



# 28th AMIC Annual Conference

## **SCIENCE COMMUNICATION: MANAGING THE NOW AND THE FUTURE**

NOVEMBER 20 and 27 and DECEMBER 04, 2021

## **BOOK OF ABSTRACTS**

Organized by:



Asian Media Information  
and Communication Centre



Academy of Journalism  
and Communication, Vietnam



# **28<sup>th</sup>**

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The Asian Media Information and Communication Centre (AMIC) is a non-profit mass communication organization serving Asia and the Pacific. AMIC is engaged in communication research, documentation, training, consultancy services, institutional development and publication. Membership is open to individuals and institutions involved and interested in the study and practice of mass communication.

For details, please contact the Asian Media Information and Communication Centre at email address: [info@amic.asia](mailto:info@amic.asia) and website: [www.amic.asia](http://www.amic.asia).





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# Foreword

It is not by accident that the two outstanding issues of our time—Climate Crisis and Covid-19—involve science.

Our insanity has led the world to where it is today at the crossroads of history. Do we survive as a species, or do we go down the dustbin of history?

We continue to populate the world as if earthly space is infinite. We pollute the world in the name of progress. We produce material goods and dump our garbage everywhere, from the mountain tops to the seas.

Because of the pollution our world is warming. Because of the warming our seas are rising to drown our coastal cities. Because of overpopulation our cities are bursting at the seams.

And when disease becomes a pandemic there is no room for the people to escape. The two life and death issues of our time are the Climate Crisis and Covid-19. And this is where Science and Science Communication come to the rescue.

We need Science and Scientists to shepherd us through these twin crises. And we need Science Research and Science Communication to help the people understand and mobilize them to act ASAP.

The Asian Media Information and Communication Centre (AMIC) has recognized the urgency of talking about Science Communication now to enable science journalists and communicators to contribute significantly in addressing humanity's survival issues. To delay further is to move the earth closer to the explosion of the ticking time bomb.

Thus, AMIC has adopted “Science Communication: Managing the Now and the Future” as the theme of the 28th Annual Conference which was held on November 20 and 27 and December 04, 2021. The event was co-hosted by the Academy of Journalism and Communication (AJC) based in Hanoi, Vietnam. It was the first virtual annual conference convened by AMIC.

This compilation of 2021 AMIC Annual Conference abstracts contains 124 abstracts of 167 papers presented by 224 presenters (inclusive of authors and co-authors) during the conference's 18 parallel sessions. Fifteen countries were represented in these parallel sessions.

The abstracts are categorized according to the following session clusters:

- Science Communication Theories, Models and Frameworks
- Science and the Mass Media: Enduring Legacies, New Challenges
- Science Communication Education: Now and Forever
- Science Communication Strategies and Practices
- Science Communication in the ICT Ecosystem: The New Public Sphere
- Climate Change: Communicating for the Future
- Media and Information Literacy: Think Critically, Click Wisely
- Media and Information Literacy: Think Critically, Click Wisely (Focus on Digital Literacy)

- Inoculating the Disinfodemic; Challenges to Truth-telling
- News Media Coverage and Public Information Campaigns on the COVID-19 Pandemic: Pluses and Minuses
- Social Media and the Pandemic: Searching for Truth, Discerning Lies
- Risk and Disaster Communication Saves Lives
- Health and Wellness Communication: Towards a Good Life
- Mediated Health and Wellness Communication: A Holistic Approach
- Journalism Issues
- Online Education in the Pandemic Setting
- Environment Communication: Sustainable Strategies that Work
- Agriculture Communication: Harvesting Strategies that Work

The parallel sessions were complemented by three keynote speeches and six plenary sessions. Our very distinguished keynote speakers were Massachusetts Institute of Technology (MIT) Prof. Emeritus Noam Chomsky, UNESCO Director General Audrey Azoulay, and Philippines Department of Science and Technology (DOST) Secretary Fortunato de la Pena.

The plenary sessions featured 26 moderators and speakers who are among the leading scientists, science communicators and journalists, and young climate change advocates not only from Asia but also the rest of the world.

