

A: Communication (80 minutes : Link 1) 25/08 - 2.00PM - 3.30PM Chairperson : Assoc. Prof. Dr. Syuhaidi Abu Bakar

A1: Communication & Technology

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|--|-------------------|------------------------------|
| 1 | ICOMS004 | The Consequences of the Misuse of Social Media as a Medium for News and Information | Siti Kharteeny Mohd Shuraddin, Zulkifli Abd. Latiff | LIVE | kharteenyshuraddin@gmail.com |
| 2 | ICOMS009 | The Usage of Taboo Words and Euphemisms among Malaysian Students on Social Media: A Comparative Study | Ahmad Zahid Saidil Morsalin, Wardatul Hayat Adnan | PRE-RECORDED | zahid.saidil96@gmail.com |
| 3 | ICOMS016 | The influence of Social Media Use Towards Emotion and Attitude among Students: A Systematic Review | Peng Yifan, Wardatul Hayat Adnan | PRE-RECORDED | 823949644@qq.com |
| 4 | ICOMS017 | A Study of Effectiveness of Social Media Use on Content Visibility of a Hijabista Magazine Website | Mohd Fiezreen Ahmad & Zulkifli Abd. Latiff | LIVE | fiezreen.ahmad@gmail.com |
| 5 | ICOMS028 | Disseminating Information through Social Media during Covid-19 Pandemic among Students | Pricilla Uran | PRE-RECORDED | priscillauran@gmail.com |
| 6 | ICOMS036 | Roles of Government Social Media in disseminating information of COVID-19 Vaccine among Malaysians | Nur Syazreen Wahid Marican | PRE-RECORDED | nursyazreen66@gmail.com |
| 7 | ICOMS040 | Social Media as Effective Source of Health-Related Information during Pandemic | Suffian Hadi Ayub, Massila Hamzah, Azizul Halim Yahya & Mohammad Rezal Hamzah | LIVE | suffianhadi@uitm.edu.my |
| 8 | ICOMS108 | Cultural Elements Through Natural Motifs in Contemporary Landscape Painting Art in Malaysia | Abd Rasid bin Ismail, Shahariah binti Mohamed Roshdi, Mohd Haniff bin Mohd Khalid, Siti Nur Aliah binti Abd. Rasid, Nor Syuhada binti Ahmahrashidi | PRE-RECORDED | shahariahroshdi@uitm.edu.my |

A2: Digital Communication (80 minutes : Link 1) 25/08 - 3.30PM - 5.00PM Chairperson : Prof. Dr. Mohd Adnan Hashim

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|--|-------------------|---|
| 1 | ICOMS031 | Exploring the Influence of Manga and Anime among New Media Students | Anwar Rizziq Bin Abd Razak, Ireena Nasiha Ibnu | PRE-RECORDED | ireena@uitm.edu.my |
| 2 | ICOMS055 | Swiping, Matching and Chatting: A Qualitative Analysis of Malaysian User Motivations in Using Dating Application | Puteri Nur Syakirah Baharuddin, Shazleen Mohamed | PRE-RECORDED | erinsyabh96@gmail.com |
| 3 | ICOMS060 | Motives in using YouTube for Self-satisfaction | Intan Zahrah Mat Hussin | PRE-RECORDED | izahrahmhussin@gmail.com |
| 4 | ICOMS064 | News Patterns of Online News Platform during Movement Control Order | Lim Li Cheng | PRE-RECORDED | M190009C@sc.edu.my |
| 5 | ICOMS078 | WhatsApp Conversation And Relationships: A Focus On Digital Communication Between Parent-Teacher Engagement In A Secondary School In Putrajaya. | Suriana Johari , Wan Norbani Wan Noordin , Tengku Elena Tengku Mahamad | PRE-RECORDED | suriana_johari@yahoo.com |
| 6 | ICOMS082 | Factors Influencing Young Adults Intention to Use Online Dating Application during Covid-19 | Nurin Izzati Mohd Rodhi | PRE-RECORDED | nrnizzati96@gmail.com |
| 7 | ICOMS094 | Evaluating the challenges of digital transformation among students in Higher Education during COVID19 in South Africa: A case study of Communication Science students at the University of Zululand | Avashni Reddy Moonasamy | LIVE | MoonasamyA@unizulu.ac.za |
| 8 | ICOMS103 | Digital Communication: WhatsApp as a tool for teaching and learning among Communication Science students during the COVID-19 lockdown | Naidoo. GM, Avashni Reddy Moonasamy | LIVE | Naidoog@unizulu.ac.za, MoonasamyA@unizulu.ac.za |

