

Dear SEARCH Conference Presenters,

Kindly find the guidelines below to present your paper during your session:

General Instructions:

1. Join according to the Parallel Session allocated to you, you can find your schedule in the table below.
2. Do use our zoom background we allocated in the email during the entire conference
3. Join at least 5 to 10 minutes before your turn.
4. A 20 minute of presentation time is allocated for your session.
5. A minimum of 10 slides and A maximum of 18 slides is required for your presentation.

PARALLEL SESSION 1 9.40 AM – 11.15 AM

TIME	THEME – MEDIA AND COMMUNITY	MODERATOR
9.40 AM – 10.00 AM	Por Fei Ping & Fong Soon Fook Wawasan Open University Embracing lifelong learning with SR3Ls model for sustainable new media culture	Usha Devi Rajaratnam
10.00 AM – 10.20 AM	Noew Hooi San Wenzhou-Kean University Reviving Wenzhou dialect: Challenges and opportunities	
10.20 AM – 10.40 AM	Nurul Wahidah Mahmud Zuhudi Taylors University Malaysia Digital media platform for halal marketing campaign: Malaysia's perspective	
10.40 AM – 11.00 AM	Pradeep Isawasan ¹ , Rehan Tariq ² , Izzal Asnira Zolkepli ³ , Lalitha Shamugam ⁴ & Hasrina Mustafa ² Universiti Teknologi MARA ¹ , Government College University Faisalabad ² , Universiti Sains Malaysia ³ & Kantar Malaysia ⁴ The mediating role of social media fatigue on social media usage behaviour of ageing society during the COVID-19 pandemic	
11.00 AM – 11.15 AM	Q & A	
11.15 AM – 1.00 PM	LUNCH BREAK	

TIME	THEME – CREATIVE INDUSTRIES IN THE DIGITAL AGE	MODERATOR
9.40 AM – 10.00 AM	Intan Soliha Ibrahim & Juliana Abdul Wahab Universiti Malaysia Sabah & Universiti Sains Malaysia Remediation of radio ecosystem in Malaysia	Dr Benjamin Loh Yew Hoong
10.00 AM – 10.20 AM	Marzura Malek & Qiao Li Taylor's University Malaysia & Edinburgh Napier University The auteur, the process of creation and cultural identities of Hong Kong cinema: A case study of Wong Kar-Wai's cinema	
10.20 AM – 10.40 AM	Siti Fariza Mohamad Isa University Putra Malaysia An overview of the significance of intellectual property literacy among Malaysian content creators	
10.40 AM – 11.00 AM	Leong, Wai Kit, Balqis Zulkifli, Chew, Yui-Y & Kho Suet Nie Taylor's University Malaysia & Universiti Kebangsaan Malaysia Perception of university students toward the use AI voice in explainer videos	
11.00 AM – 11.15 AM	Q & A	
11.15 AM – 1.00 PM	LUNCH BREAK	

TIME	THEME – COMMUNICATION POLICIES	MODERATOR
9.40 AM – 10.00 AM	Lee Fong Yee, Ong Ai Ling & Kok Jia Wern Taylors University Malaysia Systematic review on public relations approaches: Dealing with negative comments on social media	Associate Professor Dr Hamisah Hassan
10.00 AM – 10.20 AM	Doria Abdullah Universiti Teknologi Malaysia Unpacking narratives of the Malaysian higher education system on the digital sphere (2014-2021)	
10.20 AM – 10.40 AM	Ihab Awais, Is'haq Melhem Ibrahim, Ali Nasser Al-Tahitah, Wesam Almahallawi Universiti Sains Islam Malaysia Media framing of the Israeli Arabic speaking social media pages directed to the Palestinian audience	

10.40 AM – 11.00 AM	Petra Theunissen & Deepti Bhargava Auckland University of Technology Flawless and scandal free: Exploring media portrayals of virtual influencers	
11.00 AM – 11.15 AM	Q & A	
11.15 AM – 1.00 PM	LUNCH BREAK	

