomcheck'S Whatsapp Channel in Disseminating Fact Checks

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Abstract

The proliferation of misinformation and disinformation poses significant challenges to public discourse and informed decision-making, particularly in digital spaces. Fact-checking initiatives play a crucial role in countering false narratives, yet their effectiveness hinges on successful dissemination strategies. This study presents an analysis of JomCheck's WhatsApp channel as a platform for sharing fact checks, examining its reach and user engagement metrics. Our study investigates if direct messaging platforms, such as WhatsApp, can foster greater user engagement with fact-checked content compared to conventional social media channels. We collected quantitative data on message views, shares, and user interactions (e.g., replies, reactions) from JomCheck's WhatsApp channel over a six-month period. Preliminary findings reveal a demonstrably higher level of user engagement with fact checks disseminated via JomCheck's WhatsApp channel. Analysis indicates that this heightened engagement is strongly correlated with the use of more relatable and accessible language, often employing colloquialisms and a conversational tone, which contrasts with the more formal language typically found on traditional news websites or broader social media posts. The direct, personal nature of WhatsApp communication appears to foster a greater sense of trust and immediacy, encouraging users to interact more actively with the content and share it within their personal networks. These insights suggest that tailoring communication strategies to specific platform affordances and audience preferences is critical for maximizing the impact of fact-checking efforts. The success of JomCheck's WhatsApp channel underscores the potential of direct messaging applications as vital tools for combating disinformation, particularly in contexts where such platforms are primary sources of information for the public. Future research will explore the long-term effects of this engagement on information literacy and behavioral change.

Keywords: disinformation, fact checking, communication strategies, engagement, digital literacy

Bot-based vs. Human-based Fake News Indicators: A Comparative Analysis of User Perceptions and Intervention Strategies

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Abstract:

Purpose: This study aims to compare the effectiveness of bot-based and human-based fake news indicators in discrediting misinformation and to explore how news literacy and algorithm literacy messages can enhance correction strategies.

Design/Methodology: Two large-scale online surveys were conducted with diverse samples of Chinese netizens (N1 = 2146; N2 = 2544). Study 1 compared bot-based and human-based fake news labels on user perceptions of news accuracy and sharing intention across 17 fake news stories. Study 2 explored the impact of priming readers with news literacy versus algorithm literacy intervention messages on the effectiveness of bot-based and human-based corrections.

Findings: Study 1 revealed that bots were no more effective than human fact-checkers in discrediting fake news. Study 2 demonstrated that news literacy messages enhanced the effectiveness of fake news correction, regardless of whether the indicator was bot-based or human-based, showing partial evidence for their utility. These findings emphasize the importance of critical thinking among users and highlight the potential, yet also the limitations, of AI in combating misinformation.

Originality: This research provides a comparative analysis of bot-based and human-based fake news indicators in a non-Western context, addressing a significant gap in existing literature. It systematically investigates the role of news literacy and algorithm literacy as intervention strategies, offering novel insights into optimizing misinformation correction efforts and building public trust in automated solutions.

Keywords: fake news, correction, bots, news literacy, algorithm literacy

Digital Public Sphere and Social Movements in Indonesia

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Abstract:

In Indonesia, 64% of the population has internet access, and 70% of them use social media (We Are Social, 2024). This situation coincides with the development of diverse social, economic, and political dynamics at both the national and local levels. Socially, economically, and politically, there is often significant turmoil related to policies deemed detrimental to society. This study aims to examine the role of digital media in shaping digital public spaces to encourage the development of social movements. Netnography elaborates on the use of digital media and the formation of public opinion for advocacy. Data collection was conducted through observation and interviews. The results reveal that the use of digital media has created diverse digital public sphere. Efforts to shape public opinion have successfully stimulated social movements and influenced social policy. However, the formation of public opinion in digital spaces has the potential to be distorted by buzzers through misinformation or disinformation. Therefore, to minimize distortion and support the benefits of digital public sphere, a more intensive and widespread digital literacy movement is needed. In addition, various applications are needed to check content validation, not various regulations that can actually be used to silence public participation in carrying out social control over the work of the executive, legislative and judiciary in a democratic country.