A3: Crisis Communication (80 minutes : Link 2) 25/08 - 2.00PM - 3.30PM Chairperson : Dr. Siti Faidul Maisarah Abdullah

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|-----------|---|---|-------------------|---|
| 1 | ICOMS 019 | Communication Crisis Management in Technology Companies Case Study: Zoom's Communication Strategy on the ZoomBombing Crisis | Mareta Maulidiyanti, Axel Brilliant Effendi | PRE-RECORDED | mareta20@ui.ac.id |
| 2 | ICOMS001 | The effect of communication barriers towards team sport performance | Ellail Ain Mohd Aznan | LIVE | ellailain@uitm.edu.my |
| 3 | ICOMS024 | Combating Fake News: Exploring Social Media Literacy among Youth during Covid-19 Outbreak | Abu Bakar Bin Zulkarnain, Ireena Nasiha Ibnu | PRE-RECORDED | abubakarzul95@gmail.com |
| 4 | ICOMS057 | Crisis in communication of Bumiputera privilege in higher education among netizen | Munirah Ahamad | LIVE | munirahbintiamad@gmail.com |
| 5 | ICOMS058 | The Relationship between Usage of Social Media and Interpersonal Communication Competence Among Youth. | Muhamad Affiq Zulkifle | PRE-RECORDED | affiqzulkifle.edu@gmail.com |
| 6 | ICOMS120 | Risk and Crisis Communication on COVID – 19 in Marikina and Pasig: The Case of Two Philippine Cities | Pamela Grace C. Muhi, Rosa Bella M. Quindoza | PRE-RECORDED | pgcmuhi@pup.edu.ph, rbmquindoza@pup.edu.ph |
| 7 | ICOMS126 | Challenges and Prospects of Risk Communication for Philippine Elections in the time of Pandemic | Rosa Bella M. Quindoza | LIVE | rbmquindoza@pup.edu.ph |
| 8 | ICOMS115 | Typhoon Risk and Disaster Communication in Muntinlupa City: A Case Study | Teresita V. Navarro, Jerielyn V. Reyes, Rudolf Anthony A. Lacerna | PRE-RECORDED | jerielyn_reyes04@yahoo.com, raalacerna@pup.edu.ph |

A4: Media and Convergence (80 minutes : Link 2) 25/08 - 3.30PM - 5.00PM Chairperson : Dr. Wan Norbani Wan Noordin

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|--|-------------------|----------------------------|
| 1 | ICOMS068 | Understanding and Evaluating an Effectiveness 10 User Interface (UI) Elements for Educational Games Development Based on User Experience (UX). | Khairul Yusri Zamri | PRE-RECORDED | yusriz@utar.edu.my |
| 2 | ICOMS081 | Listening to the Roaring of Environmental Communication on Social Media toward University Students | Jenq Yeh, Chai, Yuek Li, Ker, Megat Ahmad Zahiri, Nurul Farhana Jumaat | PRE-RECORDED | likavia2011@hotmail.com |
| 3 | ICOMS062 | The appeal to memory through television reality shows: rethinking Brazilian television in the era of convergence | Valdemir Soares dos Santos Neto, Mario Abel Bressan Júnior | LIVE | valdemirnetto@gmail.com |
| 4 | ICOMS112 | Viewing Experiences of the Deaf Community on Television News Programs in the Philippines During Covid-19 Pandemic | Rudolf Anthony A. Lacerna, Jeffrey R. Ancheta | PRE-RECORDED | raalacerna@pup.edu.ph, |
| 5 | ICOMS117 | Analysis on the Applicability of the Principles of Communication Privacy Management Theory in the Context of COVID-19 Pandemic: Case Studies from the Philippines | Divina T. Tormon-Pasumbal, Edna T. Bernabe, Mamerto S. Bernabe, Leia Reyna T. Pasumbal | PRE-RECORDED | divine.pasumbal@gmail.com, |