TIME	THEME – NEW MEDIA MANAGEMENT	MODERATOR
9.40 AM – 10.00 AM	Faizal Kasmani Universiti Sains Islam Malaysia Undi18: First-time voters on political participation, personalisation and political expression on social media	Professor Dr Normaliza Abd Rahim
10.00 AM – 10.20 AM	Normahfuzah Ahmad Universiti Utara Malaysia Shifting newsroom practice: Mobile phone adoption at the BBC World News and Al Jazeera English	
10.20 AM – 10.40 AM	Eli Jamilah Mihardja Universitas Bakrie, Indonesia Social media in dissemination of information about disaster mitigation in Indonesia: The operator's experience	
10.40 AM – 11.00 AM	Wong Chee Kong & Parthasarathy Rajamohan SEGi University Malaysia University Student Data Privacy, Security and Policy Management	
11.00 AM – 11.15 AM	Q & A	
11.15 AM – 1.00 PM	LUNCH BREAK	

PARALLEL SESSION 2 2.30 PM – 4.00 PM

TIME	THEME – MEDIA AND COMMUNITY 1	MODERATOR
2.30 PM – 2.50 PM	Kamarul Bahrin Haron & Roslina Abdul Latif Media Industry & Taylors University Malaysia Disrupting the media: A media by, of and for the B40	Justin Victor

2.50 PM – 3.10 PM	Badrul Redzuan Abu Hassan ¹ , Madhumita Selvaraj ¹ , Roslina Abdul Latif ² & Hani Salwah Yaakup ³ Universiti Kebangsaan Malaysia ¹ , Taylor's University Malaysia ² & Universiti Putra Malaysia ³ Between ethics and existentialism: Placing film community	
3.10 PM – 3.30 PM	Muhammad Afiq Sukiman ¹ , Tan Poh Ling ¹ & Chew Yui-Y ² Xiamen University Malaysia ¹ & Taylors University Malaysia ² Branding UNESCO heritage in Malaysia: An Instagram content analysis	
3.30 PM – 3.50 PM	Muhamad Fazil Ahmad Universiti Sultan Zainal Abidin Media by the community, for the community: Giving voice to audiences live talk shows through radio on East Coast, Malaysia	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 4.45 PM	SPECIAL SESSION: 5th Estate of the Media and Its Shift	

TIME	THEME – MEDIA AND COMMUNITY 2	MODERATOR
2.30 PM – 2.50 PM	Jaslina Mohd Tajuddin & Syed Arabi Syed Abdullah Idid SEGi University Malaysia & International Islamic University Malaysia Perception of optimism and satisfaction towards leaders: Data Issues from face-to-face and online survey methods	Associate Professor Dr Chang Peng Kee
2.50 PM – 3.10 PM	Sriganeshvarun Nagaraj INTI International University Destination marketing of Malaysia through film-induced tourism: A case study of a Hong Kong drama “Outbound Love”	
3.10 PM – 3.30 PM	Chuan Tek Pheung & Lee Joo Yun Tunku Abdul Rahman University College & PRecious Communications Intercultural public relations in multiethnic Malaysia.	

3.30 PM – 3.50 PM	Wan Hartini Wan Zainodin, Nurul Iman Muhammad Dimyati, Massila Hamzah, Mohd Yusof Zulkefli & Ireena Nasiha Ibnu Universiti Teknologi MARA Online video utilization influences on Gen Y voting decision. An elaboration through integrative model of Uses and Gratification (U&G) and Media System Dependency (MSD)	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 4.45 PM	SPECIAL SESSION: 5th Estate of the Media and Its Shift	

TIME	THEME – COMMUNICATION POLICIES	MODERATOR
2.30 PM – 2.50 PM	Liew Yow Lin, Pushpavalli Maniam & Tan Sze Chuan Tunku Abdul Rahman University College The attitude and perceived norms of Malaysian parents' intention and behaviour towards COVID-19 vaccination for children below 12 years old	Dr Nicole Lee Fong Yee
2.50 PM – 3.10 PM	Rus Shafinas Shafie & Wardatul Hayat Adnan Universiti Teknologi MARA Psychosemantics of “us” and “them” in social media warfare	
3.10 PM – 3.30 PM	Christopher Theunissen Citizens Advice Bureau Auckland City (CABAC) Profit over people? A critical analysis of business language in government communication	
3.30 PM – 3.50 PM	Shazia Shaikh & Jamilah Ahmad University of Sindh, Pakistan & Universiti Sains Malaysia Social media's impact on academic performance of higher faculties in Pakistan	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 4.45 PM	SPECIAL SESSION: 5th Estate of the Media and Its Shift	