Keywords: digital media, public sphere, social movement, digital literacy

Algorithmic Influence and AI-Driven Disinformation: Examining Opinion Formation among University Students in Pakistan

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Abstract

This study examines that how algorithmic influence and AI-driven disinformation shape opinion among university students in Pakistan. Data were collected through a stratified random sampling approach and a quantitative survey design. The sample was derived from leading public and private sector universities in the Islamabad Capital Territory, Pakistan. A total of 420 students participated in the study with ages between 18–35 who actively use social media platforms (such as Facebook, Instagram, X, YouTube, and TikTok). The study employed Regression analyses and Hayes' PROCESS Macro to examine the moderating role of media literacy in the association between exposure to AI-driven disinformation and opinion formation of students. The findings prominently reveal that media literacy decrease the impact of AI-driven disinformation, which indicate that students with having skills with higher critical assessment and evaluation, are less likely to perceive algorithmically driven disinformation as credible. This research offers data-driven vision and insights to understand how young audiences interpret and respond to such content.

Keywords: AI-driven disinformation; algorithmic influence; media literacy; Opinion Formation

Navigating AI and Disinformation: Reconstruction of Media Literacy in China's Digital Age

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Abstract

This study examines how artificial intelligence (AI) technologies are reshaping the dynamics of disinformation and information disorder amid China's rapid technological advancement. The research aims to reveal the challenges posed by algorithm-driven disinformation propagation and assess the role of media literacy as a strategic countermeasure. This study employs a qualitative research methodology, grounded in semi-structured interviews with 13 experts across fields including journalism, communication studies, and AI policy. The analytical process draws upon Wardle's 'information disorder' framework and gatekeeper theory to elucidate how AI reshapes the creation, production and distribution of disinformation within the Chinese context. Through thematic coding, the research identifies patterns linked to AI, disinformation flows, social media platforms, and public media literacy capabilities. Research findings indicate that AI accelerates and amplifies the scale and velocity of disinformation dissemination. This is particularly profound via social media that acts as the primary platform of dissemination. However, the study also reveals that enhancing public media literacy can mitigate these risks to some extent. Experts interviewed emphasized the crucial need to develop a comprehensive response strategy encompassing technological, institutional and educational measures, while simultaneously advancing the coordinated enhancement of platform accountability and user capabilities. This study combines discussions on AI with digital citizenship, highlighting China's unique experience in addressing the challenge of disinformation. It highlights that media literacy is not merely an individual skill but also forms a collective effort that involves responsible engagement with social media platforms. This is crucial for building a sustainable and resilient information ecosystem across Asia.

Keywords: Artificial Intelligence, Disinformation, Media Literacy, Information Disorder, Social Media

Disinformation in Digital Political Discourse:
A Study of Political Parties in Pakistan

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Abstract:

In today digital world, the rapid proliferation of disinformation is one of the global risks and poses significant global challenges. This study examines the extent to which major political parties in Pakistan engage in disinformation in digital political discourse of Pakistan. A content analysis was conducted on 1,200 social media posts of four high profile political parties. The findings reveal a high prevalence of disinformation, utilized strategically to advance political agendas. The parties employ various disinformation tactics, with misleading and fabricated content being the most dominant attributes aimed at creating public confusion. Notably, misleading information emerges as the most influential and persuasive tool in Pakistan's political communication landscape. Furthermore, the study identifies an increase in disinformation dissemination as election periods approach. These insights highlight the critical role of disinformation in shaping political discourse within Pakistan's digital environment. political parties.

Keywords: Disinformation, Misinformation, Pakistan politics, Digital Political Discourse, Social media

Analysis of Fact-Checking Practices Among Pakistani Journalists

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Abstract

Fact-checking has got emergence as a tool to combat misinformation and ensure accuracy and transparency in dissemination of information in the current digital era.

Purpose: This study seeks to analyze the current state of fact-checking practices among Pakistani journalists by discovering challenges they face and explore strategies to improve these practices in order to contribute to more credible and responsible journalism.

Design/Methodology: Using a Qualitative research approach, the researchers conducted semi-structured interviews of 21 journalists (male/female) from mainstream media (electronic and print) and digital media news outlets selected through purposive sampling technique. The study is grounded in an amalgam of Social Responsibility Theory, Gatekeeping Theory, and Media Institutional Theory, providing an inclusive framework to comprehend journalistic conduct, information control process, and institutional influences.

Findings: Despite having a recognition of fact-checking as a professional and ethical commitment, there is a lack of proper mechanism and implementation of fact-checking because of time constraints, lack of professional development training, organizational policies, external pressures and inaccessibility of authentic data and sources. The research suggests that fact-checking is not just a technical or ethical journalism tool but a democratic requirement in Pakistan to mitigate polarization in social and political spheres by making people more informed citizens.