Our 28th annual conference had about 500 registered participants and guests from Asia and other continents. The most viewed session had 250+ attendees. Meanwhile, the keynote addresses and full papers of the parallel sessions will be published separately.

AMIC extends its appreciation to our conference partners:

- Philippine Women's University (PWU)
- Asian Institute of Journalism and Communication (AIJC)
- Philippine Association of Communication Educators (PACE)
- Philippine Association for Media and Information Literacy (PAMIL)
- Polytechnic University of the Philippines (PUP)
- Ateneo de Davao University (ADDU)
- Holy Angel University (HAU)
- Miriam College-Department of Communication
- University of the Philippines Los Banos- College of Development Communication (UPLB-CDC)
- World Journalism Education Council (WJEC)
- Philippines Department of Science and Technology-Philippine Institute of Volcanology and Seismology (DOST-PHIVOLCS)
- Philippines Department of Science and Technology-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD)
- United Nations Educational, Scientific, and Cultural Organization (UNESCO)
- Youth UNESCO Climate Action Network (YoU-CAN)

AMIC is very proud of the abstracts included in this compilation. They are evidence that Asian communication and journalism scholars, researchers, educators, and practitioners are responding to the clarion call to save mother earth, now.

**Crispin C. Maslog, Ph.D.**, AMIC Chairperson, Board of Directors  
**Ramon R. Tuazon**, AMIC Secretary-General



Asian Media Information  
and Communication Centre



## AMIC Conference Partners



Philippine Women's University



Asian Institute of Journalism  
and Communication



Philippine Association  
of Communication Educators



Philippine Association for Media  
and Information Literacy



Polytechnic University  
of the Philippines



Ateneo de Davao  
University



Holy Angel University



Miriam College  
Department of Communication



DOST-Philippine Council  
for Agriculture, Aquatic  
and Natural Resources Research  
and Development (DOST-PCAARRD)



Philippine Institute  
of Volcanology and Seismology



World Journalism  
Education Council



University of the Philippines  
Los Baños (UPLB)  
College of Development  
Communication (CDC)



United Nations Educational,  
Scientific and Cultural  
Organization



Youth UNESCO Climate  
Action Network

# Program

## 28th ASIAN MEDIA INFORMATION AND COMMUNICATION CENTRE (AMIC) Annual Conference

### Science Communication: Managing the Now and the Future

November 20 and 27 and December 04, 2021

*\*Times in UTC+8:00 Singapore Standard Time*

#### 20 NOVEMBER 2021

Emcee: **Maria Mercedes Robles**, *Radio Veritas*

	OPENING CEREMONIES
14:00 – 14:30	Welcome Remarks <b>Crispin C. Maslog, Ph.D.</b> Chairperson, Asian Media Information and Communication Centre (AMIC) Board of Directors <b>Pham Minh Son, Ph.D.</b> Rector Academy of Journalism and Communication
14:30 – 14:32	Introduction of Keynote Speaker
14:32 – 14:42	Keynote Speech <b>Audrey Azoulay</b> Director-General, United Nations Educational, Scientific and Cultural Organization (UNESCO)
14:42 - 15:00	Keynote Speech <b>Noam Chomsky, Ph.D.</b> Laureate Professor of Linguistics, University of Arizona Professor Emeritus at the Massachusetts Institute of Technology (MIT)
15:00 - 15:15	Conference Overview <b>Prof. Ramon R. Tuazon</b> Secretary General, AMIC
15:15 - 16:30	PLENARY SESSION 1: AMIC Distinguished Forum – AMIC @ 50: What We Have Done, What We Can Still Do
<b>Session Moderator</b>	<b>Arun Mahizhnan</b> Special Research Adviser, Institute of Policy Studies Lee Kuan Yew School of Public Policy National University of Singapore
<b>Session 1 Plenary Speakers</b>	<b>Crispin C. Maslog, Ph.D.</b> Chairman, Board of Directors Asian Media Information & Communication Centre <b>Sadia Jamil, Ph.D.</b> Chairperson, Journalism Research and Education Section, International Association of Media and Communication Research <b>Martin Hadlow, Ph.D.</b> Former Secretary General, Asian Media Information and Communication Centre (AMIC) Former UNESCO Director