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|---|----------|---|---|--------------|---------------------------|
| 6 | ICOMS118 | Campus Radio Version 2.0: The Convergence of Campus Radio with Digital Media | Kim Bernard Garcia Fajardo | PRE-RECORDED | kgbfajardo@pup.edu.ph |
| 7 | ICOMS048 | The Comparison of Binge-Watching Uses and Gratifications between Indonesian and Malaysian Students during the Rise of Pandemic Covid-19 | Nawad Fauziyah Muna, Rahimah Abdul Rahim | PRE-RECORDED | rahimahrahim580@gmail.com |
| 8 | ICOMS101 | Encounters with Fake and Alarmist News on Social Media during the Covid-19 Pandemic: A Survey of Young People in a Semi-Rural Context in South Africa | S. Matenda, G. M Naidoo | LIVE | Naidoog@unizulu.ac.za |

B1 : Advertising and Consumerism (80 minutes : Link 3) 25/08 - 2.00PM - 3.30PM Chairperson : Dr Dzaa Imma Abdul Latiff

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|--|-------------------|---|
| 1 | ICOMS011 | The Impact of E-Commerce Platforms on Young Adults' Buying Behavior in Malaysia | Siti Kharteeny Mohd Shuraddin , Wardatul Hayat Adnan | PRE-RECORDED | kharteenyshuraddin@gmail.com |
| 2 | ICOMS012 | The Impact of Advertising Using Social Media Influencers towards Customers Trust on Health and Beauty Products in Malaysia | Izzati 'Aliah Bt Zaidi , Wardatul Hayat Adnan | PRE-RECORDED | liazatilia@gmail.com |
| 3 | ICOMS018 | Indonesian Gen Z Consumer Preference for Subscribing to Netflix in the Covid-19 Pandemic Era | Pijar Suciati, Barijani Mahesa Putra | PRE-RECORDED | ahesaputra231@gmail.com |
| 4 | ICOMS032 | The Role from Public Relations Department of Indihome Due to Responding Complaints from Customer for Generation Z Customer Satisfaction | Ahmad Avila Thoriq, Ananda Diska Alifah , Aulia Qintara, Ngurah Rangga Wiwesa, Nur Azizah Heriyani Putri, Radiktio Arso | PRE-RECORDED | ananda.diska@ui.ac.id, Ananda Diska Alifah |
| 5 | ICOMS104 | ICT Learning Among Agro-based Entrepreneurs: A Case Study in Samarahan Division, Sarawak | Mohd Ariff Zabidi Manja , Lau Sie Hoe, Vloreen Nity Mathew, Adeline Engkamat, Zalina Ibrahim, Ahmad Lutfi Anis | PRE-RECORDED | ariffzabidi@gmail.com*, vloreen@uitm.edu.my |
| 6 | ICOMS022 | The Public Perception On LGBT Instafamous Credibility In Promoting Products On Instagram | Jeffica D Tudol | PRE-RECORDED | jfcadt@gmail.com |
| 7 | ICOMS096 | The COVID-19 Lockdown level 5: The challenges faced by National Broadcaster including Community Television Stations to produce television programs. | Zondi, GJ | LIVE | - |
| 8 | ICOMS099 | The disinformation propagated through social media during the COVID-19 Lockdown in South Africa | Metso. MR , Naidoo GM Naidoo | LIVE | MetsoR@unizulu.ac.za, Naidoog@unizulu.ac.za |

B2: Effects of Mass Media (80 minutes : Link 3) 25/08 - 3.30PM - 5.00PM Chairperson : Dr. Shazleen Mohamed

