

Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia

2025 ANPOR-APCA Annual Conference Program Guidebook

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Welcome Messages for the 2025 ANPOR-APCA Annual Conference

A Foreword from the Editorial Team

Welcome to the 2025 ANPOR-APCA Annual Conference. Within these introductory pages, you will find four distinct messages of welcome from the leaders whose vision and dedication have brought this significant gathering to fruition. Each message, unique in its voice and perspective, contributes to a cohesive overture for our conference, setting the stage for a transformative dialogue at a critical juncture for the study of public opinion and communication.

From our host, we hear a reflection on an enduring mission in an era of unprecedented change. From our co-hosts, we receive an intellectual call to action and a warm, gracious welcome to our host nation, grounding our global discussions in local innovation. Finally, from the chair of our organizing committee, we are extended a personal invitation to connect, collaborate, and find the human heart of our scholarly community. Together, these messages embody the collaborative spirit of our endeavor and invite you into the rich intellectual and interpersonal experience that awaits.



A Message from ANPOR



Jantima Kheokao, Ph.D.

President, Asian Network for Public Opinion Research (ANPOR)
Professor, St. Paul University Manila, Philippines

On behalf of the Asian Network for Public Opinion Research (ANPOR), it is my great honor and pleasure to extend a warm and heartfelt welcome to all distinguished delegates, scholars, practitioners, and students to our 2025 Annual Conference. Since our establishment in 2012, ANPOR has been steadfast in its mission: to champion the right to conduct and publish scientific research on public opinion across our diverse continent, to promote rigorous scientific methods, and to foster a vibrant international community of exchange and cooperation. This annual gathering is the most powerful manifestation of that mission, a testament to the enduring strength and dynamism of a community we have built together over more than a decade.

This year, we convene under the theme, “Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia”. This theme was not chosen lightly. It represents the most critical and urgent frontier for our field. The rapid ascent of Artificial Intelligence is not merely providing us with new tools for analysis; it is fundamentally reshaping the very fabric of public discourse, opinion formation, and civic engagement. The sheer volume of presentations and parallel sessions dedicated to “AI, Public Opinion & Algorithmic Influence” within our program underscores the profound impact of this transition on our collective research agenda. As we navigate this new landscape, ANPOR is committed to serving as the essential platform for our community—a space to explore the immense opportunities of AI while rigorously confronting the complex methodological and ethical challenges it presents. Our role is to provide a stable, guiding framework, ensuring that as our methods evolve, our commitment to scientific integrity remains unshakable.



The success of such an ambitious undertaking is only possible through collaboration. I wish to express my deepest gratitude to our esteemed co-hosts, the Asia-Pacific Communication Alliance (APCA) and Southeast Bangkok University (SBU), whose partnership has been invaluable. This collaborative spirit is also the engine behind ANPOR's flagship publication, the Asian Journal for Public Opinion Research (AJPOR). We are immensely proud of AJPOR's continued growth and impact, evidenced by its Scopus indexing and a rising CiteScore of 2.0. To bridge the gap between presentation and publication, we are delighted to offer dedicated sessions at this conference, including a writing clinic and a "Meet the Editors" event, providing a tangible pathway for the brilliant research shared here to achieve lasting scholarly impact.

As we look to the future, our vision is one of sustainability, equity, and inclusion. This conference is a platform to amplify diverse voices from every corner of Asia and beyond. Through critical dialogues on themes such as "Decolonizing Public Opinion and Communication Research" and "Fostering Intercultural Competence," we strive to ensure that the futures we build are shaped by all. I invite each of you, from our most senior scholars to the next generation of researchers, to engage boldly, to challenge preconceived notions, and to contribute your unique voice to this vital conversation. Let us work together to shape a digital world that is not only intelligent but also just, equitable, and sustainable for all.



A Message from APCA



Chen Changfeng, Ph.D.

President, Asia-Pacific Communication Alliance (APCA)

Professor, Tsinghua University, China

It is with great enthusiasm that I welcome you to this pivotal conference on behalf of the Asia-Pacific Communication Alliance (APCA). Our partnership with the Asian Network for Public Opinion Research (ANPOR) for this event is more than a collaboration; it is an intellectual imperative. In an age where technology is rapidly reconfiguring society, the challenges we face are too complex for any single discipline to address alone. Where ANPOR brings profound expertise in the dynamics of public opinion, APCA contributes a broader perspective on the communication ecosystems, media ethics, and governance structures in which those opinions are formed and contested. This synergy is essential to meaningfully engage with the profound questions at the heart of our conference theme. As the founding president of APCA, an alliance that unites researchers and educators from over twenty associations across sixteen countries, I am proud to see this integrated approach in action.

The technological transition we are experiencing compels us to ask the most fundamental questions of our time. As I will explore in my keynote address, we must now grapple with how trust, legitimacy, and authority are constructed in a world of GenAI-mediated communication. When algorithms shape visibility and large language models can simulate social consensus, what becomes of public confidence? As Director of the AI Media Research Center at Tsinghua University, I believe these are not abstract academic inquiries; they are urgent matters that will define the health of our democracies and the fabric of our societies for generations to come. This conference provides a premier forum to begin formulating the robust answers these questions demand.



In seeking these answers, it is crucial that we cultivate an Asia-Pacific perspective. The dominant paradigms for digital governance and AI ethics have largely emerged from Western contexts. While we have much to learn from global dialogue, we must resist the uncritical adoption of models that may not align with the unique cultural, political, and social realities of our region. This conference, with its rich diversity of scholars from across Asia, is a vital space for developing indigenous frameworks and Southern perspectives that are both locally relevant and globally influential. It is a call to action for the scholars of our region to assert a form of intellectual sovereignty—to actively define our own digital future rather than passively accept one designed elsewhere.

I invite you, therefore, to a dialogue that is both rigorous and consequential. Let us move beyond simply describing the challenges posed by our new communication nexus and begin prescribing the solutions. Let us use this time together to forge the ethical frameworks, policy recommendations, and pedagogical strategies necessary to guide our societies toward a sustainable and equitable digital future. I am confident that the conversations initiated in Pattaya will create ripples of influence, advancing scholarship, informing policy, and inspiring action across the Asia-Pacific and the world.



A Message from the SBU



Somsak Rungruang, Ph.D.

President, Southeast Bangkok University, Thailand

Sawasdee krap, and a very warm welcome to the Kingdom of Thailand. On behalf of the entire community at Southeast Bangkok University (SBU), it is a distinct honor and a profound privilege to co-host the 2025 ANPOR-APCA Annual Conference. We are delighted to welcome you to the dynamic city of Bangkok, where our pre-conference workshops will be held on our Bangna campus, and to the beautiful coastal city of Pattaya for the main event. We are proud to share with you the hospitality and rich cultural heritage that define our nation, a commitment to Thai identity that is a core part of our university's mission.

At Southeast Bangkok University, our institutional vision is directly aligned with the critical themes of this conference. Our central goal is to be “an organization that produces professional graduates (in logistics and technology)”. For us, the topics of Artificial Intelligence and digital citizenship are not merely subjects of academic inquiry; they are the essential competencies that will empower the next generation of leaders and innovators. Our core values—to be Smart, Business-oriented, and Unique—drive us to embed technological fluency and ethical digital practice into our curriculum. It is, therefore, a point of great pride that SBU is not only a co-host but also the venue for the pre-conference workshops on AI in quantitative and qualitative research, a tangible symbol of our commitment to advancing the very skills being discussed at this event. The strong presence of SBU faculty and students presenting their research on AI in business, digital innovation, and organizational sustainability further demonstrates that we are not just hosting this conversation, but are active and enthusiastic participants in it.

We believe a modern university must be a vibrant hub where academia, industry, and society converge to spark innovation. Our mission to "conduct research to create



new knowledge and innovations" compels us to build bridges beyond our campus walls. This conference represents a pinnacle of such efforts. The cross-pollination of ideas that will occur over the next few days—the blending of global perspectives from our esteemed delegates with our own focus on professional application and sustainable development—will undoubtedly enrich our entire academic community and inspire new pathways for collaborative research.

As you engage in what promises to be an intellectually stimulating conference, I extend a heartfelt invitation to also immerse yourselves in the experiences our country has to offer. From the engaging Welcome Reception on the beach lawn to the myriad opportunities for cultural discovery, we hope you will enjoy the warmth, cuisine, and spirit of Thai hospitality. May your time here be both productive and memorable. We are truly honored to have you with us.



A Message from the Conference Organizing Committee Chair



Akinori Seki

President, Asia Association for Education and Exchange
Professor, Tokyo Keizai University

It is with immense personal pleasure and a deep sense of honor that I welcome each and every one of you to the 2025 ANPOR-APCA Annual Conference. As Chair of the Organizing Committee, I have had the privilege of witnessing this event take shape, and I am filled with excitement and anticipation as we finally gather this brilliant and diverse community of minds here in Thailand. This conference is the culmination of countless hours of work by a dedicated team, and its true purpose is to serve you, our delegates.

An event of this scale is a testament to collective effort, and my first duty is one of gratitude. I extend my deepest thanks to every member of the Conference Organizing and Scientific Committees, whose wisdom and diligence were indispensable. My sincere appreciation goes to the student volunteers and administrative staff, whose energy and support have been the backbone of our preparations. I am profoundly grateful to our host and co-host organizations—ANPOR, APCA, and SBU—for their unwavering vision and partnership. Most importantly, I thank all of you. By choosing to be here, by preparing your presentations and committing your time and intellectual energy, you have given this conference its life and its meaning.

In my own academic work, I have long been passionate about cross-cultural communication and the power of exchange as a catalyst for learning. I would like to invite you to view this conference through that very lens. This gathering is more than a series of presentations; it is a profound act of intercultural dialogue. The formal sessions are the framework, but the true learning often happens in the spaces between—in the spontaneous conversations during a coffee break, the challenging questions after a



paper, and the new perspectives gained during a roundtable discussion on co-learning practices. It is in these moments of genuine human connection that we not only learn about others' research but also come to understand our own work, and ourselves, in a new light.

My sincere hope for this conference is simple: that you connect. I encourage you to introduce yourselves to someone new, to listen with an open and curious mind, and to build the foundations for new friendships and collaborations that will flourish long after we depart from Pattaya. May you leave this event not only with a wealth of new knowledge and ideas but with a renewed sense of inspiration, a broader network of trusted colleagues, and cherished memories of our time together. Thank you for being here and helping to make this event a great success.



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About the Conference and Organizations

Conference Mission: Voices and Visions in Transition

For over a decade, the ANPOR-APCA Annual Conference has been the premier gathering where Asia-Pacific's brightest minds tackle the most pressing questions of our time. Since 2012, we have built a vibrant community of researchers, practitioners, and thought leaders pushing boundaries in public opinion research and communication scholarship that shapes how societies understand themselves. Our journey mirrors the region's transformation, evolving to meet each critical moment from pioneering interdisciplinary approaches to confronting crises of public trust and leading conversations on pandemic communication.

Now, we stand at another inflection point. The rise of AI and algorithmic systems is not just changing how we communicate—it is fundamentally reshaping what it means to be a citizen in the digital age. We are living through the most significant shift in human communication since the printing press. AI algorithms now decide what billions of people see, think about, and believe, while platform governance shapes civic discourse more than traditional media ever did. Digital citizenship is no longer a peripheral skill; it is essential for survival in democratic societies.

The theme, "Voices and Visions in Transition," captures this pivotal moment where the future of public opinion hangs in the balance. The 2025 ANPOR-APCA Conference is a strategic convening where researchers, educators, policymakers, and technology developers come together to wrestle with the questions that will define our digital future. This is where theory meets practice, where local insights inform global solutions, and where the next generation of digital citizens begins to take shape.



Organizational Profiles

Asian Network for Public Opinion Research

Charting the Voice of a Continent in Transformation

In the early 21st century, as the Asia-Pacific region emerged as a global epicenter of economic, technological, and cultural dynamism, a profound need became clear: the necessity for a rigorous, ethical, and unified platform to scientifically measure, understand, and amplify the voice of its diverse populations. The currents of public opinion—shaping everything from democratic processes to consumer behavior and social cohesion—were becoming more powerful and complex than ever before. Yet, the scholarship dedicated to studying these currents remained fragmented across national and disciplinary lines.

It was into this landscape that the Asian Network for Public Opinion Research (ANPOR) was born. Officially established on November 28, 2012, by a visionary group of scholars and experts from nine different Asian countries and regions, ANPOR was founded on a bedrock of core principles: to champion the right to conduct and publish scientific research on public opinion; to promote the highest standards of methodological rigor; and to foster a vibrant international community of exchange and cooperation.

From its inception, ANPOR's mission was both ambitious and essential. It sought to create a collaborative infrastructure for researchers, journalists, policymakers, and practitioners across the continent, enabling them to share knowledge, refine techniques, and collectively tackle the region's most pressing challenges. More than just an academic association, ANPOR was conceived as a guardian of scientific integrity and a powerful advocate for the vital role of public opinion in shaping healthy, responsive, and democratic societies. This foundational commitment has been the driving force behind the organization's remarkable growth and its ascent as the preeminent authority on public opinion research in Asia.