16:30 – 18:30

## PARALLEL SESSIONS

***Parallel Session A: Science Communication Theories, Models and Frameworks***

***Parallel Session B: Science and the Mass Media: Enduring Legacies, New Challenges***

***Parallel Session C: Science Communication Education: Now and Forever***

***Parallel Session D: Science Communication Strategies and Practices***

18:30 – 20:00

## PLENARY SESSION 2: Asian Youth Voices on Communicating Science

Session Moderator

**Dr. Daniel Mahadzir**

Research Fellow, Nanyang Technological University (Singapore)  
Youth UNESCO Climate Action Network (YoU-CAN)

Session 2 Plenary Speakers

**Jeff Canoy**

Journalist, ABS-CBN News (Philippines)

**Meng Wang**

Senior Geologist in the Chinese Academy of Sciences (CAS) President,  
Young Earth Scientists (YES) Network  
Young UNESCO Climate Action Network (YoU-CAN)

**Nina Trang Nguyen**

Guest lecturer, Academy of Journalism and Communication  
Multimedia Journalists and Strategic designer, UX researcher, and design thinking  
facilitator  
Communications and Marketing Senior Manager, VinFuture Prize Foundation

**Kulsoom Siddiqui**

Partnership and External Affairs  
United Nations Association of Pakistan (UNAP)  
Young UNESCO Climate Action Network (YoU-CAN)

20:00 – 20:15

## Art and Cultural Presentation

## 27 NOVEMBER 2021

Emcee: **Dean Rowena C. Reyes**, Far Eastern University

1343 – 1345

## Introduction of Keynote Speaker

13:45 – 14:00

Keynote Speech

**Hon. Fortunato T. de la Peña, Ph.D.**

Secretary, Philippine Department of Science and Technology

14:00 – 15:00

**PLENARY SESSION 3: Communicating the COVID-19 Pandemic:  
The Vietnam Story**

Session Moderator

**Vu Thanh Van, Ph.D.**

Senior Lecturer and Director  
Department of International Cooperation  
Academy of Journalism and Communication (Vietnam)

Session 3 Plenary Speakers

**Le Tran Thuy**

Director, Center for Media and Development

**Vu Thanh Van, Ph.D.**

Senior Lecturer and Director  
Department of International Cooperation  
Academy of Journalism and Communication (Vietnam)

**Long Nguyen, Ph.D.**

Senior Lecturer, Professional Communication  
School of Communication & Design (SCD)  
RMIT Vietnam

15:00 – 17:00

#### PARALLEL SESSIONS

***Parallel Session F: Science Communication in the ICT Ecosystem: The New Public Sphere***

***Parallel Session H: Climate Change: Communicating for the Future***

***Parallel Session I1: Media and Information Literacy: Think Critically, Click Wisely***

***Parallel Session I2: Media and Information Literacy: Think Critically, Click Wisely (Focus on Digital Literacy)***

***Parallel Session J1: Inoculating the Disinfodemic: Challenges to Truth-telling***

***Parallel Session J2/J3: News Media Coverage and Public Information Campaigns on the COVID-19 Pandemic: Pluses and Minuses***

***Parallel Session J4: Social Media and the Pandemic: Searching for Truth, Discerning Lies***

17:00 – 18:30

**PLENARY SESSION 4:** Science Communication in Social Media: Information Order or Disorder?

Session Moderator

**Dorien Kartikawangi, Ph.D.**

Associate Professor  
Head, School of Communication  
Atma Jaya Catholic University of Indonesia

Session 4 Plenary Speakers

**Cheryll Ruth Soriano, Ph.D.**

Professor, Department of Communication  
Research Fellow, La Salle Institute of Governance  
De La Salle University (DLSU)

**Masato Kajimoto, Ph.D.**

Associate Professor of Practice at Journalism and Media Studies Centre,  
The University of Hong Kong  
Asian Network of News and Information Educators (ANNIE)

**Mohamed N. El-Guindy, Ph.D.**

Digital Transformation Expert at Egyptian Public Prosecution  
Cybercrime Expert, Faculty of Law  
The British University in Egypt