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|--|--|-------------------|---------------------------|
| 1 | ICOMS021 | The Use of Instagram and its Relations on Awareness of Digital Footprint in the Context of Cyber Safety among Young Adults | Suhaimee Saahar @ Saabar , Nur Imanina Ayshah Suhaimi | LIVE | suhaimee@uitm.edu.my |
| 2 | ICOMS066 | The Perceived Effectiveness of Visual Communication Elements in Cinema Video Advertisements: Demographic Factors Analysis | Muhammad Haziq Abd. Rashid , Elia Md Johar | PRE-RECORDED | haziq.abdrashid@gmail.com |
| 3 | ICOMS084 | Analysing the Encouragement of Switching to Over-The-Top (OTT) Platforms during Covid-19 Lockdown in Malaysia | Nik Nasrin Binti Mohamed Puzi @ N.Mohd Fauzi | PRE-RECORDED | niknasrin@gmail.com |
| 4 | ICOMS107 | The Influence of Violent Films on the Attitude and Behaviour of the Audience and the Ability in Building Morality | Haizren Mohd Esa , Wardatul Hayat Adnan | PRE-RECORDED | workeryn@gmail.com |
| 5 | ICOMS127 | Influence of Barbie Doll Movies on Women Empowerment: A Survey of Lahore-Pakistan | Hirah Ahmed, Mohsin Hassan Khan | LIVE | S2020167001@umt.edu.pk |
| 6 | ICOMS052 | Newspaper Portrayals of Female Athletes in the 18th Asian Games , 2018: A Malaysian Case Study | Siti Zulaikha Md Basir | LIVE | szulaikhambasir@gmail.com |
| 7 | ICOMS070 | The Role of the Eco-Documentary on Raising Awareness and Attitudinal Change in Marine Life Sustainability among Malaysian Young Generation | Nurul Hidayah Mat | LIVE | hidayah.mat@umt.edu.my |

B3: Journalism and Democracy (80 minutes : Link 4) 25/08 - 2.00PM - 3.30PM Chairperson : Assoc. Prof. Dr. Muhammad Hakimi Tew Abdullah

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|------------|---|---|-------------------|---|
| 1 | ICOMS113 | Cliffhanger Narratives: Political Crisis Reportage on Five Administrations after the Marcos Dictatorship | Prestoline S. Suyat | PRE-RECORDED | pssuyat@pup.edu.ph |
| 2 | ICOMS128 | Islamophobia in the West: A Critical Discourse Analysis of Imran Khan's 74th UNGA Session's Speech | Meesam Javaid , Mohsin Hassan Khan | LIVE | f2017077116@umt.edu.pk |
| 3 | ICOMS077 | Media Framing on Headlines News of the COVID-19 Issues in MalaysiaKini and Astro Awani | Mohammad Nurhafiz Hassim , Nur Nasliza Arina Mohamad Nasir & Syaza Marina Ramli | PRE-RECORDED | hafiszhassim@uitm.edu.my |
| 4 | ICOMS067 | Uncovering The Challenges Faced by Journalists in Adapting to The Transforming Journalism Culture of Twitter Usage in News Reporting | Ima Liana Esa , Massila Hamzah, Wan Hartini Wan Zainodin | LIVE | lianaesa@gmail.com |
| 5 | ICOMS109 | Discovering the Engagement of User Generated Online Video as a Platform for Freedom and Democratization among Gen Y: A Phenomenology Approach | Wan Hartini Wan Zainodin , Ireena Nasiha Ibnu, Manimegalai Ambikapathy, Zulkipli Abu Bakar | LIVE | wanhartini@uitm.edu.my, |
| 6 | ICOMS069 | Newspapers Portrayal of Women Candidates in Malaysia's 14 th General Election 2018: A Content Analysis Approach | Che Mahamad Azmi B Che Mahmood , Mohd Shahnawi Bin Muhmad Pirus | LIVE | cheazmi@uitm.edu.my |
| 7 | ICOMS098 | South African Political Parties use Social Media to maintain their voters' confidence | Reddy, MM, Naidoo GM | LIVE | Naidoog@unizulu.ac.za, MoonasamyA@unizulu.ac.za |
| 8 | ICOMS-SP02 | Challenges in teaching Journalism and Raising Awareness on media Literacy Education in South East Asia | Dr. Sabariah Mohamed Salleh | LIVE | sabariah@ukm.edu.my |

C: Social Science, Humanities & Culture Studies (80 minutes : Link 4) 25/8 - 3.30PM - 5.00PM Chairperson : Prof Datuk Dr Ismail Sualman

C1: Anthropology

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|---|-------------------|--------------------------|
| 1 | ICOMS014 | An Explanatory Study On Practices Among Baba Nyonya Descendants In 21st Century Towards It's Original Baba Nyonya Culture In Malacca: A Comparative Study | Farhana ABD Kadir , Wardatul Hayat Adnan | PRE-RECORDED | farhanakadir53@gmail.com |