A Decade of Dialogue - The Annual Conference as a Barometer of Regional Transformation

The most powerful manifestation of ANPOR's mission and growth is its annual conference. Far from a static academic gathering, the conference has evolved into a dynamic, agenda-setting forum that mirrors the region's own transformation. By consistently placing the most critical contemporary issues at the heart of its thematic focus, ANPOR has not only responded to change but has actively guided the scholarly conversation, cementing its role as an intellectual leader.

The journey of the annual conference is a testament to the organization's foresight and adaptability:

- **Pioneering Foundations (2012–2015)**

In its formative years, the conference focused on breaking down the academic silos that had long separated disciplines. The early gatherings were instrumental in pioneering interdisciplinary approaches, building crucial bridges between communication, sociology, political science, and digital studies to create a more holistic understanding of public opinion.

- **Confronting Crisis (2016–2019)**

As the world grappled with a rising tide of polarization and a crisis of public trust in institutions, ANPOR's conferences met the moment head-on. The themes during this period shifted to address the erosion of democratic foundations, the spread of misinformation, and the urgent need for new models of civic engagement, demonstrating the network's commitment to tackling real-world societal challenges. The 2019 conference in Chiang Mai, for instance, focused on the "Power of Public Opinion and Multicultural Communication toward Global Transformation," highlighting the network's expanding scope.

- **Leading Through Unprecedented Times (2020–2021)**

When the COVID-19 pandemic brought the world to a standstill, ANPOR demonstrated remarkable resilience and leadership. Swiftly transitioning to virtual and hybrid formats, the 2020 conference, themed "Measuring, Understanding, and Communicating Public Opinion in Unprecedented Times," became a vital hub for scholars dissecting the global crisis. The following year, the 2021 conference in Bangkok continued this leadership, exploring "Understanding Wellbeing in Asian



Societies: The Impact of Digital Media on Environmental and Social Resilience," leading the conversation on health narratives, institutional resilience, and the societal impact of the pandemic when clarity was needed most.

- **Navigating the AI Revolution (2023–Present)**

Recognizing the seismic shift brought by artificial intelligence, ANPOR dedicated its 2023 conferences in Beijing and Manila to “AI and the Future of Academic Research: Challenges and Opportunities”. These events charted new paths for digital transformation, bringing together international experts to explore the profound implications of AI for journalism, public opinion, and research itself.

This intellectual trajectory culminates in the upcoming 2025 conference in Thailand, themed “**Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia-Pacific**”. This theme represents a powerful synthesis of ANPOR’s decade-long journey, weaving together its core concerns with the most urgent frontiers of the digital age. The sheer volume of presentations dedicated to tracks like “AI, Public Opinion & Algorithmic Influence” and “Decolonizing Public Opinion and Communication Research” underscores ANPOR’s position at the vanguard of contemporary scholarship.

Building a Legacy of Scholarship: The Rise of the *Asian Journal for Public Opinion Research (AJPOR)*

A testament to any scholarly organization’s maturity and influence is the strength of its flagship publication. For ANPOR, this is the *Asian Journal for Public Opinion Research (AJPOR)*, a publication that has, in a remarkably short time, become a globally recognized and respected voice in the field.

Launched in 2013, just one year after ANPOR’s own founding, AJPOR was established to provide a dedicated, high-quality outlet for original research on public opinion in Asia. Published quarterly by the Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI), the journal has been instrumental in promoting scientific methods and fostering a truly international exchange of ideas.

The journal’s growing strength is evidenced by clear and compelling metrics. AJPOR’s inclusion in premier academic databases like **Scopus** and the **Directory of Open Access Journals (DOAJ)** signifies its adherence to the highest



standards of peer review and scholarly integrity, ensuring that its articles reach a global audience. This global reach is reflected in its rising impact; as noted by ANPOR President Jantima Kheokao, the journal's CiteScore has climbed to **2.0**, a powerful indicator of its increasing influence and citation rate within the academic community.

More than just a repository of scholarship, AJPOR is an active and integral part of the ANPOR ecosystem. It serves as a premier pathway for the brilliant research presented at the annual conference to achieve lasting impact. ANPOR actively bridges the gap between presentation and publication by offering a **fast-track review process** for selected conference papers, giving promising research priority consideration. Furthermore, the conference itself has become a crucial incubator for scholarly talent, hosting dedicated sessions such as a "Meet the Editors" event and a "Writing Clinic for High-Impact Journal Success". These initiatives demonstrate ANPOR's deep commitment not only to publishing excellent research but to actively mentoring and developing the next generation of scholars who will shape the future of the field.

A Network of Networks - Forging a Collaborative Future

From its inception, ANPOR has understood that the complex challenges facing the Asia-Pacific region cannot be solved in isolation. Its growth and strength are rooted in a deep-seated philosophy of collaboration, which has led to the formation of powerful strategic partnerships that amplify its impact across the continent and the world.

The most significant of these is the alliance with the **Asia-Pacific Communication Alliance (APCA)**. This partnership, which has co-organized the annual conference since 2019, creates a powerful synergy. As APCA President Chen Changfeng describes it, this collaboration is an "intellectual imperative," combining ANPOR's profound expertise in the dynamics of public opinion with APCA's broader perspective on the communication ecosystems, media ethics, and governance structures in which those opinions are formed and contested. Together, ANPOR and APCA provide a comprehensive, multi-lens framework for tackling the most complex issues at the intersection of technology, society, and public discourse.



ANPOR's collaborative ecosystem extends further to include foundational partners like the **Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI)** at Chungnam National University and the **Korean Association for Survey Research (KASR)**, both of which are instrumental in the publication of AJPOR. These institutional relationships provide a stable and rigorous backbone for ANPOR's scholarly activities.

Today, after more than a decade of steadfast work, ANPOR stands as a mature, influential, and indispensable institution. It has successfully built a vibrant community, a world-class academic journal, and a network of powerful alliances. As it looks to the future, ANPOR remains unwavering in its core mission: to provide a stable, guiding framework for the scientific study of public opinion, ensuring that as our methods evolve in the age of AI, our commitment to integrity, ethics, and amplifying the diverse voices of Asia remains unshakable. It is this vision that will continue to drive the organization's growth and solidify its legacy as a vital force for scholarly excellence and societal understanding.

Asia-Pacific Communication Alliance (APCA)

Forging a New Nexus for Regional Scholarship

In an era defined by unprecedented technological transformation and complex geopolitical shifts, the Asia-Pacific region stands as a global powerhouse of innovation, culture, and economic dynamism. Within this vibrant landscape, a critical need emerged: a unified platform for the region's communication scholars and educators to connect, collaborate, and cultivate a distinct intellectual voice. The challenges of the 21st century—from the rise of artificial intelligence to crises of public trust—were too vast and interconnected for any single discipline or nation to address alone.

It was in response to this imperative that the Asia-Pacific Communication Alliance (APCA) was born. Established in the fall of 2018 at the prestigious Tsinghua University in Beijing, APCA was conceived not merely as another academic society, but as a strategic and visionary "organization of organizations". Its founding was a landmark moment, a convergence of leaders who recognized that true progress required breaking down the silos that separated national academic bodies. The inaugural meeting itself was a testament to this vision, attended by the presidents



of twenty communication associations and more than twenty leading scholar representatives from across the Asia-Pacific

This unique structure as an “alliance of alliances” is the cornerstone of APCA’s influence. It unites more than twenty of the most significant communication, journalism, and media associations from seventeen nations, creating a formidable network that spans the entire region. Member organizations include the Chinese Association for the History of Journalism and Communication (CAHJC), the Japan Society for Studies in Journalism and Mass Communication, the Korean Society for Journalism and Communication Studies (KSJCS), the Australia and New Zealand Communication Alliance (ANZCA), the Indonesian Communication Scholars Association (ISKI), the Philippine Association of Communication Educators (PACE), and the Asian Network for Public Opinion Research (ANPOR), among many others. This collective framework allows APCA to facilitate collaboration on a scale previously unimaginable, fostering a rich cross-pollination of ideas and best practices.

The gravitas of this new endeavor was reflected in its founding leadership—a veritable powerhouse of global and regional academic stewardship. The alliance was placed under the inaugural presidency of Professor Changfeng Chen of Tsinghua University, a leading voice in the field. He was joined by a distinguished slate of officers, including initiators Professor Shuhua Zhou (University of Missouri) and Professor Eyun-Jung Ki (University of Alabama), and Professor Jantima Kheokao (President of ANPOR). The leadership was further strengthened by the involvement of Professor Terry Flew, then-President of the International Communication Association (ICA), as the Director of the Academic Committee, signaling APCA’s immediate integration into the highest echelons of global communication scholarship.

From its inception, APCA’s mission was clear: to create a dynamic, cross-border platform for research cooperation and educational exchange, to promote best practices in journalism and communication, and to provide the training and collaborative opportunities necessary to advance the field across the Asia-Pacific. It was a call to build an intellectual community capable of navigating the complexities of the modern world with a shared sense of purpose and a unified voice.



A Legacy of Convening - Charting the Region's Intellectual Trajectory

Since its founding, APCA has embarked on a remarkable journey across the Asia-Pacific, weaving a network of collaboration through a series of high-impact annual conferences and academic events. More than just meetings, these gatherings have become the premier forums where the region's sharpest minds convene to dissect the most urgent issues of our time. By moving its flagship events to different host nations each year—from China to Thailand, the Philippines to Brunei, and beyond—APCA has demonstrated a profound commitment to fostering a truly pan-Asian dialogue, ensuring that a diversity of local contexts informs a shared regional vision.

The thematic evolution of the APCA annual conference, held in close partnership with the Asian Network for Public Opinion Research (ANPOR), reads like a chronicle of the region's most critical contemporary challenges:

- **2019, Chiang Mai:** The conference on **"Power of Public Opinion and Multicultural Communication toward Global Transformation"** set the stage, exploring the foundational dynamics of communication in an increasingly interconnected world.
- **2020, Virtual:** In the face of a global crisis, the alliance quickly adapted, hosting a virtual conference on **"Measuring, Understanding, and Communicating Public Opinion in Unprecedented Times."** This pivotal event led the scholarly conversation on the role of communication and public opinion research during the COVID-19 pandemic.
- **2021, Bangkok (Hybrid):** As the world began to navigate a new reality, the conference theme, **"Understanding Wellbeing in Asian Societies: The Impact of Digital Media on Environmental and Social Resilience,"** shifted the focus toward sustainability and the profound effects of digitization on society.
- **2023, Beijing & Manila:** Recognizing the seismic impact of generative AI, APCA hosted two major conferences on the theme **"Communication Studies in the Age of AI: Research Trends, Issues, and Opportunities."** These events brought together scholars, practitioners, and even European



Union policy advisors to map the challenges and possibilities of this new technological frontier.

- **2025, Brunei & Pattaya:** Looking ahead, APCA continues to lead the intellectual agenda. A May 2025 conference at Universiti Brunei Darussalam will address **“Communication and Languages in Asian-Pacific Regions: Connection, Collaboration, and Sustainability”**. This will be followed by the major annual conference in Pattaya, Thailand, centered on the theme **“Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia-Pacific,”** tackling the convergence of technology, ethics, and civic engagement.

Beyond its main annual conference, APCA has fostered vibrant exchanges through collaborative projects and forums in cities across the region, including Hangzhou, Bali, and Sydney, alongside a robust series of online gatherings that ensure the conversation continues year-round. This consistent and dynamic presence has solidified APCA’s role as the central nervous system for communication scholarship in the Asia-Pacific, a reliable and forward-looking platform for intellectual exchange.

The Intellectual Imperative - Forging a Distinctly Asia-Pacific Perspective

The mission of the Asia-Pacific Communication Alliance transcends mere academic networking; it is, in the words of its president, Professor Chen Changfeng, an “intellectual imperative”. In a world where the dominant paradigms for digital governance, media ethics, and AI regulation have largely emerged from Western contexts, APCA champions the cultivation of a distinctly Asia-Pacific perspective. It serves as a vital space for the development of indigenous frameworks and Southern perspectives that are both locally relevant and globally influential. This is a bold call to action for the scholars of the region to assert a form of “intellectual sovereignty” to actively define their own digital future rather than passively accept one designed elsewhere.

This philosophy is woven into the very fabric of the alliance. APCA’s partnership with ANPOR, for example, is built on a powerful synergy. Where ANPOR brings deep expertise in the dynamics of public opinion, APCA contributes a broader perspective on the communication ecosystems, media ethics, and



governance structures in which those opinions are formed, contested, and reshaped by technology. Together, they provide a holistic framework for understanding the most complex issues of our time.

The alliance is fundamentally committed to moving the academic discourse from description to prescription. It challenges its members not just to analyze the problems posed by our new communication nexus, but to begin formulating the solutions. Through its conferences, publications, and collaborative projects, APCA is a crucible for forging the ethical frameworks, policy recommendations, and pedagogical strategies necessary to guide societies toward a more sustainable, equitable, and just digital future.

Ultimately, the Asia-Pacific Communication Alliance was founded on the recognition that in the 21st century, communication is not merely a professional endeavor but a moral and civic responsibility. It is a platform where human wisdom and digital intelligence can converge, where interdisciplinary dialogue can flourish, and where a new generation of scholars, educators, and practitioners can collaborate to build a better future for the Asia-Pacific region and the world. As it continues to grow in reach and influence, APCA stands as a powerful testament to the transformative power of connection, collaboration, and a shared vision for progress.