**Ginny Smith**

Science communicator  
Founder of Braintastic! Science

18:30

Conference Reminders

#### 04 DECEMBER 2021

Emcee: **Prof. Marco Polo**, *De La Salle University, Dasmariñas, Cavite*

12:00 – 14:00

#### PARALLEL SESSIONS

***Parallel Session K: Risk and Disaster Communication Saves Lives***

***Parallel Session L1: Health and Wellness Communication: Towards a Good Life***

***Parallel Session L2: Mediated Health and Wellness Communication: A Holistic Approach***

***Parallel Session M: Journalism Issues***

14:00 – 15:30

**PLENARY SESSION 5:** Climate Change: From Inconvenient Truth to Incontrovertible Fact

Session Moderator

**Flordeliz L. Abanto**

Board Member, Philippine Communication Society  
Coordinator for Instructional Video, Far Eastern University  
Founding Member, Philippine Academic Society for Climate and Disaster Resilience



<b>Session 5 Plenary Speakers</b>	<b>Jonathan Lynn</b> Head, Communications and Media Relations Intergovernmental Panel on Climate Change (IPCC)
	<b>Jan Servaes, Ph.D.</b> Former UNESCO Chair, Communication for Sustainable Development
	<b>Mohan Dutta, Ph.D.</b> Dean's Chair Professor in Communication School of Communication, Journalism and Marketing Massey University, New Zealand Director, Center for Culture-Centered Approach to Research and Evaluation (CARE)
15:30 – 17:30	<b>PARALLEL SESSIONS</b> <b><i>Parallel Session N: Online Education in the Pandemic Setting</i></b> <b><i>Parallel Session O1: Environment Communication: Sustainable Strategies that Work</i></b> <b><i>Parallel Session O2: Agriculture Communication: Harvesting Strategies that Work</i></b>
17:00 – 18:30	<b>PLENARY SESSION 6:</b> Scientists, Journalists, and Communication Specialists: Toward a Sustainable Relationship
<b>Session Moderator</b>	<b>Richard P. Burgos</b> Director, Science and Technology Information Institute Philippine Department of Science and Technology
<b>Session 6 Plenary Speakers</b>	<b>Mira Desai, Ph.D.</b> Professor, Communication Technology Head, University Department of Extension and Communication SNDT Women's University, Mumbai <b>Leon Barkho, Ph.D.</b> Professor of Media and Communication Sciences Jönköping University, Sweden <b>Johanna Son</b> Editor/Founder, Reporting ASEAN <b>Ramesh Bhushal</b> South Asia Coordinator Internews' Earth Journalism Network
18:30 – 19:30	<b>AMIC Asia Communication Award</b>
19:30 – 19:50	<b>Book Launching</b> AMIC: A History of the Asian Media Information and Communication Centre (Edited by Dr. Crispin Maslog) Communication Theory: The Asian Perspective -2nd edition (Edited by Dr. Wimal Dissanayake)
19:50-20:00	<b>Closing Ceremonies</b> Closing Remarks <b>Prof. Ramon R. Tuazon</b> (AMIC Secretary General)

## **14 DECEMBER 2021 -- Post Conference Webinar**

### **The Future of Journalism Education in the World and in Asia Pacific**

*Sponsored by AMIC, AJC, and the World Journalism Education Council (WJEC) with support from UNESCO*

15:00 – 16:30

Journalistic Roles, Values and Qualifications in the 21st Century: How Journalism Educators Across the Globe View the Future of a Profession in Transition

by Dr. Nico Drok, WJEC Vice Chairperson

Panel Discussants:

- Dr. B.P. Sanjay (Manipal Institute of Communication)
- Dr. Ying Chan (University of Hong Kong)
- Prof. Danilo Arao (University of the Philippines-Diliman)