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|---|----------|---|---|--------------|---|
| 2 | ICOMS025 | The Public Views And Acceptance Towards Lesbian, Gay, Bisexual, Transexual (LGBT) Rights In Malaysia | Norzahafiz Norzamri | PRE-RECORDED | hafiz6116@gmail.com |
| 3 | ICOMS027 | Factors Influences Consumer Buying Behavior Towards Skin Lightening Products On Social Media Marketing | Nuratiqah Mohamad Darus | PRE-RECORDED | nuratiqahdarus@yahoo.com |
| 4 | ICOMS035 | The Impact of Social Media Post on Responsibility of Society in Contributing Financial Aids | Syahirah Sharul | PRE-RECORDED | syahirahsharul@gmail.com |
| 5 | ICOMS100 | Understanding the influence of culture and gender differences in communication, society's perception | Nthabiseng E. Makhutla, Gedala M. Naidoo, Hemduth Rugbeer | LIVE | MakhutlaN@unizulu.ac.za, RugbeerH@unizulu.ac.za |
| 6 | ICOMS088 | A content Analysis of the Portrayals of State Machinery Figures in Combating Covid 19 in Malaysia in Ernest Ng's comic book Covidball Z | Nazima Versay Kudus, Noor Azli Affendy Lee | PRE-RECORDED | noor.azli@uitm.edu.my |
| 7 | ICOMS043 | A Study on Feminism in the Perspective of Islam and Christianity | Siti Raihan Rahbini | LIVE | raihanrahbini@gmail.com |
| 8 | ICOMS023 | The Influence of Film Music on Viewers' Cinematic Experience | Lew Xiao Wei | LIVE | 1001850137@ucsiuniversity.edu.my |

C2: Theory & Critique (80 minutes : Link 1) 26/08 - 11.00AM - 12.30PM Chairperson : Dr. Mohd Sufiean Hassan

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|--|---|-------------------|------------------------------|
| 1 | ICOMS039 | The Relationship Between Task Equivocality and Job Satisfaction Among Media Practitioners Amidst Covid-19 Pandemic | Sabil Fahmee Mohd Sofee | LIVE | sabil.sofee@gmail.com |
| 2 | ICOMS061 | The influence of media on gender stereotyping and identity among young adults. | Alia Tasnim Mohd Azadi | LIVE | aliaazadi95@gmail.com |
| 3 | ICOMS080 | Uncovering the Underrepresentation and Participation of Women Politician Ability in Online Media Coverage as Perceived by Journalist | Nur Farazilla Mohd Arsad, Mohd Shahnawi Muhmad Pirus, Nur Nasliza Arina Mohamad Nasir | LIVE | fara.farazilla@gmail.com |
| 4 | ICOMS093 | A Qualitative Study on Academicians' Experiences with Presenteeism | Nurul Atiqah Mohd Azlan, Tengku Elena Tengku Mahamad, Nur Aziemah Mohd Azman | PRE-RECORDED | atiqahazlan@uitm.edu.my |
| 5 | ICOMS105 | A systematic Review of alcohol usage and social media bullying for perpetration of emotional abuse and sextortion on women in Ghana | Basiratu Lawal, Wan Hartini Binti Wan Zainodin, Shazleen Mohamed | LIVE | oluwajunwolo11@gmail.com |
| 6 | ICOMS111 | Female Identity In Current Indonesian Film | Putri Wahyuni, Hamedi Mohd Adnan | LIVE | putriwahyuni@gmail.com |
| 7 | ICOMS122 | Needs Analysis Of School Paper Advisers In Manila: Basis For Journalism Skills Training Plan (2) | Glaiza Ann D. Pangan, Emmanuelle A. Santiago, Lailanie G. Teves | PRE-RECORDED | lgteves@pup.edu.ph |
| 8 | ICOMS079 | Singing In The Choir: Shaping Positive Self-Identity and Social Identity Of Choristers In Malaysia | Nurliyana binti Yusnaidi | LIVE | nurliyana.yusnaidi@gmail.com |

C3: Broadcasting, Art and Gamification (80 minutes : Link 2) 26/8 - 11.00AM - 12.30PM Chairperson : Dr. Suffian Hadi Ayub