Southeast Bangkok University

A Legacy of Gratitude, A Vision for the Future - Welcome to Southeast Bangkok University

On behalf of our entire academic community, it is with immense pride and heartfelt warmth that we welcome you to the 2025 ANPOR-APCA Annual Conference. As a co-host for this distinguished gathering, Southeast Bangkok University (SBU) is honored to provide the setting for the critical dialogues that will unfold, particularly at our Bangna campus, the venue for the pre-conference workshops. Our university's story is deeply intertwined with the story of this land, and it is a privilege to share our home with you as we collectively explore the pivotal theme of "Voices and Visions in Transition: Public Opinion, AI, and Digital Citizenship for Sustainable Futures in Asia".



SBU was founded out of a profound sense of gratitude to the Bangna district, a region that nurtured generations of our founders' family. What was once a landscape of thriving rice farms—the very meaning of "Bang Na"—has transformed into a dynamic commercial, industrial, and educational hub for Bangkok and for Thailand. This journey of transition from agricultural roots to a modern nexus of innovation mirrors the evolution of our university. We have grown with this community, driven by a steadfast commitment to providing high-quality education as a cornerstone for the nation's sustainable development. Today, Bangna is a bustling center of global commerce, home to the Bangkok International Trade and Exhibition Centre (BITEC) and a destination for international families and professionals. In this vibrant context, SBU stands as a testament to forward-thinking education, dedicated to shaping the leaders who will navigate and define our shared future.

Our Mission - Mentoring the New Professionals for a Digital and Sustainable World

At the core of Southeast Bangkok University's identity is a clear and powerful vision: to be "an organization that produces professional graduates (in logistics and technology)". This is more than a statement; it is the guiding principle that shapes our curriculum, our research, and our culture. We are dedicated to mentoring a new generation of professionals who are not only proficient in their chosen fields but are also equipped with the competencies to thrive in an era of rapid technological advancement and global interconnectedness.

Our mission is five-fold, with each pillar directly supporting the core themes of this conference:

- 1) Producing professional graduates in logistics and technology.
- 2) Conducting research to create new knowledge and innovations.
- 3) Providing academic services based on professional standards and expertise.
- 4) Preserving art, culture, and Thai identity.
- 5) Managing the organization for sustainability.

These principles are embodied in our core values, which form the acronym of our university: Smart, Business-oriented, and Unique. We cultivate graduates who possess deep knowledge and resilience (Smart), who lead with ethical conduct



and an entrepreneurial mindset (Business-oriented), and who have the courage to think differently and creatively (Unique). It is this unique blend of professionalism, innovation, and ethical grounding that we believe is essential for building the sustainable futures we all envision.

At the Forefront of AI, Technology, and Innovation

Southeast Bangkok University is not merely a host for this year's conference; we are an active and enthusiastic participant in the very subjects being discussed. Our commitment to technology and innovation is woven into the fabric of our academic identity. We are proud that our Bangna campus is the venue for the pre-conference workshops on "AI for Quantitative Research" and "AI for Qualitative Research," a direct reflection of our institutional focus.

Our academic offerings, from undergraduate to doctoral levels, are designed to meet the demands of the digital age. The Faculty of Digital Technology and Innovation and the Faculty of Logistics and Aviation Technology are central to this mission, offering specialized programs that equip students with future-ready skills. Our Master of Science in Information and Technology (MSIT), for example, provides a comprehensive curriculum in high-demand areas such as data science, cybersecurity, modern application development, data mining, and cloud computing.

Beyond our formal curriculum, SBU is a hub of applied AI research and development. Our faculty and students are regular contributors to the academic discourse on technology's role in business and society, as evidenced by the numerous SBU-led presentations at this very conference on topics ranging from the acceptance of AI in business models to the development of intelligent business systems. We actively foster an ecosystem of innovation through initiatives like the D.O.T Project, which enhances students' AI skills for marketing and business through real-world challenges in partnership with industry leaders like HP Inc.. This commitment to practical application is further demonstrated by our award-winning "AI for Student Retention" project, an innovative system that uses AI to analyze student data to predict and prevent dropout risks, enhancing educational management and student support.

Our dedication to technological advancement extends to strategic collaborations that bring global expertise to our students. A landmark



Memorandum of Understanding with Alibaba Cloud, a global leader in cloud computing and artificial intelligence, provides our students with invaluable learning opportunities and access to cutting-edge innovations in generative AI, autonomous driving, and large-scale model technologies. These partnerships ensure that an SBU education remains at the vanguard of the digital transition.

A Deep Commitment to Sustainable Futures and Digital Citizenship

The pursuit of innovation at SBU is always guided by our foundational commitment to sustainability and community empowerment. We believe that technology must serve humanity and that progress must be equitable and inclusive. This philosophy is a core part of our mission to manage the university for sustainability and is aligned with the United Nations' 17 Sustainable Development Goals (SDGs).

We are exceptionally proud of our recent partnership with the Chinese Youth Growth Foundation to establish the SDGs Impact Accelerator. This pioneering platform, led by our Vice President Dr. Pattarada Rungruang, is designed to support and incubate innovation from young leaders across ASEAN and neighboring countries. By leveraging our comprehensive educational system and regional networks, the accelerator aims to empower a new generation of social entrepreneurs, turning visionary ideas into tangible momentum for regional and global collaboration on sustainability.

This global vision is complemented by our deep engagement with local communities. Our School of Humanities and Tourism Management has developed a successful model for sustainable, community-based tourism that empowers local residents to become central decision-makers in their own economic development. This initiative, which helps communities leverage their cultural capital and local wisdom, is a powerful example of how academic expertise can be applied to create equitable growth, preserve cultural heritage, and improve quality of life at the grassroots level.

As we prepare our students for the future, we recognize that technological fluency must be paired with a strong sense of ethical responsibility. We are therefore dedicated to fostering a culture of Digital Citizenship. Through innovative



collaborations like the BU x ETDA Trainer program, developed with Thailand's Electronic Transactions Development Agency (ETDA), we equip our students with essential skills in digital identity, appropriate technology use, security management, digital communication, and digital literacy. By certifying students as digital skills trainers, we empower them to become leaders and advocates for a safe, responsible, and ethical digital society.

As you participate in the workshops, presentations, and discussions over the coming days, we invite you to connect with the faculty, staff, and students of Southeast Bangkok University. We are a community of innovators, educators, and professionals united by a shared vision for a smarter, more sustainable, and more connected world. We are thrilled to learn alongside you and are confident that the collaborations forged here will help shape the voices and visions of our collective future. Welcome.

The Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI)

While networks and alliances provide the vital connective tissue for a scholarly community, it is the dedicated research institutions that serve as its engine—providing the infrastructure, data, and institutional stability necessary for long-term growth and impact. In the field of Asian public opinion research, the Center for Asian Public Opinion Research & Collaboration Initiative (CAPORCI) at Chungnam National University stands as that essential engine.

Established in 2009 as the Social Research Center and renamed in 2015 to reflect its expanding international mission, CAPORCI is a premier academic hub dedicated to fostering scholarly exchange and education across Asia. Based in South Korea, the center operates with a clear, three-pronged strategy that has made it an indispensable pillar of the regional research ecosystem: publishing, pioneering large-scale data collection, and promoting policy-relevant research.

CAPORCI's most visible and impactful contribution is its role as the publisher of the ***Asian Journal for Public Opinion Research (AJPOR)***. As the official, peer-reviewed journal of the Asian Network for Public Opinion Research (ANPOR), AJPOR has become the authoritative voice for scholarship in the field. CAPORCI provides the critical institutional backbone for the journal, managing its quarterly



publication and ensuring it meets the rigorous international standards required for its indexing in prestigious databases like Scopus and the Directory of Open Access Journals (DOAJ). By stewarding AJPOR, CAPORCI provides the definitive platform for research from the annual conference and beyond to achieve global visibility and lasting scholarly impact.

Beyond publication, CAPORCI is a leader in methodological innovation and primary data generation. The center is home to the **Korean Academic Multimode Open Survey (KAMOS)**, a national probability-based panel survey conducted multiple times a year. First launched in 2016, KAMOS provides a robust and representative dataset on the South Korean population, featuring both longitudinal items for tracking social attitudes over time and an omnibus section for new research questions. By making this high-quality data accessible to the international research community, CAPORCI actively facilitates new cross-national comparative studies and provides a model for rigorous survey methodology. The center's ongoing work to refine its panel recruitment methods in response to new challenges demonstrates its commitment to advancing the science of survey research.

Finally, CAPORCI is dedicated to bridging the gap between academia and public policy. The center has built a systematic research program aimed at promoting effective communication between policymakers and the public, actively cooperating with the National Assembly, government agencies, and local governments in South Korea. This focus ensures that the insights generated from public opinion research are not confined to academic circles but are translated into actionable knowledge that can inform democratic governance.

Through its multifaceted work—as a publisher, a data pioneer, and a policy-oriented research hub—CAPORCI serves as a cornerstone for the entire Asian public opinion research community. It provides the essential infrastructure that empowers scholars, supports academic networks like ANPOR, and drives the field toward a more rigorous and impactful future.



At-a-Glance

Schedule at a Glance

All times are Bangkok Time (UTC+7).

Date and time	Events
TUE 4 NOV 2025 Pre-Conference Day	Southeast Bangkok University, Bangna Campus
08:00–09:00	Registration
09:00–09:15	Opening and Welcome
09:15–12:00	Overview Talks: AI for Quantitative & Qualitative Research
12:00–13:00	Lunch
13:00–14:00	Overview Talk: From Hypothesis to Publication
14:15–17:00	Parallel Workshops Quantitative, Qualitative & Writing Clinic
WED 5 NOV 2025 Welcome Reception	Amari Hotel Pattaya
17:00–18:00	Registration
18:00–20:00	Welcome Reception (Beach Lawn)
WED 5 NOV 2025 Welcome Reception	Amari Hotel Pattaya
17:30–18:00	Registration
18:00–20:00	Welcome Reception (Beach Lawn)



Date and time	Events
THU 6 NOV 2025 Conference Day 1	Amari Hotel Pattaya
08.30–09.00	Registration (Grand Ballroom 1 Foyer)
09:00–09:30	Opening & Welcome (Grand Ballroom 1)
09:30–10:30	Keynote Session 1 & 2 (Grand Ballroom 1)
10:45–11:45	Plenary Session (Grand Ballroom 1)
11:45–12:15	Masterclass Session 1 (Grand Ballroom 1)
12:15–13:30	Lunch (Amaya Food Gallery)
13:30–15:00	Parallel Sessions A, B, C (Meeting Room I, Idea Room, Meeting Room III)
15:15–16:45	Parallel Sessions D, E, F (Meeting Room I, Idea Room, Meeting Room III)
17:00–17:30	ANPOR Business Meeting (Meeting Room I)
FRI 7 NOV 2025 Conference Day 2	Amari Hotel Pattaya
08:30–09:00	Registration (Foyer)
09:00–09:15	Recap from Day 1 (Meeting Room I)
09:15–10:15	Keynote Session 3 & 4 (Meeting Room I)
10:30–11:00	Plenary Session (Meeting Room I)
11:00–11:30	Masterclass Session 2 (Meeting Room I)
11.30-12.30	AJPOR Special Session (Meeting Room I)
12:30–13:30	Lunch (Amaya Food Gallery)
13:30–15:00	Parallel Sessions G, H, I (Meeting Room I, Idea Room, Meeting Room III)



Date and time	Events
15:15–16:30	Parallel Sessions J, K, L (Meeting Room I, Idea Room, Meeting Room III)
16:30–17:30	Roundtable Discussion (Meeting Room I)
18:00–20:00	ANPOR Gala Dinner & Awards Ceremony



Detailed Program

Tuesday, 4 November 2025 – Pre Conference Day 1 Venue: Southeast Bangkok University, Bangna Campus, Bangkok	
08.00 – 09.00	Registration
09.00 – 09.15	Opening and welcome
09.15 – 10.30	<p><u>Overview Talk 1:</u> AI for Quantitative Research: “From Prompt to Prediction: Applying ChatGPT in Applied Regression Analysis”</p> <p><u>Speaker:</u> Distinguished Chair Prof. Sung Kyum Cho Ph.D. Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea</p>
10.30 – 10.45	Morning break
10.45 – 12.00	<p><u>Overview Talk 2:</u> AI for Qualitative Research: “From Codes to Meaning: How AI Unlocks Qualitative Insight”</p> <p><u>Speaker:</u> Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan</p>
12.00 – 13.00	Lunch
13.00 – 14.00	<p><u>Overview Talk 3:</u> “From Hypothesis to Publication: How Clear Hypotheses Lead to Better Quality Papers”</p> <p><u>Speaker:</u> Sarah LoCasio Managing Editor, Asian Journal for Public Opinion Research (AJPOR)</p>
14.00 – 14.15	Afternoon break
14.15 – 17.00	<p>From Theory to Practice: The AI Research Hands-On Series</p> <p>Room 1 – Quantitative Research Workshop: “From Data to Discovery: AI in Action”</p> <p>Room 2 – Qualitative Research Workshop: “From Codes to Clarity: Intensive AI Data Analysis”</p> <p>Room 3 – A Writing Clinic: “From Draft to Distinction: Crafting Publishable Papers”</p>



Wednesday, November 5, 2025 – Welcome Reception

Venue: Amari Hotel Pattaya

17.00 – 18.00	Registration at Amari Hotel Pattaya
18.00 – 20.00	Welcome Reception <u>Venue:</u> Beach Lawn