Originality: The intellectual contents of this study are the product of our own research work except, as cited properly.

Keywords: Fact-checking, journalists, Pakistani, source

Deconstructing Influencer Credibility for Sustainable Consumerism: Evidence from the CLMVT Region

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Abstract

As sustainability becomes a strategic priority for brands, influencers play a critical role in shaping pro-social consumer behavior. However, the perceptual mechanisms behind influencing credibility in sustainability communication remain underexplored in emerging markets. This study addresses this gap by investigating consumer responses to SDG-related influencer campaigns in the CLMVT region (Cambodia, Laos, Myanmar, Vietnam, Thailand). Using data from 1,500 respondents and exploration factor analysis (EFA), four credibility dimensions emerged: Veridical Brand-Influencer Synergy, Inspiring Sustainable Action, Intrinsic Sustainability Consciousness, and Influencer Authenticity & Value Alignment. These dimensions form the CARE Model, a context-specific framework for converting sustainable messaging into consumer engagement. The findings expand Source Credibility Theory and provide a culturally grounded basis for influencer selection and

Keywords: Influencer Marketing, Sustainability, Emerging Markets, CLMVT, Consumer Behavior

ID: 135

Resistance through Hate Speech on Twitter (X): A Digital Discourse Analysis of the August 2025 Demonstrations in Indonesia

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Abstract

Purpose: This study examines the dynamics of hate speech as a form of symbolic and emotional resistance during the national demonstrations in Indonesia from August 25 to September 5, 2025. It examines how anger, irony, and sarcasm on Twitter (X) serve as communicative acts of dissent against political elites and institutions, reflecting both digital activism and the crisis of moral legitimacy in contemporary Indonesia.

Design/Methodology: Using *Digital Discourse Analysis* (DDA), 8,240 public tweets were collected through *the ExportComments.com* API and processed using a context-sensitive Indonesian hate lexicon combined with a *Naïve Bayes* model. Of these, 2,874 tweets (34.9%) contained explicit or implicit hate expressions. The integration of computational and interpretive methods enabled both quantitative mapping and qualitative reading of hate speech as an affective discourse shaped by socio-political context.

Findings: Hate speech intensity peaked between August 31 and September 3, aligning with escalating protests and viral news cycles. Most attacks (92%) targeted political institutions and elites, especially the parliament and police. Notably, 97% of the hate expressions were implicit, manifested through irony, parody, and symbolic critique—revealing a sophisticated form of affective intelligence among digital citizens. This finding reframes from hate speech as an emotionally coded language of civic protest rather than mere hostility.

Originality: This research introduces the concept of soft hate speech to describe subtle, ideologically charged expressions of digital resistance that combine emotion with critique. It also proposes a new model of digital emotional mobilization, linking political triggers, media amplification, and affective resonance in shaping public opinion. The study's interdisciplinary framework, combining computational analytics and discourse theory, offers a novel Southeast Asian perspective on how digital publics transform hate into a communicative practice of resistance. These contributions establish a new discourse on hate as both an ethical challenge and an epistemic tool to understand affective democracy in post-reform Indonesia.

Keywords: Hate speech, symbolic resistance, affective publics, emotional governance, digital discourse analysis (DDA), Indonesia

Algorithmic Governance and the Theory of Planned Behavior: A Longitudinal Study of Corporate Digital Communication Competency

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Abstract

The increasing use of algorithmic systems in corporate media and communications, such as AI-driven content measurement, automated performance analytics, and digital training platforms, has raised profound ethical concerns regarding autonomy, fairness, transparency, and accountability. This study, based on the theory of planned behavior (TPB), investigates how employees' attitudes, subjective norms, perceived behavioral control, and intentions shape corporate digital communication (CDC) skills over time in a work environment increasingly driven by algorithmic tools. Using a six-week design, we tracked how employees' intentions to improve their digital communication skills translated into actual behavior in an algorithmic environment. Structural equation modeling (SEM) showed that perceived behavioral control (typically shaped by algorithmic monitoring and feedback) was a strong predictor of intentions to use CDC technology. While employees' initial attitudes toward digital communication had only a limited impact, their influence grew as employees adapted to the algorithmic feedback loop, while the influence of subjective norms gradually diminished. These findings illustrate how algorithmic governance is changing traditional drivers of behavior and highlight its ethical implications for corporate communication practices. This study focuses on potential risks such as incentives for surveillance, unequal access to algorithmic tools, and limited individual decision-making autonomy. By placing the TPB in the context of algorithmic governance, this study deepens our understanding of the behavioral dynamics and ethical challenges associated with the integration of algorithmic systems into media and corporate communication.