PARALLEL SESSION 3 10.30 PM – 12.10 PM

TIME	THEME – MEDIA AND COMMUNITY	MODERATOR
10.30 AM – 10.50 AM	R. Usha Devi C. Rajaratnam ¹ , Prasana Rosaline Fernandez ² & Yang Lai Fong ³ Taylor's College Malaysia ¹ , Xiamen University, Malaysia ² & United International College China ³ Framing the Tanjung Piai by-election in multilingual Malaysian newspapers	Dr Nurul Wahidah Mahmud Zuhudi
10.50 AM – 11.10 AM	Nurzihan Hassim Universiti Kebangsaan Malaysia Perceptions on health-marketing initiatives to tackle obesity in Malaysian media	
11.10 AM – 11.30 AM	Thinavan Periyayya Tunku Abdul Rahman University Engaging with road safety among youth through social media	
11.30 AM – 11.50 AM		
11.50 AM – 12.10 AM	Q & A	
12.10 PM – 1.00 PM	LUNCH BREAK	

TIME	THEME – COMMUNICATION POLICIES 1	MODERATOR
10.30 AM – 10.50 AM	G Manickam Govindaraju Taylors University Malaysia Mediatization of Datuk Seri Najib in Malaysia Nanban from January to May 2018	Dr Josie Ong Ai Ling
10.50 AM – 11.10 AM	Noor Dasrafeeza Abdul Shukur, Feranita & Lin Woon Leong Taylors University Malaysia Incorporating social media as an effective crisis communication strategy for combating COVID-19: Portrayal of Malaysian government strategies	
11.10 AM – 11.30 AM	Azahah Abu Hassan Shaari & Wan Puspa Melati Wan Abdul Halim Taylors University Malaysia A reflection on social workers providing services to people living with HIV in New	

	York City during its early discovery in the 1980s	
11.30 AM – 11.50 AM	Wan Norshira Wan Mohd Ghazali ¹ , Shafizan Mohamed ¹ , Mohd Helmi Yusoh ¹ , Nur Shakira Mohd Nasir ¹ , Kamaruzzaman Abdul Manan ² & Hamidah Idris ² International Islamic University Malaysia ¹ & Universiti Pendidikan Sultan Idris ² Effective Vaccine Communication: Re-evaluating Content of Messages	
11.50 AM – 12.10 AM	Q & A	
12.10 PM – 1.00 PM	LUNCH BREAK	

TIME	THEME – COMMUNICATION POLICIES 2	MODERATOR
10.30 AM – 10.50 AM	Anthony Chigozie Nwachukwu Universiti Putra Malaysia Satirical Representation of Social and Political Issues in Nigerian Political Cartoons	Professor Dr Noraïen Mansor
10.50 AM – 11.10 AM	Alireza Azeri Matin International University of Malaya-Wales (IUMW) Youth and Fascist Propaganda in Iran: A Critical Analysis of the Anthem 'Hail Commander'	
11.10 AM – 11.30 AM	Megat Al Imran Yasin, Puteri Farah Nadiyah Zulkifli & Liu Niwen Universiti Putra Malaysia Preferred communication channels in decision-making process for the public sector when working from home during the COVID-19 pandemic	
11.30 AM – 11.50 AM		
11.50 AM – 12.10 AM	Q & A	
12.10 PM – 1.00 PM	LUNCH BREAK	

PARALLEL SESSION 4 2.30 PM – 4.00 PM

TIME	THEME – MEDIA AND COMMUNITY	MODERATOR
2.30 PM – 2.50 PM	Madhumita Selvaraj ¹ , Badrul Redzuan Abu Hassan ¹ , Roslina Abdul Latif ² & Hani Salwah Yaakup ³	G Manikam Govindaraju