## THE DAILY COVID-19 INFORMATION FROM THE PUBLICS' LENS

**Zeti Azreen Ahmad and Mazni Buyong**

*IIUM, Malaysia*

**Rizwanah Souket Ali**

*Monash University, Malaysia*

### ABSTRACT

COVID-19 pandemic has imposed an unprecedented impact on people around the globe and Malaysia is no exception.. The battle to fight the unseen virus came along with infodemic: a massive amount of information that includes a mixture of true and false narratives that makes intervention efforts even more complicated. The role of the Ministry of Health (MoH) has been instrumental in managing the pandemic and infodemic in Malaysia. The MoH has never failed to update the public and the media through press conferences and press statements since the first few cases of COVID-19 were reported in early January 2020. Daily statistics of COVID-19 cases have been uploaded in MoH's website and social media platforms. In a recent development, details of COVID-19 cases are now reported in a new website known as CovidNow. This research argues that living with a fatal pathogen such as SARS-CoV-2 requires every person to have access to trustworthy information. Furthermore, understanding of the information is fundamental as it empowers the public to make informed decisions to save lives. This study argues that effective public communication of science related information such as COVID-19 is essential to contain transmission of the disease particularly when the country is preparing to enter the endemic stage. However, the publics' ability to interpret scientific information has not received adequate attention in the literature. This study explores whether the information shared by the Ministry of Health (MoH) were perceived to be reliable, trustworthy and subsequently improved the publics' practices in terms of adhering to the standard operating procedure (SOP) to prevent COVID-19. More than 1000 responses were received from a survey that was conducted online. The study found that information about COVID-19 was mainly obtained through MySejahtera apps and WhatsApp. Generally, the publics' perception of the daily update of COVID-19 has been very positive. The information shared by the MoH was perceived useful, clear, reliable and trustworthy by the publics and subsequently resulted in high compliance among the publics towards the SOPs.

**Keywords:** Covid-19, infodemic, endemic, scientific information, Malaysia

# Directory of Moderators and Presenters

## SCIENCE COMMUNICATION THEORIES, MODELS AND FRAMEWORKS

Moderator

**Dr. Chandrabhanu Pattayanak**

*Professor and Director*

*Centurion University of Technology and Management, India*

**Matiur Rahman**

*CSIR- National Institute of Science Communication and Policy Research; Academy of Scientific and Innovative Research, India*

**Dr. Nguyen Van Hanh**

*Academy of Journalism and Communication*

**Dr. Percy Fernandez**

*School of Media and Communication, Manipal Academy of Higher Education, Dubai*

**Dr. Sabir Haque**

*American University of Ras-Al-Khaimah*

**Mahamudul Haque**

*Begum Roekya University, Rangpur, Bangladesh*

**Apple Grace L. Bonhoc**

*Ateneo de Davao University, Philippines*

**Sanjana Biju**

*Manipal Academy of Higher Education, Dubai*

**Muchammad Nasucha**

**Juan Malik Frederick Turpyn**

*Universitas Al-Azhar Indonesia (UAI)*

**Dr. Sunayan Bhattacharjee**

*Department of Journalism (DoJ), School of Media and Communication (SOMC), Adamas University (AU), Kolkata*

## SCIENCE AND THE MASS MEDIA: ENDURING LEGACIES, NEW CHALLENGES

Moderator

**Dr. Christine Faith Avila**

*Associate Professor in Communication*

*Ateneo de Davao University, Philippines*

**Anilesh Kumar**

*Hong Kong Baptist University*

**Carl Ivan V. Linang**

*Lyceum of the Philippines University-Laguna*

**Ruth E. Camacho**

*Lyceum of the Philippines University-Laguna*

**Dr. Amrita Chakraborty**

*School of Liberal Studies (SLS), Pandit*

*Deendayal Energy University (PDEU), Gandhinagar, Gujarat, India*

**Dr. Sharmila Kayal**

*Adamas University*

**Jonh Paul R. Seño**

*College of Arts and Sciences, Lyceum of the Philippines, Laguna*

**Bikash Ch. Bhowmick**

*Media Studies and Journalism (MSJ), University of Liberal Arts Bangladesh (ULAB)*