Keywords: Ethical Implications, Algorithmic Governance, Theory of Planned Behavior, Corporate Digital Communication, Competency Development

From Aversion to Amazement: A Study on the Acceptance Mechanism of AI-Generated Intangible Cultural Heritage Videos

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Abstract

Purpose: To investigate the audience's acceptance mechanism for AI-generated Intangible Cultural Heritage (ICH) videos. This study posits curiosity as the key mediator for the motivational shift from perception to exploration. It explores the boundaries of 'algorithm aversion' and the potential for an 'algorithm amazement' effect, where high-quality AI output defies expectations to spark curiosity. Two moderators are tested: perceived creation agency (addressing perceptions of human effort) and respect for ICH (testing if ethical presentation mitigates bias).

Design/Methodology: A research model was tested using PLS-SEM on data from 808 questionnaire respondents.

Findings:

1. All three authenticity dimensions significantly foster curiosity. A strong predictor of viewing intention, though constructive and existential authenticity, had stronger effects than objective authenticity.
2. Counter-intuitively, perceived AI agency negatively moderates the authenticity-curiosity relationship, suggesting highly authentic videos are more curiosity-inducing when attributed to AI.
3. Respect for ICH directly drives curiosity but is not a significant moderator.

Originality: This study provides empirical evidence for an 'algorithm amazement' effect, adding a new perspective to 'algorithm aversion' theory by explaining how high-quality AI output transforms potential aversion into heightened curiosity by violating expectations. The weak effect of objective authenticity (linked to 'originality') supports UNESCO's skepticism about applying rigid authenticity concepts to 'living' heritage. The research also challenges a core assumption of the Art Infusion Effect by showing a non-human creator can amplify its impact and refines the three-dimensional authenticity model for AI content by establishing a clear hierarchy of importance.

Keywords: AI Intangible Cultural Heritage Videos, Authenticity, Algorithm Amazement

Between Heritage and Innovation: Ethical Dilemmas and Governance Pathways in AI-Enabled Cultural Heritage Protection

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Abstract

With the deep application of artificial intelligence technology in the field of cultural heritage protection, digital practices represented by the "Digital Dunhuang" project of the Dunhuang Research Academy have achieved remarkable results while simultaneously triggering profound ethical dilemmas and policy considerations. This study aims to systematically analyze the multiple ethical challenges in AI-enabled cultural heritage protection and explore the deep conflict mechanisms between technological rationality and cultural values.

Taking the specific practice of Dunhuang digitization protection as a case study, this research employs qualitative research methods and collects data through in-depth interviews and case analysis. It focuses on analyzing the application practices of immersive technologies such as VR and AR in the digital reproduction of Dunhuang murals, constructing an analytical framework for technological application, ethical impact, and policy response.

The research finds that while AI technology enhances the efficiency and scope of cultural heritage protection and dissemination, it also generates authenticity deviations between digital reproduction and original artifacts, risks of weakened discourse power of traditional cultural heritage bearers under technology-dominated processes, and cultural participation inequality caused by digital technology barriers. Through in-depth analysis of digital technology applications, the study reveals deep conflicts between technological rationality and cultural values and identifies policy intervention pathways across three dimensions: technology governance, cultural inheritance, and international cooperation.

The study proposes policy innovation solutions including establishing culturally sensitive technical standard systems, constructing multi-stakeholder collaborative protection mechanisms, and balancing the relationship between cultural sovereignty and open sharing. The research argues that resolving the ethical dilemmas of AI-enabled cultural heritage protection requires seeking dynamic balance between technological innovation and cultural inheritance, providing theoretical guidance and practical pathways for forming a distinctively Chinese model of intelligent cultural heritage protection.

Keywords: Artificial Intelligence; Cultural Heritage Protection; Digital Dunhuang; Ethical Dilemmas

Emotional Health of Cancer Patients: Role of cancer information seeking through Social Media, Social Support, and Patient-centered Communication

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Abstract

Objectives: This paper focuses on the emotional health of cancer survivors, constructs a model of influencing factors on the emotional health of cancer survivors from the perspective of "biological-psychological-social", and analyzes the influencing factors on the emotional health of cancer survivors and their mechanisms, so as to assist the clinical practice of cancer survivors' treatment.