Thursday, November 6, 2025 – Conference Day 1

Venue: Amari Hotel Pattaya

08.30 – 09.00	Grand Ballroom 1	Registration
09.00 – 09.30	Grand Ballroom 1	Opening Ceremony and Welcome Speeches
09.30 – 10.30	Grand Ballroom 1	KEYNOTE SESSION <u>Moderator:</u> Assist. Prof. Dr. Kanyika Shaw Panyapiwat Institute of Management, Thailand
09.30 – 10.00	Grand Ballroom 1	<u>Keynote 1:</u> Trust, Legitimacy, and GenAI-Mediated Communication: How Data Shapes Visibility, Authority, and Public Confidence <u>Presenter:</u> Prof. Dr. Chen Changfeng School of Journalism and Communication, Tsinghua University, China <u>Responder:</u> Prof. Dr. Ofer Feldman Doshisha University and Kyoto University, Japan
10.00 – 10.30	Grand Ballroom 1	<u>Keynote 2:</u> Verifiable Record of AI Output (VRAIO): A Privacy-Preserving Governance Framework for Digital Citizenship in the AI Era <u>Presenter:</u> Prof. Dr. Yusaku Fujii Gunma University, Japan <u>Responder:</u> Dr. iur. Dhanaraj Kheokao ANPOR, Thailand
10.30 – 10.45	Foyer	Morning break
10.45 – 11.30	Grand Ballroom 1	PLENARY SESSION <u>Moderator:</u> Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines
10.45 – 11.00	Grand Ballroom 1	<u>Plenary 1:</u> The Acceptance of AI Technology for Developing Modern Business Models Among Generation Y Entrepreneurs in Thailand (154 – p.B-1) Sunisa Treesuwan, Ampol Navavongsathian, Pattarada Runguang (Southeast Bangkok University, Thailand) <u>Presenter:</u> Assoc. Prof. Dr. Ampol Navavongsathian Southeast Bangkok University



Thursday, November 6, 2025 – Conference Day 1 Venue: Amari Hotel Pattaya		
11.00-11.15	Grand Ballroom 1	<u>Plenary 2: Authenticity in the Age of Curated Selves: Indonesian Gen Z's Perspectives on Social Media Identity and Expression</u> (141 – p.B-2) <u>Presenter: Prof. Dr. Dorien Kartikawangi</u> Atma Jaya Catholic University of Indonesia, Indonesia
11.15-11.30	Grand Ballroom 1	<u>Plenary 3: Online Public Sentiment Anxiety of Local Government in China and its Mitigation</u> (108 – p.B-3) <u>Presenter: Assoc. Prof. Hongna Miao</u> Nanjing University, China
11.30-11.45	Grand Ballroom 1	<u>Plenary 4: From Hegemony to Hybridity: Mapping Asymmetries in Global Fact-Checking Practices</u> (167 – p.B-4) Yunjuan Luo, Yuanbo Qiu (South China University of Technology, China) <u>Presenter: Prof. Dr. Yunjuan Luo</u>
11.45 – 12.15	Grand Ballroom 1	<u>MASTERCLASS SESSION 1:</u> <u>Making Research Visible: Strategic Writing for Global Journals With AI Support</u> <u>Facilitator: Distinguished Chair Prof. Sung Kyum Cho</u> Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea
12.15 – 13.30	Amaya Food Gallery	Lunch
13.30 – 14.30	Meeting Room II	AJPOR Editorial Board Meeting
13.30 – 15.00	Meeting Room I	<u>Parallel sessions A</u> <u>Chair: Assoc. Prof. Dr. Wang Kun Chen</u> Southeast Bangkok University <u>Prof. Dr. Eni Maryani</u> Universitas Padjadjaran, Indonesia <u>Paper ID: 179, 126, 177, 106, 192</u>
	Idea Room	<u>Parallel sessions B</u> <u>Chair: Prof. Xue Ke</u> Shanghai Jiao Tong University <u>Prof. Dr. Atwar Bajari</u> Universitas Padjadjaran, Indonesia <u>Paper ID: 168, 159, 178, 190, 107, 200</u>



Thursday, November 6, 2025 – Conference Day 1

Venue: Amari Hotel Pattaya

	Meeting Room III	Parallel sessions C <u>Chair:</u> Distinguished Prof. Dr. Mei-Ling Hsu National Chengchi University, Taiwan Assoc. Prof. Dr. Muhamad Fazil Ahmed Universiti Sultan Zainal, Malaysia <u>Paper ID:</u> 110, 136, 117, 123, 124, 155
15.00 – 15.15	Foyer	Afternoon break
15.15 – 16.45	Meeting Room I	Parallel sessions D <u>Chair:</u> Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Luyang Li Beijing Normal-Hong Kong Baptist University, China <u>Paper ID:</u> 201, 165, 127, 196, 187, 195
	Idea Room	Parallel sessions E <u>Chair:</u> Assoc. Prof. Dr. Kwanpyo Bae CAPORCI, Chungnam National University, South Korea Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan <u>Paper ID:</u> 176, 170, 185, 149, 116, 132
	Meeting Room III	Parallel sessions F <u>Chair:</u> Dr. Andika Vinianto Universitas Padjadjaran, Indonesia Assist. Prof. Kaining Chen Wuhan University, China <u>Paper ID:</u> 140, 144, 147, 150, 157, 164
17.00 – 17.30	Meeting Room I	ANPOR Business Meeting (Open to all participants)

Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

08.30 – 09.00	Foyer in front of Meeting Room I	Registration
09.00 – 09.15	Meeting Room I	Recap from Day 1
09.15 – 10.15	Meeting Room I	KEYNOTE SESSION <u>Moderator:</u> Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines



Friday, November 7, 2025 – Conference Day 2

Venue: Amari Hotel Pattaya

09.15 – 09.45	Meeting Room I	<p><u>Keynote 3: Technology for Sustainable Transformation: Inspiring the Next Generation of Researchers</u> <u>Presenter:</u> Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University <u>Responder:</u> Prof. Dr. Yunjuan Luo South China University of Technology, China</p>
09.45 – 10.15	Meeting Room I	<p><u>Keynote 4: AI-Centered Agenda-Setting: Opportunities and Challenges in Public Policy</u> <u>Presenter:</u> Assoc. Prof. Dr. Kwanpyo Bae Director of CAPORCI, Chungnam National University <u>Responder:</u> Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan</p>
10.15 – 10.30	Foyer	Morning break
10.30 – 11.00	Meeting Room I	<p><u>PLENARAY SESSION</u> <u>Moderator:</u> Prof. Dr. Yunjuan Luo South China University of Technology, China</p>
10.30 – 10.45	Meeting Room I	<p><u>Plenary 5: From Oratory to Colloquialism: Theory and Practice in Contemporary Political Rhetoric and Persuasive Speaking</u> (129 – p.B-40) Offer Feldman, Ken Kinoshita (Doshisha University, Japan) <u>Presenter:</u> Prof. Dr. Ofer Feldman Doshisha University and Kyoto University, Japan</p>
10.45 – 11.00	Meeting Room I	<p><u>Plenary 6: Public Opinion in Disaster Contexts: Indigenous Knowledge and the SALIGAN Framework in the Philippines</u> (163 – p.B-41) <u>Presenter:</u> Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines</p>
11.00 – 11.30	Meeting Room I	<p><u>MASTERCLASS SESSION 2:</u> <u>“Writing With Insight: Turning AI-Assisted Analysis Into Compelling Qualitative Narratives”</u> <u>Facilitator:</u> Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan</p>



Friday, November 7, 2025 – Conference Day 2 Venue: Amari Hotel Pattaya		
11.30 – 12.30	Meeting Room I	<p>AJPOR Special Session: <i>“Meet the Editors: Refining Your Work for Journal Submission”</i></p> <p>Speakers: Prof. Dr. Kuang-Hui Chen National Chung Cheng University, Taiwan Editor-in-Chief, AJPOR</p> <p>Sarah LoCasio Managing Editor and Editors, AJPOR AJPOR Co-editors</p>
12.30 – 13.30	Amaya Food Gallery	Lunch
13.30 – 15.00	Meeting Room I	<p>Parallel sessions G <u>Chair:</u> Dr. Vu Xiaotian Shanghai Jiao Tong University, China</p> <p>Dr. Sri Seti Indriani Universitas Padjadjaran, Indonesia</p> <p><u>Paper ID:</u> 183, 191, 172, 188, 112, 175</p>
	Idea Room	<p>Parallel sessions H <u>Chair:</u> Assoc. Prof. Dr. Hongna Miao Nanjing University, China</p> <p>Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines</p> <p><u>Paper ID:</u> 100, 102, 143, 109, 202</p>
	Meeting Room III	<p>Parallel sessions I <u>Chair:</u> Prof. Hyo Seong Lee Cheongju University, South Korea</p> <p>Assoc. Prof. Sabariah Mohamed Salleh Universiti Kebangsaan Malaysia, Malaysia</p> <p><u>Paper ID:</u> 142, 186, 158, 161, 160, 104</p>
15.00 – 15.15	Foyer	Afternoon break
15.15 – 16.30	Meeting Room I	<p>Parallel sessions J <u>Chair:</u> Sarah LoCasio Asian Journal for Public Opinion Research</p> <p>Dr. Sukwan Baek Chungnam National University, South Korea</p> <p><u>Paper ID:</u> 139, 115, 198, 182, 148, 180, 174</p>
	Idea Room	<p>Parallel sessions K <u>Chair:</u> Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand</p> <p>Prof. Hongbang Zhang Xian Jiao Tong University, China</p> <p><u>Paper ID:</u> 169, 135, 166, 184, 153</p>




Friday, November 7, 2025 – Conference Day 2 Venue: Amari Hotel Pattaya		
	Meeting Room III	Parallel sessions L <u>Chair:</u> Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Assist. Prof. Dr. Abdul Latiff Ahmad Universiti Kebangsaan Malaysia, Malaysia <u>Paper ID:</u> 119, 125, 137, 193, 113, 163
16.30 – 17.30	Meeting Room I	Round Table Discussion: “AI, Ethics, and the Global South: Bridging Digital Divides in Scholarly Communication” <u>Discussant:</u> Prof. Dr. Michele Notari PHBern, University of Teacher Education, Switzerland Jouko Ahvenainen Founder Prifina and Mission Grey, USA & Monaco Prof. Dr. Dorien Kartikawangi Atma Jaya Catholic University of Indonesia, Indonesia Prof. Dr. Yunjuan Luo South China University of Technology, China Prof. Dr. Yusaku Fujii Gunma University, Japan <u>Moderator:</u> Sarah LoCasio Asian Journal for Public Opinion Research
18.00 – 20.00	Grand Ballroom 2	ANPOR Gala Dinner and Awards Banquet









List of Parallel Sessions – Day 1

6 Nov 2025	Room	ID	Session - A
13.30 – 14.30	Meeting Room I		AI, Public Opinion & Algorithmic Influence Chair: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Professor Eni Maryani Universitas Padjadjaran, Indonesia
		179  p.B-5	Dependency on Social Media and Its Effects on Users Fiza Zia Ul Hannan, Shabir Hussain (Bahria University Islamabad, Pakistan)
		126  p.B-6	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 Jiachen Lyu (The University of Melbourne, China), Yuhan Li (Jilin International Studies University, China)
		177  p.B-7	Analyzing Global Media Coverage of Israel-Iran Conflict 2024 Osman Zafar Kharral, Mohsin Hassan Khan (Bahria University Islamabad, Pakistan)
		106  p.B-8	Research on the Network Public Opinion Governance Mechanism for Enterprise Emergencies Empowered by Aigc — Scenario-Based Empirical Evidence Based on the "Ailao Mountain" Incident Deng Jiaqiang, Chen Xin, Ma Jing, Yang Xiaojuan (Hebei Institute of Communications, China)
		192  p.B-9	The Digitalization of Populist Politics in the 21st Century: A Case Study of Pakistan and India Sadia Khanum (Bahria University Islamabad, Pakistan)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - B
13.30 – 14.30	Idea Room		AI, Public Opinion & Algorithmic Influence & Ethics, Policy, and Digital Governance Chair: Professor Xue Ke Shanghai Jiao Tong University Prof. Dr. Atwar Bajari Universitas Padjadjaran, Indonesia
		168  p.B-10	India's Fifth-Generation Warfare against Pakistan and the Role of Indian Media in Shaping Public Perceptions of the China-Pakistan Economic Corridor (CPEC) Ghulam Murtaza, Adam Saud (Bahria University Islamabad, Pakistan)
		159  p.B-11	The Influence of AI Literacy, Competency, and Attitude on Complex Problem-Solving Skills among SMEs' Accountants in in Central Thailand Busaya Vongchavalitkul, Natha Thornjareankul (Southeast Bangkok University, Thailand), Amara Tirasriwat (Assumption University of Thailand, Thailand)
		178  p.B-12	Identifying Constructive Media Strategies for Preventing Violent Extremism (PVE) in Pakistan Abdul Rehman, Farrukh Shahzad (Bahria University, Pakistan)
		190  p.B-13	Influencer-Driven Health Communication on TikTok: A Rhetorical and Sentiment Analysis of GLP-1 Narratives in the Philippines Genesis L. Laqueo, (St. Paul University Manila, Philippines) Dhanaraj Kheokao, (Potsdam University), Dhanikcha Boonwattanopas, Sukhothai Thammathirat Open University)
		107  p.B-14	Empowering Health Administration: Local Government Policy Perspectives in the Digital Transformation Era Chairun Nasirin (College of Health Sciences (STIKES Mataram), Indonesia), Arizky Farinsyah Pratama (Brawijaya University, Indonesia), Akbar Dwifarin Nugraha (University of Mataram, Indonesia)
		200  p.B-15	The Strategy Innovation and the Competitive Advantages towards Organizational Performance: SEM Analysis of Tourism Industry in Thailand Sirilak Khetsoongnoen (Southeast Bangkok University, Thailand)