**Richardson DR Mojica, Ph.D.**

*BA Communication Program, St. Dominic College of Asia, Philippines*

**Dian Tri Hapsari**

*Universitas Pembangunan Nasional Veteran Jakarta (UPNVJ)*

**Michael Kyanda Kambale**

*Far Eastern University, Manila, Philippines*

## SCIENCE COMMUNICATION EDUCATION: NOW AND FOREVER

Moderator

**Dr. Elaine Llarena**

*Chairperson, College of Development*

*Communication-Department of Science*

*Communication, University of the Philippines, Los Banos, Laguna*

**Ms. Poonam**

*Department of Mass Communication, Central University of Jharkhand*

**Garry Jay S. Montemayor**

*University of the Philippines Los Baños, Laguna*

**Maurice John E. Ramos**

*University of Santo Tomas, Philippines*

**Nurul Ichsani**

*Department of Communication, Universitas Hasanuddin, Indonesia*

**Hafied Cangara**

*Universitas Hasanuddin, Indonesia*

**Hang Thi Thuy Dinh**

*Vietnam Journalists Association (VJA)*

**Romel A. Daya**

*University of the Philippines Los Baños, Laguna*

**Dr. Hermin Indah Wahyuni**  
*Communication Department UGM*  
**Charu Lata**  
*VIPS, GGSIP University, Delhi*

## SCIENCE COMMUNICATION STRATEGIES AND PRACTICES

Moderator  
**Dr. Bradley Freeman**  
*Professor of Communication*  
*Sunway University, Malaysia*

**Assoc. Prof. Karen Joyce G. Cayamanda**  
*University of the Philippines, Mindanao*  
**Tengku Siti Aisha Tengku Mohd Azzman Shariffadeen**  
**Syed Arabi Idid Syed Abdullah**  
*International Islamic University Malaysia*  
**Rowena Capulong Reyes, Ph.D.**  
*Institute of Arts and Sciences, Far Eastern University, Philippines*  
**Mudita Mishra**  
*Symbiosis Institute of Media and Communication, Pune*  
**Dr. Puja Mahesh**  
**Ms. Wilma Serrao**  
*Manipal Academy Of Higher Education, Dubai*  
**Nguyen Huu Dzong**  
*Academy Journalism and Communication, Vietnam*  
**Dr. Normahfuzah Ahmad**  
*Universiti Utara Malaysia*  
**Ngo Thi Thuy Hien**  
*The Academy of Journalism and Communication, Vietnam*  
**Dr. Shih-Wen Sue Chen**  
*School of Communication & Creative Arts and Deakin University, Burwood, VIC, Australia*  
**Sowparnika Pavan Kumar Attavar**  
**Dr. Padma Rani**  
*Manipal Institute of Communication, Manipal Academy of Higher Education, MAHE, Manipal, India*

## SCIENCE COMMUNICATION IN THE ICT ECOSYSTEM: THE NEW PUBLIC SPHERE

Moderator:  
**Dr. Anshu Arora**  
*Associate Professor, Amity School of Communication*  
*Amity University Uttar Pradesh*

**Edgilyn R. Alcasid**  
*University of the Philippines Los Baños, Laguna*  
**Dane Marie R. Lacap**  
*University of Santo Tomas, Philippines*

**Yudie Aprianto**  
*Universitas Gadjah Mada/The National Research and Innovation Agency*  
**Gayatri Atmadi**  
*University of Al Azhar Indonesia*  
**Huy Nguyen**  
*Zalo Group*  
**Dewi Kartika Sari**  
*Universitas Kristen Satya Wacana (UKSW), Indonesia*  
**Avril Adrienne D. Madrid**  
*College of Development Communication, Department of Science Communication -- University of the Philippines Los Baños, Laguna*  
**Prof. Bandana Pandey**  
*Gautam Buddha University*  
**Shalini**  
**Guarav Kumar**  
*Gautam Buddha University, Greater Noida, India*  
**Thanh Ha Thi Do**  
*Academy of Journalism and Communication*  
**Thanh Thuy Thi Do**  
*Norwegian University of Science and Technology*  
**Christine Faith M. Avila**  
*Ateneo de Davao University, Philippines*

## CLIMATE CHANGE: COMMUNICATING FOR THE FUTURE

Moderator:  
**Dr. Anthony Pennings**  
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