Methods: This paper was a non-experimental cross-sectional study. The survey instruments were from the English literature, and the relevant scales were localized in this study as follows: (1) "social media use", used to measure the social media use of cancer survivors, Chinese version of Cronbach's α was 0.838; (2) "social support", used to evaluate the level of social support of cancer survivors, Chinese version of Cronbach's α was 0.905; (3) "patient-centered communication", used to measure healthcare workers' communications with cancer survivors during treatment, Chinese version of Cronbach's α was 0.887; (4) "cancer belief", used to measure cancer survivors' perception of cancer, the Chinese version of Cronbach's α was 0.828; (5) "patient activation", used to measure the positive degree of cancer survivors towards cancer, the Chinese version of Cronbach's α was 0.876; (6) "emotional health", used to measure the emotional health level of cancer patients, the Chinese version of Cronbach's α was 0.915. From July to September 2022, the questionnaires were distributed to 560 cancer survivors in six grade A tertiary hospitals in Lanzhou City, Gansu Province using convenience sampling. Subsequently, the structural equation modeling method was used for data analysis. The reliability and validity of the questionnaire were tested using Exploratory Factor Analysis (EFA), and the reliability and validity of the research model were tested using Validation Factor Analysis (VFA). In addition, structural model path analysis was conducted using AMOS 21.0 software to verify the suitability of the theoretical model and whether the hypothetical paths could be verified.

Results: In this study, a total of 517 valid questionnaires were collected, and the sample validity of the collected questionnaires was 92.3%. The study found that five factors, health-related social media use, social support, patient-centered communication, cancer beliefs, and patient activation, were correlated with cancer survivors' emotional health. Nine out of 11 hypothetical paths had been verified. Social support ($\beta=0.19$, $P=0.011*$) had a significant effect on cancer survivors' emotional health and was an important factor influencing cancer survivors' emotional health. Cancer belief ($\beta=0.424$, $P<0.001$) had a significant effect on cancer survivors' emotional health and was an important factor influencing cancer survivors' emotional health. Patient activation ($\beta=0.279$, $P<0.001$) had a significant effect on cancer survivors' emotional health and was an important factor influencing cancer survivors' emotional health. Social media use ($\beta=0.406$, $P<0.001$), social support ($\beta=0.109$, $P=0.005**$), and patient-centered communication ($\beta=0.198$, $P<0.001$) significantly influenced cancer belief, suggesting that these three latent variables would indirectly influence cancer survivors' emotional health through the mediating role of cancer belief. Social media use ($\beta=0.223$, $P<0.001$), social

support (β=0.482, *P*<0.001), and patient-centered communication (β=0.143, *P*=0.023*) had a significant effect on patient activation, suggesting that these three latent variables would indirectly influence cancer survivors' emotional health through the mediating role of patient activation.

Conclusions: This paper found that there is a direct relationship between social support and emotional health of cancer survivors. Although health-related social media use of cancer survivors is not directly related to emotional health, it can have a positive effect through two mediating variables: "cancer belief" and "patient activation". "Patient-centered communication" of healthcare workers has no direct impact on the emotional health of cancer survivors. However, it can play a role through two psychological intermediary factors: "cancer belief" and "patient activation".

Keywords: Cancer Survivors, Emotional Health, Social Media Use, Cancer Belief, Patient Acctivationsdkas

China's Mediated Public Diplomacy on Climate Change: Cross-Media Dynamics between Chinese, US, and UK News Outlets

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Abstract

Purpose: This study investigates China's mediated public diplomacy on climate change in the context of its "Media Going Global" campaign and pursuit for leadership in global climate governance. It aims to assess the extent to which China's international news channels – Xinhua and China Daily - have shaped portrayals of its climate image in American and British media.

Design/Methodology: The research draws on five years of data (2020–2024) to capture cross-national media interactions. Employing time-series analysis based on Vector Autoregression model, it examines China's influence on agenda setting of US/UK media, Also, N-gram analysis is applied to compare reporting patterns. Together, these methods enable to measure China's influence both in the foreign agenda salience and framing on its climate image.

Findings: The results indicate partial effectiveness of China's mediated public diplomacy. On the one hand, Chinese outlets have ensured that their climate policies and commitments are heard and recognized abroad, reflecting acknowledgment of China's climate commitments and endeavors. On the other hand, narrative tensions persist: while China promotes its image as a responsible climate actor, US and UK media – despite noting China's clean energy expansion – continue to emphasize its dependence on fossil fuels and call for stronger action.