Remarks: *P = Virtual Poster  = Online




6 Nov 2025	Room	ID	Session - C
13.30 – 14.30	Meeting Room III	AI, Public Opinion & Algorithmic Influence Chair: Distinguished Prof. Dr. Mei-Ling Hsu National Chengchi University, Taiwan Assoc. Prof. Dr. Muhamad Fazil Ahmed Universiti Sultan Zainal, Malaysia	
		110 p.B-16	How Do Media Attitudes Influence Nationalism: A Study on Chinese Young Netizens Chaoyi Ding (Fudan University, Shanghai, China)
		136 p.B-17	Comparative Effects of An Online Local Storytelling Program on Knowledge, Attitude, and Expected Behavior Across Twelve Thai Universities Phattar Burarak (University of Phayao, Thailand), Walakkamol Changkamol (Prince of Songkla University, Thailand), Tanaporn Charoenthansakul (Walailak University, Thailand), Chawaporn Dhamanitayakul (Thammasat University, Thailand), Tanya Jantrong (Uttaradit Rajabhat University, Thailand), Sermsiri Nindum (Chiang Rai Rajabhat University, Thailand), Sudthanom Rodsawang (Phranakhon Rajabhat University, Thailand), Nitta Roonkaseam (Phranakhon Rajabhat University, Thailand), Jarernnate Saengdongkhake (Hatyai University, Thailand), Seksun Saiseesod (Udonthani Rajabhat University, Thailand), Panurit Sarasombat (Ramkhamhaeng University, Thailand), Kanyika Shaw (Panyapiwat Institute of Management, Thailand), Sakulsri Srisaracam (Chulalongkorn University)
		117 p.B-18	AIGC Hypersimulation Mimicry Environment: Will The World Be So Unreal? —In-Depth Criticism and Warning of Generating Multiple Virtual Dreamland From ChatGPT to Sora Xi Wen (Zhejiang Wanli University, China)
		123 p.B-19	Understanding Media Framing Role in Shaping Organizational Opinion on Role of Persons With Disabilities (PwD) in the Workplace Kho Suet Nie, Abdul Latiff Ahmad, Ammar Redza Ahmad Rizal, Aina Nabila Mazlan (National University of Malaysia, Malaysia)
		124 p.B-20	The Role of Recommendation Algorithms in Shaping Opinion Polarization: Evidence from an LLM-Driven Social Media Simulation Zhichao Wang, Zeyu Lyu (Tohoku University, Japan)
		155*P p.B-21	Large Language Models and the Reshaping of Journalistic Professionalism: An Empirical Study of Human-AI Alignment Effects Wu Peiying, Hu Xiao, (Tsinghua University, China), Chen Kaining (Wuhan University, China)

Remarks: *P = Virtual Poster  = Online




6 Nov 2025	Room	ID	Session - D
14.30 – 15.30	Meeting Room I		Ethics, Policy, and Digital Governance Chair: Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Assist. Prof. Dr. Luyang Li Beijing Normal-Hong Kong Baptist University, China
		201  p.B-22	Strategic Management Accounting and Firm Value: The Mediating Roles of Sustainable Development Goals and Organizational Performance under the Governance-Sustainability Nexus of Thai Listed Companies Sukhum Phothisawasdee (Southeast Bangkok University, Thailand)
		165  p.B-23	Perceptions of and Digital Payment and Currency Choice Among International Tourists in Cambodia Hay Chanthol (National University of Battambang, Cambodia)
		127  p.B-24	The Deficiency of Public Opinion in Transboundary Water Governance: Thai Civil Society and Dam Projects on the Mekong River Steve K.L. Chan (Keimyung University, South Korea)
		196  p.B-25	The Impact of Transformational Leadership and Inner Development Goals (IDG) on Employee Engagement and Organizational Sustainability Performance Thanida Suksai (Southeast Bangkok University, Thailand)
		187  p.B-26	Eco-Gig-AI in the CLMVT Periphery: A Literature-Led Blueprint for Capability Conversion and Sustainable Advantage Ronnaphop Nopsuwan (Southeast Bangkok University, Thailand), Cholticha Rodgunphai (Ramkhamhaeng University, Thailand), Supitcha Pornsuksawat (Independent Scholar)
		195  p.B-27	Ethics of Tour Guides and Tourism Entrepreneurs in the Thai Tourism Industry in the Digital Era Siraphak Saruang (National Institute of Development Administration, Thailand)

Remarks: *P = Virtual Poster  = Online



6 Nov 2025	Room	ID	Session - E
14.30 – 15.30	Idea Room		Decolonizing Public Opinion and Communication Research Chair: Assoc. Prof. Dr. Kwanpyo Bae CAPORCI, Chungnam National University, South Korea Assist. Prof. Dr. Mohsin Hassan Khan Bahria University Islamabad, Pakistan
		176 p.B-28	See What We're Saying: Strategic Accommodation in Deaf/Hard-of-Hearing Content Creation Rizqi Adri Muhammad (Shanghai Jiao Tong University, China), Riki Arswendi (Universitas Mercu Buana, Indonesia)
		170 p.B-29	Creative Tourism Through Art-Driven Place Branding and Community Communication: A Case Study of Talad Kao Hua Takhe Natvara Kaewoui (National Institute of Development Administration, Thailand)
		185  p.B-30	An Analysis of Cultural Dissemination Intentions on TikTok Among the Tujia People of China: Integrating Maslow's Hierarchy of Needs and the TAM2 Model Xiao Yu (Taylor's University, Malaysia), Chang Peng Kee (Taylor's University and Universiti Kebangsaan, Malaysia)
		149  p.B-31	Mediated Bridges: The Nanyang Chinese Newspapers and the Making of China's Transnational Public Sphere (1881-1942) Siqi Wang, Qian Zeng (Guangdong University of Foreign Studies, South China Business College, China)
		116 p.B-32	Engkor as Ritual: A Participant Observation of Chaoshan Engkor's Translocal Communication in Thailand Jiaqian Sun (Shenzhen University, China)
		132 p.B-33	Beyond Historical Essentialism: Contemporary Contexts of the Caribbean Reparations Movement Mai Moriguchi (Meijo University, Japan)

Remarks: *P = Virtual Poster  = Online




6 Nov 2025	Room	ID	Session - F
14.30 – 15.30	Meeting Room III	AI, Public Opinion & Algorithmic Influence Chair: Dr. Andika Vinianto Universitas Padjadjaran, Indonesia Assist. Prof. Kaining Chen Wuhan University, China	
		140 p.B-34	A Study on Legal Large Language Models(LLM) in Korea: Focusing on Hallucination and Security Risks Bong-Joon Kang, Young Jun Kim (Korea University, South Korea)
		144 p.B-35	The Analysis on AI and the Future of Human Agency in Historical Perspective Mingsheng Tang, Wenxuan Wang, Zheng Yang (Hubei University of Arts and Science, China)
		147 p.B-36	Effects of Online News Media Uses on Political Efficacy and On- and Offline Political Discussion: Mediating Effects of Political Efficacy and Online Political Discussion Hyo-Seong Lee (Cheongju University, South Korea)
		150 p.B-37	Democracy Subverted or Reinvented? AI's Disruptive Role in Electoral Campaigns Across Southeast Asia Rayns Keneth Sabalboro Ampon (King Mongkut's University of Technology Thonburi, Thailand)
		157 p.B-38	Populist Parties and Emotional Appeals in Japan's Political Communication Yuriko Kono (Doshisha University, Japan)
		164 p.B-39	Between Innovation and Ethics: Government and Industry Views on AI in Filmmaking Sri Seti Indriani, Santi Susanti, Sandi Jaya Saputra, Pandu Watu Alam (Universitas Padjadjaran, Indonesia)

Remarks: *P = Virtual Poster  = Online



List of Parallel Sessions – Day 2

7 Nov 2025	Room	ID	Session - G
13.30 – 14.30	Meeting Room I		Ethics, Policy, and Digital Governance & Climate, Health, and Risk Communication Chair: Dr. Vu Xiaotian Shanghai Jiao Tong University, China Dr. Sri Seti Indriani Universitas Padjadjaran, Indonesia
		183  p.B-42	The Impact of LGBTQ Health Tourism on Tourism in Thailand Kunyapas Boonplook, Narudom Torthienchai (Business School, University of the Thai Chamber of Commerce, Thailand)
		191  p.B-43	A Model of Innovation Capability, Digital Competency, and Change Readiness for Digital Transformation and Sustainable Organization Performance Valai Sanitprachakorn (Southeast Bangkok University, Thailand)
		172  p.B-44	Crisis Communication in Indonesia's Free Nutritious Meal Program: Analyzing Government Narrative Control and Response Strategies Maria Dorotea Diah Ayu Stevianita (Clark University, USA)
		188  p.B-45	Regulating Climate Truth: Evaluating Regulatory Standards of Accuracy and Credibility in Television Coverage of Climate Change Shahla Riaz, Farrukh Shahzad, Shabir Hussain (Bahria University, Pakistan)
		112  p.B-46	Climate Change Education in Transition: A Critical Review of Recent Research on Chinese Climate Change Education Gailing Yue (Northeast Forestry University, Harbin, China), Tianci Gao (Wuhan University, China), Zhengming Si (Harbin Institute of Technology, China), Liming Gong (Northeast Forestry University, China)
		175  p.B-47	Analyzing Climate Change Rhetoric in the 2024 US Presidential Election Campaign: Donald Trump vs. Kamala Harris Waseem Akram, Mohsin Hassan Khan (Bahria University Islamabad, Pakistan)

Remarks: *P = Virtual Poster  = Online




7 Nov 2025	Room	ID	Session - H
13.30 – 14.30	Idea Room		Ethics, Policy, and Digital Governance & Fostering Intercultural Competence: Pedagogical and Critical Approaches Chair: Assoc. Prof. Dr. Hongna Miao Nanjing University, China Dr. Robbie Jan Vincent T. Buelo National University Dasmariñas, Philippines
		100 p.B-48	Unveiling Power Strategies in the Political Speeches of the Indonesian President: A Political Pragmatics and Speech Act Approach Paskalia (Atma Jaya Catholic University of Indonesia, Indonesia)
		102 p.B-49	Managing Cyber Crisis Fallout: BCA's Post-Crisis SCCT-Based Image Restoration on Instagram Ruth Novarefie Putri Paath (Universitas Indonesia, Indonesia), Dorien Kartikawangi (Universitas Katolik Indonesia Atma Jaya, Indonesia)
		143 p.B-50	Net-Zero Transition in Taiwan: Policy Agenda- and Sentiment-Setting Through AI-Assisted Content Analysis Mei-Ling Hsu, Hung-Yen Hsu, Yu-Tong Guo (National Chengchi University, Taiwan)
		109  p.B-51	Using Picture Books to Support English Writing Development in Thai Primary Education: Stakeholders' Insights Piyapruerk Prueksachat, Thanaset Chavangklang (Nakhon Ratchasima Rajabhat University, Thailand)
		202  p.B-52	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 Sitha Panyavacharawongse, Jirasek Trimetsoontorn (Southeast Bangkok University, Thailand)





Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - I
13.30 – 14.30	Meeting Room III		Youth and Digital Citizenship Chair: Prof. Hyo Seong Lee Cheongju University, South Korea Assoc. Prof. Sabariah Mohamed Salleh Universiti Kebangsaan Malaysia, Malaysia
		142 p.B-53	Algorithmic Nostalgia: Commodifying Colonial Memory as Youth Lifestyle on Xiaohongshu in Shanghai's Wutong District Yingyi Hua, Haijun Yang (Shanghai University, China)
		186 p.B-54	The Performance of Belonging: A Study on the Digital Citizenship Identity Construction of Naturalized Athlete Lin Xiaojun Wang Xian (Shanghai International Studies University, China)
		158 p.B-55	Simulated Civic Practice: A Critical Ethnography of VR Location-Based Entertainment in China's Digital Citizenship Construction Kaining Chen, Wenhui Guo, Tianru Guan (Wuhan University, China)
		161 p.B-56	Sojourner or Belonger: Permanent Liminality and Digital Self-Construction Among Long-Term Digital Nomads in Southeast Asia Luyang Li, Jiahui Zeng (Beijing Normal-Hong Kong Baptist University, China)
		160 p.B-57	From TikTok "Refugees" to Rednote "Sojourners": Why Young Americans Are Finding a Space on the Chinese Social Media Platform Shuai Jia (Shanghai International Studies University, China)
		104*P p.B-58	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 Ziyu Liao, Cheng Ding, (Guangxi University, China)

Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - J
14.30 – 15.30	Meeting Room I	Disinformation and Media Literacy Chair: Sarah LoCasio Asian Journal for Public Opinion Research (AJPOR) Dr. Sukwan Baek Chungnam National University, South Korea	
		139 p.B-59	The Effectiveness of Jomcheck's WhatsApp Channel in Disseminating Fact Checks Sabariah Mohamed Salleh, Hasrul Hashim, Abdul Latiff Ahmad, Nurzihan Hassim, Muhammad Zafran Anas Ahmad Nor Khushairi (Universiti Kebangsaan Malaysia)
		115	Bot-based vs. Human-based Fake News Indicators: A Comparative Analysis of User Perceptions and Intervention Strategies Ruqin Ren, Min Hua (Shanghai Jiao Tong University, China)
		198	Digital Public Sphere and Social Movements in Indonesia Eni Maryani (Universitas Padjadjaran, Indonesia)
		182  p.B-60	Algorithmic Influence and AI-Driven Disinformation: Examining Opinion Formation Among University Students in Pakistan Tehmina Ashfaq Qazi (Bahria University, Pakistan)
		148  p.B-61	Navigating AI and Disinformation: Reconstruction of Media Literacy in China's Digital Age Zhuang Lishen, Normahfuzah Ahmad (Universiti Utara Malaysia, Malaysia)
		180  p.B-62	Disinformation in Digital Political Discourse: A Study of Political Parties in Pakistan Mansoor Ahmad (Bahria University Islamabad, Pakistan)
		174  p.B-63	Analysis of Fact-Checking Practices Among Pakistani Journalists Samina Irshad, Farrukh Shahzad (Bahria University Islamabad Pakistan)

Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - K
14.30 – 15.30	Idea Room		AI, Public Opinion & Algorithmic Influence & Ethics, Policy, and Digital Governance Chair: Assist. Prof. Dr. Busaya Vongchavalitkul Southeast Bangkok University, Thailand Prof. Dr. Hongbang Zhang Xian Jiao Tong University, China
		169*P p.B-64	Deconstructing Influencer Credibility for Sustainable Consumerism: Evidence from the CLMVT Region Ronaphop Nopsuwan, Nawaporn Boonprasom, Pasu Jayavelu (Southeast Bangkok University, Thailand)
		135 p.B-65	Resistance Through Hate Speech on Twitter (X): A Digital Discourse Analysis of the August 2025 Demonstrations in Indonesia Atwar Bajari, Asep Suryana, Dadang Rahmat Hidayat, Kunto S. Adiwibowo (Universitas Padjadjaran, Indonesia)
		166 p.B-66	Algorithmic Governance and the Theory of Planned Behavior: A Longitudinal Study of Corporate Digital Communication Competency Muhamad Fazil Ahmad, Nor Hafizah Binti Abdullah, Wan Rohila Ganti Bt Wan Abdul Ghapar, Zulhamri Bin Abdullah, Faradillah Iqmar Binti Omar, Nurul Masyitah Binti Khairul Haizat (Universiti Sultan Zainal Abidin, Malaysia)
		184 p.B-67	From Aversion to Amazement: A Study on the Acceptance Mechanism of AI-Generated Intangible Cultural Heritage Videos Xiaotian Lu, Nanxi Yin, Xinyan Zhang, Ke Xue (Shanghai Jiao Tong University, China)
		153 p.B-68	Between Heritage and Innovation: Ethical Dilemmas and Governance Pathways in AI-Enabled Cultural Heritage Protection Hu Xiao1, Wu Peiying (Tsinghua University, China), Chen Kaining (Wuhan University, China)

Remarks: *P = Virtual Poster  = Online



7 Nov 2025	Room	ID	Session - L
14.30 – 15.30	Meeting Room III		Climate, Health, and Risk Communication Chair: Assoc. Prof. Dr. Wang Kun Chen Southeast Bangkok University Assist. Prof. Dr. Abdul Latiff Ahmad Universiti Kebangsaan Malaysia, Malaysia
		119 p.B-69	Emotional Health of Cancer Patients: Role of Cancer Information Seeking Through Social Media, Social Support, and Patient-Centered Communication Yaohong Niu, Kerun Zhu, Hongbang Zhang (Xian Jiaotong University, China)
		125 p.B-71	China's Mediated Public Diplomacy on Climate Change: Cross-Media Dynamics Between Chinese, US, and UK News Outlets Wodong Guo, Zhong Zhang (Sun Yat-sen University, China)
		137 p.B-72	Linking Patient Centred Communication to Health Behaviour in Social Cognitive Theory Ho Man LEUNG, Timothy K. F. FUNG, Xiyuan ZHOU (Hong Kong Baptist University, Hong Kong)
		193 p.B-73	Resilience of Health Communication in the Implementation of the Supplementary Feeding Programme (Pmt) as a Sustainable Innovation for Stunting Management in Garut Indonesia Jenny Ratna Suminar, Andika Vinianto, Rachmaniar, Ditha Prasanti (Universitas Padjadjaran, Indonesia)
		113 p.B-74	Climate Narratives and Low-Carbon Behavioral Intentions Among China's Ecological Migrants: Mechanisms of Influence Through Cultural Context and Value Perceptions Qingxi Song (Qinghai Normal University, China)

Remarks: *P = Virtual Poster  = Online



Pre-conference Workshop

Workshop 1: AI for Quantitative Research: From Prompt to Prediction – Applying ChatGPT in Applied Regression Analysis



Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

This workshop provides a direct, hands-on introduction to leveraging generative AI in quantitative social science research. Led by a distinguished figure in survey methodology, the session demystifies tools like ChatGPT, reframing them as powerful assistants for the modern researcher. Participants will move beyond basic queries to learn a structured approach for using AI to accelerate their workflow—from refining hypotheses and generating statistical syntax to interpreting model outputs. The focus is on practical application, ensuring you can immediately integrate these tools into your work with confidence.

The core principle of this session is that AI should enhance, not replace, the researcher's critical expertise. You will learn a framework for validating AI-generated content and ensuring your methods remain transparent, reproducible, and ethically sound. This workshop is designed for researchers who want to build foundational skills to harness AI responsibly, increasing the efficiency and rigor of their quantitative analysis without compromising academic integrity.



Workshop 2: AI for Qualitative Research: From Codes to Meaning – How AI Unlocks Qualitative Insight



Assist. Prof. Dr. Mohsin Hassan Khan

Bahria University Islamabad, Pakistan

Qualitative analysis is defined by its depth and nuance, but managing large volumes of text can be a major bottleneck. This workshop tackles this challenge head-on, demonstrating how AI can streamline the analytical process while preserving interpretive richness. Guided by an expert in discourse analysis and qualitative methods, you will discover how to use AI for initial coding, theme detection, and narrative synthesis, freeing you to focus on the higher-order task of meaning-making.

This session directly addresses the concern that AI might flatten qualitative data. You will learn practical techniques to maintain full control over the interpretive process, using AI as a tool to organize complexity and reveal patterns that might otherwise remain hidden. The goal is to empower you with a workflow that balances technological efficiency with the indispensable insight of the human researcher, allowing you to analyze more data, more deeply, and in less time.



Workshop 3: From Hypothesis to Publication: How Clear Hypotheses Lead to Better Quality Papers



Prof. Dr. Kuang-Hui Chen

Editor-in-Chief, Asian Journal for Public Opinion Research (AJPOR)

Professor, National Chung Cheng University

Sarah LoCascio

Managing Editor

Asian Journal for Public Opinion Research (AJPOR)

Excellent research often fails to get published for one reason: a weak or unclear argument. This intensive clinic provides an invaluable editor's-eye view on how to structure a manuscript for success. Led by the Managing Editor of the Scopus-indexed Asian Journal for Public Opinion Research, this session deconstructs the anatomy of a paper, focusing on the foundational elements that editors look for during initial screening.

Forget generic writing tips; this is a strategic workshop on the architecture of persuasion in academic writing. You will learn to craft a clear, testable hypothesis that anchors your entire paper and to structure each section to build a logical, compelling case. You will leave with a practical blueprint for avoiding the common structural flaws that lead to desk rejection, ensuring your research is presented with the clarity and force required to make a genuine impact.



Keynotes

Keynote 1: Trust, Legitimacy, and GenAI-Mediated Communication: How Data Shapes Visibility, Authority, and Public Confidence



Prof. Dr. Chen Changfeng

School of Journalism and Communication
Tsinghua University, China

This talk reframes “trustworthy GenAI” as a problem of legitimacy in sociotechnical systems. It argues that data—how it is curated, ranked, retrieved, and labeled—now functions as a governance mechanism that redistributes visibility and voice. Using cases from GEO (Generative Engine Optimization) and platform provenance policies, we show how “evidence design” (tables, comparisons, citations), RAG/retrieval rules, and interface signals (sponsored tags, uncertainty cues, timestamps) authorize some claims while marginalizing others. Trust is treated as relational and performative: produced through public rituals of disclosure, correction, and contestation rather than through engineering alone. We outline a social-science toolkit—exposure audits, credibility experiments, discourse analysis, and participatory methods—to study whose knowledge is surfaced and believed. It closes with a normative and practical framework: legitimacy, accountability, contestability, and care (LACC), plus operational metrics (evidence diversity, provenance coverage, correction latency) that communicators, platforms, and regulators can use to align GenAI-mediated communication with public confidence and data justice.



Keynote 2: Verifiable Record of AI Output (VRAIO): A Privacy-Preserving Governance Framework for Digital Citizenship in the AI Era



Prof. Dr. Yusaku Fujii

Gunma University, Japan

This lecture introduces the concept of Verifiable Record of AI Output (VRAIO), an innovative governance model that ensures accountability and privacy protection in an era where AI systems increasingly mediate public life. Originally proposed in the context of Japan-Singapore collaborative research, VRAIO establishes a tamper-proof and transparent logging mechanism of AI outputs, functioning as a “firewall” that records, audits, and, when necessary, sanctions algorithmic decisions without exposing sensitive personal data.

The talk will explore:

- (1) The ethical and institutional challenges of AI-connected surveillance and autonomous decision-making.
- (2) The architecture of VRAIO, including output pre-approval, immutable recording, and whistleblower protection mechanisms.
- (3) Application cases such as AI-driven public surveillance and autonomous driving governance.

By comparing these scenarios, the lecture highlights how VRAIO can foster societal acceptance of AI while safeguarding privacy, democratic oversight, and human dignity in the digital age.

In addition, I will briefly introduce my related work on “PAPR for Everyone”, demonstrating how engineering and governance innovations together can expand societal resilience against both pandemics and algorithmic risks.

The overarching message is that privacy-preserving AI governance is not merely a technical issue but a litmus test for democracy in the age of digital citizenship.



Keynote 3: Technology for Sustainable Transformation: Inspiring the Next Generation of Researchers



Assoc. Prof. Dr. Wang Kun Chen

Southeast Bangkok University

Technology is more than innovation—it is the driving force of sustainable transformation in our time. From clean energy breakthroughs to AI-driven insights, emerging tools are reshaping how we understand the world and create solutions for global challenges. This keynote celebrates the power of technology to inspire and empower the next generation of researchers—young minds ready to explore, innovate, and lead change. By embracing technology not as an end but as a partner in progress, today's researchers can unlock creativity, foster collaboration, and build a future that is not only smarter but also more sustainable and inclusive.



Keynote 4: AI-Centered Agenda-Setting: Opportunities and Challenges in Public Policy



Assoc. Prof. Dr. Kwanpyo Bae

Director of CAPORCI, Chungnam National University

Agenda-setting is the first gateway of the policy process and determines the subsequent direction of policy. Traditionally, policymakers have relied on surveys to gauge public opinion, but it has become increasingly difficult to capture the complexities of policy issues and the rapidly shifting concerns of the public through conventional methods. In response, AI-based analyses such as social simulation have opened up new possibilities. However, the data on which AI learns often contain biases and imbalances, posing risks to the democratic legitimacy of the agenda-setting process. We must harness the potential of AI while remaining vigilant about its limitations, strengthening data governance and advancing digital citizenship to address these challenges. This presentation discusses the rise of AI-centered agenda-setting and its democratic implications in public policy, and proposes strategies for building digital citizenship in the age of AI.



2025 ANPOR Roundtable Discussion

This event is **sponsored by: Southeast Bangkok University**, Thailand
A 60-Minute Roundtable Dialogue

Date: Friday, 7 November

Time: 15:45-17:00 (GMT+7)

Format: Hybrid (In-Person and Online)

AI, Ethics, and the Global South: Bridging Digital Divides in Scholarly Communication



Discussants:

- **Prof. Dr. Michele Notari**, PHBern, University of Teacher Education, Switzerland
- **Mr. Jouko Ahvenainen**, Founder, Prifina and Mission Grey, USA & Monaco
- **Prof. Dr. Dorien Kartikawangi**, Atma Jaya Catholic University of Indonesia, Indonesia
- **Prof. Luo Yunjuan Ph.D.**, South China University of Technology, China
- **Prof. Dr. Yusaku Fujii**, Gunma University, Japan

Moderator:

- **Sarah LoCasio**, Asian Journal for Public Opinion Research (AJPOR)



The Central Provocation: AI as a New Engine for Inequality?

The world of scholarly communication is in the midst of a seismic, involuntary transformation. The proliferation of Generative AI and Large Language Models (LLMs) is fundamentally challenging our established norms of authorship, peer review, data analysis, and knowledge dissemination. While these tools promise to accelerate discovery and democratize access to information, they also carry profound risks.