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|---|-------------------|---|
| 1 | ICOMS007 | Youth awareness on mobile gaming addiction towards physical health on young adults in Malaysia | Anis Shahirah Zakaria, Wardatul Hayat Adnan | PRE-RECORDED | anishahirahzakaria@gmail.com |
| 2 | ICOMS051 | Video Games and Gender: Female Representation | Siti Mardhiyyah Mohd Fauzi | LIVE | diyahfauzi97@gmail.com |
| 3 | ICOMS065 | The Addiction to Mobile Social Games by Generation Z | Tay Pei Xin, Ker Yuek Li, Mohammed Fadel Arandas | PRE-RECORDED | M210001A@gmail.com |
| 4 | ICOMS123 | Working beyond the Airwaves: A Case Study on the Crossover Practices of Filipino Radio Personalities | Paul Michael A. Perez | LIVE | paul.michael_perez@yahoo.com |
| 5 | ICOMS124 | Case Study On Religious Theater Play In The Philippines During Covid-19 Pandemic | Vincent Carlo C. Abratigue | LIVE | |
| 6 | ICOMS125 | Research-based Acting Workshop Manual for Parish Theater Groups: A Proposal | Jonathan D.G. Montes, Pamela Muhi | LIVE | omnidextrous@gmail.com, pmuhi74@gmail.com |
| 7 | ICOMS074 | Gamification And Student's Engagement During The Virtual Learning: An Analysis Of "Quizwhizzer" Game Application | Maizurah Khathu Abdul Hamid, Manimegalai Ambikapathy, Hasmah Zanuddin | LIVE | maizurah.hamid@newinti.edu.my |
| 8 | ICOMS008 | A Systematic Review on Online Gaming Addiction and Student's Behaviour in Gaming: The Case of Player Unknown's Battle Grounds | Ateefa Binti Azairi, Wardatul Hayat Adnan | PRE-RECORDED | efabae96@gmail.com |

D: Society & Sociology (80 minutes : Link 3) 26/8 - 11.00AM - 12.30PM Chairperson : Assoc. Prof. Dr. Abdul Rauf Ridzuan

D1: Social Science

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|---|---|-------------------|------------------------------|
| 1 | ICOMS003 | Meneroka keberkesanan penggunaan E-pembelajaran oecania dalam pengajaran kursus komunikasi di Universiti Malaysia Terengganu | Che Hasniza Che Noh, Mohd Yusri Ibrahim, Isma Rosila Ismail, Mohammad Mahdi Abas, Nurul Ain Chua Abdullah, Noor Aisyah Abd Aziz | LIVE | niza@umt.edu.my |
| 2 | ICOMS013 | The Awareness of Road Safety among Food Panda and Grab Food Riders and its Effects towards the Riders Attitude in Malaysia | Rohani Hamdan, Wardatul Hayat Adnan | PRE-RECORDED | rtmhani@gmail.com |
| 3 | ICOMS045 | Lifestyles and Job Preferences: What are the preferences of young adults in the urban poor in Malaysia? | Hamisah Hasan, Elizabeth Wong Zu Yee, Lai Che Ching, Abdul Mua'ti@Zamri Ahmad | PRE-RECORDED | Hamisah Hasan |
| 4 | ICOMS090 | The Understanding Of Javanese Values 3m: Macak-Manak-Masak Integrated Into An Intercultural Marriage Amongjavanese Women To French Locals | Hany Nurahmawati, Mohd Shahnawi Muhmad Pirus, Shazleen Mohamed | LIVE | hanssiong@gmail.com |
| 5 | ICOMS129 | Pop-Culture and the Role of Media: A Critical Analysis | Shanawer Rafique, Mohsin Hassan Khan | LIVE | shanawerrafique@gmail.com |
| 6 | ICOMS063 | The Understanding Of Body Language Engagement Among Motivational Speakers In Training | Syed Faizal Sitheek Rahman, Mohd Shahnawi Muhmad Pirus, Shifa Faizal | LIVE | bestbelajar@gmail.com |
| 7 | ICOMS116 | Profile And Training Needs Of Media And Information Literacy Teachers In The Philippines | Jose Reuben Q. Alagaran li | PRE-RECORDED | jralagaran@gmail.com |
| 8 | ICOMS020 | The Public Perception on the Beauty Obsession in Women through Online Advertising | Farah Waheeda Mohd Mishod | PRE-RECORDED | farahwaheedamishod@gmail.com |