Originality: These findings suggest the issue of climate change, unlike more contentious political issues, can foster a degree of political congruence between China and US/UK with the common acknowledgment of climate crisis and China's significant role in addressing issue. This demonstrates the significance of considering the nature of issue when examining mediated public diplomacy.

Keywords: climate change, China, mediated public diplomacy, global communication, computational analysis

Linking Patient Centred Communication to Health Behaviour in Social Cognitive Theory

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Abstract

Purpose: Patient-centred communication (PCC) is widely endorsed across international and regional health policy frameworks (Brody, 2017). However, its impact on everyday health behaviours remains inconclusive (Lewin et al., 2001), and the cognitive mechanisms through which PCC influences health outcomes remain insufficiently understood (Street et al., 2009). To address this gap, the primary purpose of this study, by integrating the notion of patient activation (Hibbard & Mahoney, 2010) with social cognitive theory (SCT; Bandura, 1997), is to examine the cognitive pathway through which PCC shapes both promotive (physical activity, fruit and vegetable intake) and preventive health behaviours (alcohol reduction).

Study Design: Data were drawn from the INSIGHTS-Hong Kong (International Studies to Investigate Global Health Information Trends) survey in 2021. 756 Hong Kong residents who had consulted a physician in the past 12 months were included in our analysis. Structural equation modelling was used to test the cognitive pathway through which PCC shapes promotive and preventive health behaviours.

Findings: Results indicate that more frequent PCC significantly enhances self-efficacy, which subsequently leads to stronger positive outcome expectations and goal formation, ultimately driving engagement in both promotive and preventive health behaviours. These results support a cognitive pathway in which PCC activates psychological resources that translate into lifestyle change.

Originality: Theoretically, this study integrates patient activation with SCT to articulate a cognitive pathway that explains how PCC drives both promotive and preventive health behaviours. Practically, it delivers actionable insights for health systems, highlighting the need to embed PCC into primary care infrastructure and provider training to ensure that PCC policy commitments yield improvements in population-level health behaviours.

Keywords: Patient-centred communication; social cognitive theory; patient activation; self-efficacy; health behaviours

Resilience of Health Communication in the Implementation of the Supplementary Feeding Programme (PMT) as A Sustainable Innovation for Stunting Management in Garut Indonesia

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Abstract

Objective: This study aims to explain the importance of health communication resilience in the implementation of the Supplementary Feeding Programme (PMT) in sustainable innovation for stunting management in Garut. Health communication resilience is necessary to build public trust and increase understanding of the importance of nutritional intake for child growth, as well as to ensure the sustainability of the programme.

Methodology: This study uses a qualitative approach with in-depth interviews with health cadres, medical personnel, and communities involved in the PMT programme. The health communication process used by the communicators involved includes delivering PMT programme messages in the form of socialization and nutrition education, as well as community participation in programme implementation, which is evaluated through focus group discussions.

Findings: The results show that the communication process carried out by cadres and medical personnel plays a significant role in increasing community involvement. Through a participatory approach and the use of educational materials appropriate to local conditions, the community is aware of and supports the sustainability of the PMT programme. In addition, the resulting health communication resilience model shows that the integration of community feedback and continuous evaluation can improve the efficiency of the programme in addressing stunting.

Originality: This study provides a new contribution to the concept of health communication resilience as a foundation for the sustainability of nutrition intervention programmes. By emphasising the interaction between cadres, medical personnel, and the community, these findings help build a more holistic framework for addressing stunting in Garut and other similar areas.

Keywords: Resilience, Health Communication, Supplementary Feeding Programme (PMT), Stunting Prevention, Garut Indonesia

Climate Narratives and Low-Carbon Behavioral Intentions Among China's Ecological Migrants: Mechanisms of Influence Through Cultural Context and Value Perceptions

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Abstract

This study aims to explore how different climate narrative frames (impact/science/action/political) influence the willingness to adopt low-carbon behaviors among China's ecological migrants. Employing a simple random assignment design, 800 ecological migrants in Qinghai Province were recruited to participate in two experiments. The results show that the action frame is most effective in enhancing behavioral willingness, while the political frame has the weakest effect; cultural background showed no significant moderating effect on the framing effect, but value perception had a partial moderating effect. This study expands the moderating mechanism of the framing effect model in climate communication. Furthermore, it clarifies the differences in information acceptance and psychological mechanisms of ecological migrants as a special group in climate communication. The findings provide references for future research and practice on climate adaptation behaviors of ecological migrants.

Keywords: Climate Narrative; Low-Carbon Behavioral Willingness; Cultural Context; Value Perception; Ecological Migrants

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