These risks are not distributed equally. This roundtable confronts an urgent and critical question: **Will AI be a bridge, or will it become a new, powerful engine for deepening the divides between the Global North and the Global South?**

This session moves beyond a general discussion of “AI ethics” to focus specifically on **scholarly communication**. The current digital divide is not merely about access to technology; it is a multi-dimensional crisis defined by:

- **Algorithmic Bias** - LLMs trained predominantly on English-language, Western-centric datasets threaten to marginalize non-Western knowledge systems and linguistic diversity.
- **Data Colonialism** - The infrastructure for AI research and publishing is overwhelmingly concentrated in the Global North, raising concerns about data extraction and sovereignty.
- **Resource Disparity** - The high cost of computational power and access to premium AI tools creates a new barrier to entry for researchers in resource-constrained institutions.
- **Ethical Asymmetries** - Whose ethics are being encoded into these systems? How do we reconcile Western-centric notions of privacy and authorship with the diverse cultural and political contexts of the Global South?

To address this challenge, we must move beyond simplistic solutions. This roundtable convenes five distinguished experts from five different nations to deconstruct this problem and propose a holistic path forward. They will argue that any viable solution must simultaneously address five critical layers: the human, the architectural, the contextual, the governmental, and the ethical.



Deconstructing the Challenge: A Five-Layered Crisis

At the most fundamental level, the crisis is **human**. **Professor Michele Notari**, a leading scholar in Computer-Supported Collaborative Learning (CSCL), argues that technology is not the primary barrier; human competence is. His work demonstrates that the effectiveness of any digital tool is contingent on human factors. In the context of the Global South, simply providing access to AI is insufficient. Prof. Notari posits that we must first build a new “human infrastructure” a foundation of digital literacy and collaborative intelligence. We must invest in pedagogical frameworks that teach scholars how to critically evaluate, ethically apply, and collaboratively use these tools to *enhance* their research, not just automate it.

But human skills alone are insufficient if the system they inhabit is designed for extraction. This is the **architectural** crisis. **Mr. Jouko Ahvenainen**, a foundational architect of the user-centric data economy, argues that the root of the digital divide is the *centralized, corporate-held data model*. As long as research data, metadata, and reputation metrics are locked in proprietary silos (run by a few large Northern publishers and tech firms), the Global South will remain in a state of “digital dependency.” Mr. Ahvenainen’s thesis is that the solution must be structural: a “user-held data model” that gives scholars true sovereignty over their data and research identity, thus leveling the playing field.

Even a perfect architecture and skilled users will fail if they ignore **context**. This is the lived reality of the Global South. **Professor Dorien Kartikawangi**, bringing the crucial perspective from Indonesia, argues that Global North solutions and ethical frameworks often break when applied directly in the field. She will illuminate the on-the-ground challenges: the immense pressure to publish in “top” (Northern) journals, the struggle against linguistic bias, and the potential for AI to be both a lifeline (for translation) and a liability (for reinforcing bias). Prof. Kartikawangi’s thesis is that we must prioritize culturally-contextualized approaches informed by local values, moving beyond Western individualism to embrace a more communal vision of knowledge.

This challenge of implementation naturally leads to the question of **the public agenda**. **Professor Luo Yunjuan**, an expert in public opinion and agenda-setting theory, brings a new, critical dimension. Her research has examined the



powerful influence of **online public opinion on media coverage and government policy**. The challenge for Global South scholars is not just *producing* research; it's getting that research onto the global agenda. Prof. Luo's thesis is that AI-driven new media (social media, search algorithms) are the new, powerful agenda-setters. This presents a dual risk and opportunity: Will AI democratize this agenda-setting process, allowing Global South research to influence global policy? Or will it reinforce existing divides, amplifying Northern-centric narratives and further marginalizing Southern scholarship?

Underpinning all these layers is the final, **ethical** layer. But this challenge is about to be radically amplified by the arrival of **Artificial General Intelligence (AGI)**. **Professor Yusaku Fujii** raises the existential stakes, positing that we are entering an era where human labor risks losing its economic value for the first time in history. To prevent the *monopolization* of AGI by a few actors, he argues, humanity needs unity and a shared technical infrastructure for governance.

This is not just a philosophical plea; it is a technical one. Prof. Fujii's work on VRAIO (Verifiable, Responsible AI, and its Oversight) proposes such an infrastructure. This framework is designed to enclose AI systems within a firewall, regulating their outputs against pre-defined "rules." Critically, this model separates the *mechanism* of enforcement from the *values* being enforced. The "rules" are not dictated by the technology but are determined by *prior social deliberation*, allowing them to be defined within diverse cultural contexts (like those in the Global South) rather than imposing a single, Western-centric standard. The challenge VRAIO solves is *enforcement*; the higher-level challenge it presents is the need for humanity to harmonize its values and create shared intent.

The Roundtable Dynamic: From Theses to Synthesis

This one-hour session is not a series of disconnected lectures. It is a structured, dynamic dialogue designed to build a bridge between these five critical perspectives and forge a more holistic solution.

Phase 1: Opening Theses (Approx. 35-40 minutes) The moderator, Sarah LoCasio, will frame the central provocation. Each of the five discussants will then be given **6-8 minutes** to present their core thesis, outlining their perspective on the crisis as detailed above. This establishes the five key pillars of the debate.



Phase 2: Initial Responses (Approx. 10 minutes) Immediately following the opening theses, each speaker will be given **2 minutes** to provide a direct response or addition, reacting to the ideas presented by their fellow panelists. This phase is designed to immediately identify points of friction and alliance.

Phase 3: Moderated Dialogue & Audience Q&A (Approx. 10-15 minutes) With the core ideas and initial rebuttals on the table, the moderator will guide a fast-paced discussion, challenging the speakers to engage directly with each other on the central tensions of the session. The audience will be invited to participate in this dialogue.

This discussion will be structured around key provocations:

Moderator's Provocations:

- **The “Chicken-and-Egg” Problem**

What is more urgent for the Global South? **Skills** (Notari) or **Systems** (Ahvenainen)? Should we teach scholars to navigate a flawed system, or must we build a new, equitable system before any skills can be effective?

- **Ethics: Mechanism vs. Mandate?**

Prof. Fujii has provided a technical *mechanism* (VRAIO) to enforce any set of ‘rules,’ and Prof. Kartikawangi has argued for the *mandate* of culturally-specific rules. Who gets to define the ‘rules’ for scholarly AI? What happens when the rules of a Northern-based publisher conflict with the local, socially-deliberated rules of a Global South institution?

- **The New Agenda-Setters**

Prof. Luo, your work shows online public opinion can influence policy. But in an AI-driven world, who *forms* that ‘public opinion’? Will AI help amplify marginalized research from the Global South (Prof. Kartikawangi’s concern), or will it simply reinforce the existing Northern-dominated agenda? And Mr. Ahvenainen, does your decentralized architecture risk creating ‘filter bubbles’ that *prevent* a unified global scholarly agenda from forming?

- **The AGI Imperative**

Prof. Fujii raises an existential stake: the coming AGI era and the risk of its *monopolization*. Prof. Luo, in this AGI-driven world, what happens to ‘public opinion’? Does it even matter, or does the agenda get set entirely by a few AI monopolies?

This session promises a rigorous, high-level debate that moves beyond clichés to offer concrete strategies. Audiences will leave with a sophisticated, multi-layered understanding of the most significant challenge facing global scholarship today.



Masterclass Series - Strategic Synthesis and Scholarly Impact

Making Research Visible: Strategic Writing for Global Journals with AI Support



Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

In today's competitive academic landscape, rigorous analysis is not enough. To achieve global recognition, your research must be strategically communicated to an international audience. This masterclass elevates the conversation from technical skill to strategic impact, focusing on how to transform a completed study into a high-visibility publication. It is designed for scholars ready to move beyond producing research to actively shaping the global conversation in their field.

Building on foundational AI skills, this session explores their strategic application in the publication process. Prof. Cho will guide you in using AI to target appropriate journals, frame local or regional findings for broader international debates, and refine your academic prose to meet the exacting standards of top-tier publications. With a special focus on overcoming barriers for non-native English speakers, this masterclass provides the tools to enhance your scholarly presence and ensure your work receives the global attention it deserves.



Writing with Insight: Turning AI-Assisted Analysis into Compelling Qualitative Narratives



Assist. Prof. Dr. Mohsin Hassan Khan

Bahria University Islamabad, Pakistan

The ultimate goal of qualitative research is to tell an insightful story that advances our understanding of the social world. This masterclass moves beyond data analysis to the fine art of narrative construction and argumentation. It is an intensive session for researchers who have their findings and are now facing the challenge of weaving them into a powerful, coherent, and theoretically significant manuscript.

Guided by an expert in critical discourse and narrative, you will learn to synthesize AI-assisted thematic summaries into a compelling central thesis. The session functions as a high-level writing lab, focusing on structuring a persuasive argument, selecting evidence that resonates, and developing an authoritative analytical voice. You will leave with advanced strategies for crafting insightful, memorable, and publishable qualitative prose that makes a genuine contribution to your field.



AJPOR Special Session

“Meet the Editors: Refining Your Work for Journal Submission”



Prof. Dr. Kuang-Hui Chen

Editor-in-Chief, Asian Journal for Public Opinion Research (AJPOR)

Professor, National Chung Cheng University

Sarah LoCascio

Managing Editor

Asian Journal for Public Opinion Research (AJPOR)

Every researcher’s goal is to see their work make an impact by being published in a respected journal. The Asian Journal for Public Opinion Research (AJPOR), ANPOR’s official Scopus-indexed publication, stands as a premier venue for scholarship in the Asia-Pacific. But what truly distinguishes a successful submission from one that falls short? How can you transform your conference paper into a compelling, publishable article?

This exclusive AJPOR Special Session offers a rare opportunity to pull back the curtain on the editorial process. Join the Editor-in-Chief, Managing Editor, and other members of the AJPOR editorial board for an in-depth, interactive roundtable discussion designed to demystify the path to publication.

We will tackle the single most critical question for any aspiring author: What constitutes “public opinion research” in the eyes of the editors? A mismatch in scope is the most common reason for desk rejection, and this session is designed to provide the clarity needed to avoid that pitfall. The editors will delve into the core elements they look for in a manuscript, discussing:



Thematic Scope

What topics, regions, and theoretical conversations are currently at the forefront of the field and of particular interest to AJPOR?

Methodological Expectations

From sampling and survey design to advanced analytical techniques, what are the standards for methodological rigor that reviewers and editors demand?

Building Theoretical Implications

How do you move beyond simply presenting data to crafting a powerful argument with significant theoretical contributions? This is often the key differentiator for top-tier papers.

Framing and Impact

How should you frame your research to highlight its broader implications for policy, society, and the future of the discipline?

This is not a one-way lecture. The roundtable format is designed for direct engagement. We strongly encourage you to come prepared with specific questions about your own research projects. This is your chance to receive personalized guidance from the very people who make the final publication decisions, using your work as a live case study to clarify the journal's scope and standards.

Whether you are a doctoral student preparing your first submission or a seasoned scholar aiming to publish in AJPOR, this session is an invaluable investment in your research career. Walk away with a clear, strategic understanding of what it takes to get published and the insider knowledge to give your manuscript its best chance for success.



Conference Information

Author & Presentation Guidelines (Quick Reference)

The official language of the conference is English. All presentations must be prepared and delivered in English.

Oral Presentations

- Duration: Each presentation is allocated 10 minutes, followed by 3 minutes for questions and answers. Session chairs will strictly enforce time limits.
- Slide Recommendation: A maximum of 10 slides is recommended for optimal pacing and clarity.
- Structure: A suggested structure is: Slides 1-3 for Introduction, Objectives, and Methodology; Slides 4-10 for Key Findings, Analysis, and Conclusions.
- Equipment: All session rooms will be equipped with a laptop, projector, and screen. Presenters should bring their presentation on a USB flash drive.

Poster Presentations

- Session Details: Poster sessions provide an interactive format for in-depth discussion. Presenters should be available at their posters throughout the session.
- Format: Presenters may use either a physical poster (A1 size is recommended: 594 x 841 mm) or a digital presentation on a laptop.
- Technical Support: Conference Wi-Fi will be available. Presenters using digital formats should ensure their devices are fully charged.

Virtual Presentations (Live Zoom Sessions)

- Duration: Virtual presentations follow the same format as oral presentations: 10 minutes for the presentation plus 3 minutes for live Q&A with the in-person and online audience.
- Technical Requirements:
 - A stable broadband internet connection is essential.



- A computer with an updated Chrome browser, webcam, microphone, and headphones.
- A quiet, professional setting with good lighting.
- All virtual presenters will receive a unique Zoom link on 5 November 2025 and are required to join their session 15 minutes prior to the start time for a technical check.

Registration & On-site Information

The registration desk will be open for badge collection, payments, and general inquiries during the following hours:

- Tuesday, 4 Nov: 08:00–09:00 (Southeast Bangkok University)
- Wednesday, 5 Nov: 17:00–18:00 (Amari Hotel Pattaya)
- Thursday, 6 Nov: 08:30–16:00 (Amari Hotel Pattaya, Foyer)
- Friday, 7 Nov: 08:30–15:00 (Amari Hotel Pattaya, Foyer)

Badge Policy

Your conference badge is your pass to all sessions, coffee breaks, lunches, and social events. Please wear your badge at all times within the conference venues.