	Universiti Kebangsaan Malaysia ¹ , Taylor's University Malaysia ² & Universiti Putra Malaysia ³ The idea of film community: A preliminary survey	
2.50 PM – 3.10 PM	Nurly Meilinda, Billy Sarwono & Ummi Salamah Universitas Indonesia The rise of mother user agencies in domesticating technology during the pandemic	
3.10 PM – 3.30 PM	Zhou Nie, Moniza Waheed, Diyana Kasimon, & Wan Anita Wan Abas Universiti Putra Malaysia Impact of the density of individuals' social networks on WeChat usage in intimate relationships among Chinese youngsters	
3.30 PM – 3.50 PM	Li Zhen Zhen Taylors University Malaysia Parasocial Relationships Theory Concept and Application	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 5.00 PM	BEST PAPERS AND CLOSING CEREMONY	

TIME	THEME – CREATIVE INDUSTRIES IN THE DIGITAL AGE	MODERATOR
2.30 PM – 2.50 PM	Zhen Fang & Noraien Mansor Taylors University Malaysia The core driving factors of network literature in Chinese comic industry	Leong Wai Kit
2.50 PM – 3.10 PM	Sumaiya Akter Meem Jagannath University, Dhaka Uses of social media for communicating public through health-related message in NGO: A comparative study	
3.10 PM – 3.30 PM	Umme Rumana Akter Lima Jagannath University, Dhaka Flood and bridge: Disaster, development, and the elite agenda in Bangladeshi newspapers	
3.30 PM – 3.50 PM	Chen Wan, Moniza Waheed & Julia Wirza Mohd Zawawi Universiti Putra Malaysia	

	The framing of anti-fake news law in Malaysian newspapers	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 5.00 PM	BEST PAPERS AND CLOSING CEREMONY	

TIME	THEME – COMMUNICATION POLICIES	MODERATOR
2.30 PM – 2.50 PM	Chen Guangyu & Hasrina Mustafa Universiti Sains Malaysia Rumour response strategy and Rumour behavioural intention: The mediating roles of anxiety on Chinese social media during COVID-19	Azrain Ariffin
2.50 PM – 3.10 PM	Zohaib Hassan Sain Superior University Pakistan Challenges in Quality of Education in Higher Education Institutions (HEIs) of Pakistan	
3.10 PM – 3.30 PM	Farjana Sultana Ritu Jagannath University, Dhaka Representing COVID-19, Lockdown and Sufferings during Eid Holiday	
3.30 PM – 3.50 PM	Alireza Azeri Matin International University of Malaya-Wales (IUMW) Youth and fascist propaganda in Iran: A critical analysis of the anthem 'Hail Commander'	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 5.00 PM	BEST PAPERS AND CLOSING CEREMONY	

TIME	THEME – NEW MEDIA MANAGEMENT	MODERATOR
2.30 PM – 2.50 PM	Marcellinus Wicitra, Bherta Sri Eko & Camelia Catharina Universitas Multimedia Nusantara Opinion leader identification: "Klitih" keyword spread on Twitter	Hardip Singh Rekhraj
2.50 PM – 3.10 PM	Lyu Jiaqi, Normaliza Abd Rahim & Roslina Abdul Latif Taylors University Malaysia	

	Usage and communication effects of new media public service platforms by students in Xinjiang Universities in China	
3.10 PM – 3.30 PM	Thanaraj Murudi ¹ , Suriati Saad ² & Bahiyah Omar ³ Universiti Sains Malaysia An analysis of intrinsic and extrinsic motivation factors in political engagement	
3.30 PM – 3.50 PM	Tan Kwang Shean, Mohamad Saifudin Mohamad Saleh & Bahiyah Omar Universiti Sains Malaysia Understanding Climate Change Reporting in Malaysia: An Empirical Study among Selected Online Media	
3.50 PM – 4.00 PM	Q & A	
4.00 PM – 5.00 PM	BEST PAPERS AND CLOSING CEREMONY	

Poster Presentations 1 & 2 November

Title	Presenters
Parasocial “liking” of South Korean celebrities among Malaysian young adults’ attitudes	Thanaseelen Rajasakran Universiti Tunku Abdul Rahman