Registration Fees

Registration Type	Kick-Start Rate (by Jul 31)	Early Bird Rate (by Sep 10)	Normal Rate (by Oct 15)
Participant	\$300	\$350	\$425
Participant + ANPOR Member	\$290	\$340	\$415
Student Presenter	\$225	\$275	\$350
Online Presenter	\$150	\$180	\$220
Attendee (Non-Presenter)	\$200	\$225	\$250

All fees are in USD. Registration fees are non-refundable.

What's Included

All in-person conference registrations include: access to the Pre-Conference Workshop (Nov 4), invitation to the Welcome Reception (Nov 5), entry to all sessions, daily coffee breaks and buffet lunch (Nov 6-7), and an invitation to the Closing Ceremony & Awards Banquet (Nov 7). All registered presenters will receive a certificate of presentation.

Wi-Fi Access

Complimentary Wi-Fi is available throughout the conference venues.



Publication Opportunities

The conference offers several pathways for authors to extend the impact of their research through formal publication.

Asian Journal for Public Opinion Research (AJPOR)

- Premier Pathway

Selected conference presentations of exceptional quality may receive invitations for an expedited review process in AJPOR, the official, peer-reviewed quarterly journal of ANPOR.

- Global Recognition

AJPOR is indexed in Scopus and the Directory of Open Access Journals (DOAJ), ensuring high visibility and impact for published research. With a 2024 CiteScore of 2.0, it is one of the region's most respected academic publications in the field.

- Process

While conference presenters may receive priority consideration, all submissions undergo AJPOR's rigorous peer-review process. Final publication decisions rest solely with the AJPOR Scientific Committee.

Conference Proceedings

- Permanent Record

All accepted full papers submitted by the deadline (October 20, 2025) will be included in the official, peer-reviewed conference proceedings.

- Quality Assurance

The proceedings provide a permanent scholarly record of conference contributions, with professional editing and a unique DOI assigned for permanent citation tracking, enhancing discoverability through academic databases.

Special Issue Opportunities

Outstanding contributions may also be considered for inclusion in special issues of partner journals, expanding publication options beyond AJPOR and the conference proceedings.



Venue, Travel & Accommodation

Conference Venues

Pre-Conference (Nov 4): Southeast Bangkok University, Bangna Campus

Address: Soi Chetta, Bang Na, Bangkok, Thailand

Tel: +66 2 744 7356

Map: <https://maps.app.goo.gl/N19xnBUgozG Ettj68>

Website: <https://www.southeast.ac.th>

Venue Maps - SBU



Building 1: Room 135 – Pre Conference



Main Conference (Nov 5-7): Amari Hotel Pattaya

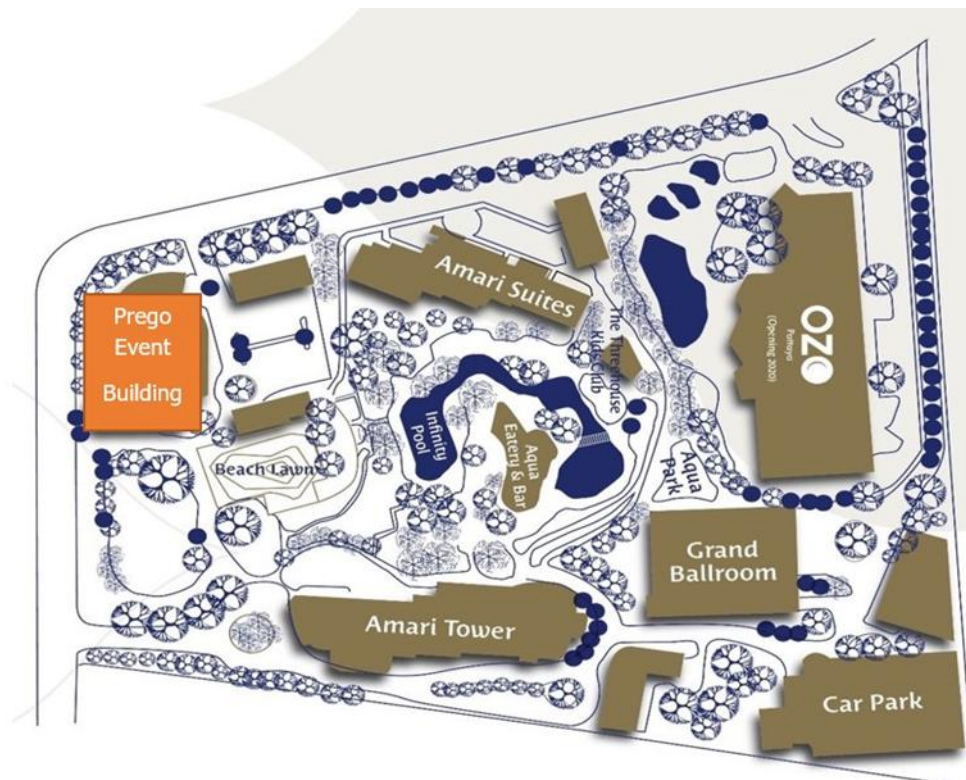
Address: Pattaya Beach Road, Na Kluea, Banglamung, Chonburi 20150, Thailand

Tel: +66 38 418 418

Map: <https://maps.app.goo.gl/X1j46Tw5Wu12WkMr8>

Website: <https://www.amari.com/pattaya>

Venue Maps -Amari Hotel

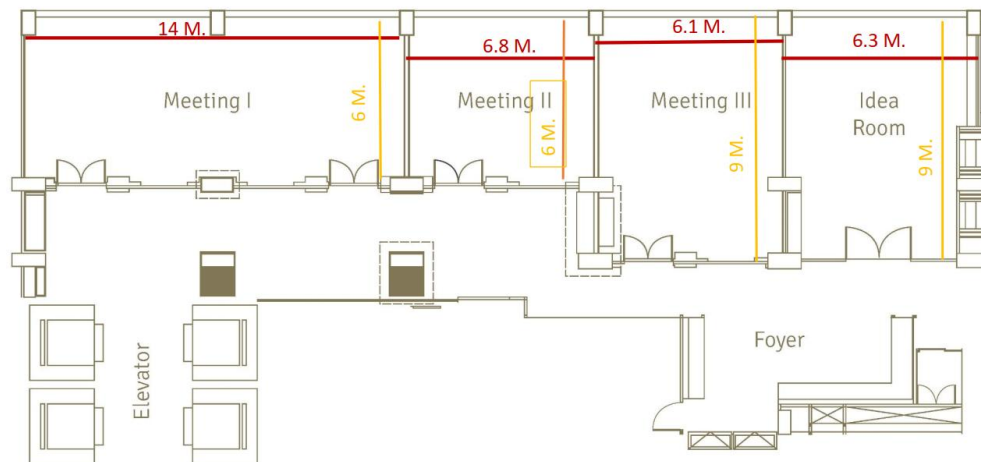


Beach Lawn: Welcome Reception

Grand Ballroom: Morning of 6 November 2025 and ANPOR Gala Dinner

Amari Tower (2nd Floor):

- Meeting Room I – All Sessions
- Idea Room – All Sessions
- Meeting Room III – All Sessions
- Amaya Food Gallery: Lunch



Amari Tower (2nd Floor)

Travel Information

- **Directions to Southeast Bangkok University, Bangna Campus**

By Taxi: The most direct method. Show the driver the address: “มหาวิทยาลัยเซาธ์อีสท์บางกอก (วิทยาเขตบางนา) ซอยเชลฐา บางนา”. Estimated travel time from Suvarnabhumi Airport (BKK) is 30–45 minutes. Insist the driver uses the meter and be prepared for expressway tolls.

By BTS Skytrain & Local Taxi: Recommended for avoiding road traffic. Take the BTS Sukhumvit Line to Udom Suk Station (E12) or Bang Na Station (E13). From either station, take a short 10–15 minute taxi ride to the campus. 2

- **Directions from Bangkok to Pattaya (approx. 2–3 hours)**

Bus: The most common option. Frequent departures from Ekkamai (Eastern Bus Terminal), Mo Chit (Northern Bus Terminal), and directly from Suvarnabhumi (BKK) and Don Mueang (DMK) airports.

Minivan: Depart from the same terminals as buses but leave when full. Can be slightly quicker.

Train: A very low-cost but limited-service option from Bangkok’s Hua Lamphong station.



Accessibility & Inclusion

Code of Conduct

The ANPOR-APCA Annual Conference is committed to providing a safe, respectful, and harassment-free environment for all participants, regardless of gender, sexual orientation, disability, physical appearance, race, or religion. We do not tolerate harassment in any form. All communication should be appropriate for a professional audience and be inclusive of all participants.

Accessibility Services

We are committed to making this conference accessible to all attendees. If you require specific accommodation (e.g., wheelchair access, sign language interpretation), please contact the organizing committee at info@anpor.org by 4 November 2025, so we can make the necessary arrangements.

Dietary Accommodations

All meals provided (lunches, reception, banquet) will include vegetarian options. If you have other specific dietary requirements (e.g., vegan, gluten-free, allergies), please indicate them during the registration process.

Quiet Space

A designated quiet room will be available for attendees who need a space for reflection, meditation, or simply to step away from the stimulation of the conference. Please see the registration desk for the location.



Committees

Conference Organizing Committee

- **Chair**

Prof. Akinori Seki, Tokyo Keizai University, Japan

- **Members:**

Dr. Ronnaphop Nopsuwan, Southeast Bangkok University, Thailand

Nang Htun Pan, Southeast Bangkok University, Thailand

Sitthep Puntapa, Southeast Bangkok University, Thailand

Atthapol Suchokchaikul, Southeast Bangkok University, Thailand

Prapai Krokruam, Southeast Bangkok University, Thailand

Nuttawut Manodsakun, Southeast Bangkok University, Thailand

Serikit Kamlangaek, Southeast Bangkok University, Thailand

Dr. iur. Dhanaraj Kheokao, Asian Network for Public Opinion Research

Natthakorn Ruengdit, Asian Network for Public Opinion Research

Dhanikcha Boonwattanopas, Asian Network for Public Opinion Research

- **Editor-in-Chief of the Conference Program Guidebook**

Dr.iur, Dhanaraj Kheokao, Asian Network for Public Opinion Research

Scientific Committee

- **Chair**

Distinguished Chair Prof. Sung Kyum Cho

Daegu Gyeongbuk Institute of Science & Technology (DGIST), South Korea

- **Co-Chair**

Prof. Dr. Jantima Kheokao

Asian Network for Public Opinion Research

- **Members:**

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- Prof. Dr. Dadang Rahmat Hidayat, Padjadjaran University, Indonesia

- Prof. Dr. Ofer Feldman, Doshisha University, Japan

- Prof. Dr. Michele Notari, Bern University of Teacher Education, Switzerland



- Prof. Dr. Yunjuan Luo, South China University of Technology, China
- Prof. Dr. Ravindran Gopalan, Central University of Tamil Nadu (CUTN), India
- Prof. Dr. Chairun Nasirin, College of Health Sciences (STIKES Mataram), Indonesia
- Prof. Rear Admiral Yuwadee Premwichai, Southeast Bangkok University, Thailand
- Assoc. Prof. Dr. Kuang Kai, School of Journalism, Tsinghua University, China
- Asst. Prof. Dr. Siritorn Yingrengreung, California State University Stanislaus, USA
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- Assoc. Prof. Dr. Ampol Navavongsathian, Southeast Bangkok University, Thailand
- Assoc. Prof. Dr. Aida Mokhtar, International Islamic University Malaysia
- Asst. Prof. Dr. Busaya Vongchavalitkul, Southeast Bangkok University, Thailand
- Asst. Prof. Dr. Sudasawan Ngammongkolwong, Southeast Bangkok University, Thailand
- Asst. Prof. Dr. Wallaya Chupradist, Southeast Bangkok University, Thailand
- Dr. Pattarada Rungruang, Southeast Bangkok University, Thailand
- Dr. Nik Norma Nik Hasan, Universiti Sains Malaysia, Malaysia
- Dr. Angus Cheong, e-Research & Solutions (eRS), Macao
- Dr. Hadi Saba Ayon, Université Le Havre Normandie, France
- Dr. Brian Bantugan, St. Paul University Manila, Philippines
- Dr. Augustus Latosa, Far Eastern University Manila, Philippines
- Dr. Nuttapon Jitprapai, Rajamangala University of Technology Rattanakosin, Thailand
- Dr. Annop Piyasinchart, Southeast Bangkok University, Thailand



Opening Ceremony Thai Dancing

- Ms. Ananya Saengsawang
- Ms. Chawinee Boonyaphat
- Mr. Auttapon Wongsawat
- Ms. Rungaroon Pookklang
- Ms. Supakorn Kittharatham
- Ms. Phakkaraporn Laothanarak
- Mr. Punyapong Thongthammasat
- Mr. Thanapoom Chimthong
- Ms. Manaswan Srisomphong
- Ms. Patchita Rodruk
- Ms. Phasinee Yothin
- Ms. Siriporn Phanphisut



Abstract Section



Live Program Updates

Please be advised that this program is accurate as of the date of printing. However, session timings, room assignments, and speaker listings are subject to change. For the most current information and to receive live updates throughout the conference, we encourage all participants to scan the QR code on the back cover of this guidebook to access the digital program.



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#PublicOpinionAsia