D2: Social Change (80 minutes : Link 4) 26/08 - 11.00AM - 12.30PM Chairperson : Dr. Shifa Faizal

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----|----------------|---------|-------------------|-----------------|
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|---|----------|---|--|--------------|-----------------------------------|
| 1 | ICOMS010 | Social media use effects towards young adults socialize in China and Malaysia | Han Ying, Wardatul Hayat Adnan | PRE-RECORDED | hxiaotao666@gmail.com |
| 2 | ICOMS015 | Sex-Education Courses in School Syllabus Effects Towards Child Grooming Issues in Malaysia | Farah Solhi, Wardatul Hayat Adnan | LIVE | nfasolhi@gmail.com |
| 3 | ICOMS026 | Liberty for Us: The Meanings of Freedom for Iranian Youth Audiences of the Diasporic Reality Show Befarmaeed Sham | Alireza Azeri Matin | PRE-RECORDED | azeri_matin@yahoo.com |
| 4 | ICOMS042 | Exploratory Factor Analysis in Validating the Media Credibility Questionnaires for New Media Users | Farah Adibah Mohamad Yusuf, Muhammad Hakimi Tew Abdullah, Abdul Rauf Ridzuan | PRE-RECORDED | farahadibahmohamadyusuf@gmail.com |
| 5 | ICOMS086 | Branding Intervention To Bridge The Gap Between Generasi Berencana (Genre) Campaign and Generation Z In Jakarta During Covid -19 Pandemic Condition | Suharyanti | LIVE | suharyanti.w@gmail.com |
| 6 | ICOMS072 | Understanding the Usage of WhatsApp Group During COVID-19 Pandemic Among Perak State of Public Works Department Employees | Mohamad Razali Bin Ramdzan@Raaban, Shazleen Mohamed | PRE-RECORDED | mrzalimc950@gmail.com |
| 7 | ICOMS121 | Uses and Gratifications on Social Media as Learning Tool In Visayas State University-Isabel: Basis for A Proposed E-Classroom | Jonathan A. Joyo | LIVE | jonathanamithjoyo@gmail.com |
| 8 | ICOMS059 | Korean Popular culture and the Acceptance of Korean Beauty Standards among Malaysian | Farah Alia Zaizakrani | LIVE | fazaizakrani@gmail.com |

D3: Media and Politics (80 minutes : Link 1) 26/8 - 2.00PM - 3.30PM
Chairperson : Dr. Mohsin Hassan Khan

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|------------|--|---|-------------------|---|
| 1 | ICOMS038 | Understanding the Perception of The Boom of Micro-Influencers During Movement Control Order in Malaysia | Karyn Julian Luhah | LIVE | karynjulanluhat@gmail.com |
| 2 | ICOMS041 | The Power of Digital Media Usage in Consumer Buying Behavior during Movement Control Order (MCO) In Proclamation of Emergency in Malaysia. | Nurul Nadiah Mohd Azlan | PRE-RECORDED | nadiahazlan9791@gmail.com |
| 3 | ICOMS006 | An Overview of Drone Use in Military and Commercial as New Medium of Communication and Threats to National Security | Wardatul Hayat Adnan, Mohd Fadly Khamis | PRE-RECORDED | wardatul@uitm.edu.my |
| 4 | ICOMS034 | The Role of Social Media in Influencing the Implementation of Government Policy: A Study on the Employee Provident Fund's i-Sinar Scheme | Nor Syariza Muhamad Tahir | PRE-RECORDED | syariza.tahir@gmail.com |
| 5 | ICOMS037 | Proactive and Reactive Styles of Palestinian Presidents Leadership in Times of Crisis | Mohammed Fadel Arandas, Syed Arabi Idid, Loh Yoke Ling, Loh Yu Chiang | PRE-RECORDED | arandas@sc.edu.my |
| 6 | ICOMS114 | Video Journalism in the time of Coronavirus: Digital News Gathering Practices in Filipino Newsrooms during the Covid-19 Pandemic | Reynald Ramirez | LIVE | reynald.ramirez@obf.ateneo.edu |
| 7 | ICOMS-SP01 | Perceiving the Party Attributes of Perikatan Nasional and Pakatan Harapan | Dato' Sri Dr Syed Arabi Idid, Tengku Aisha Tengku Azzman | LIVE | sarabidid@iium.edu.my, taisha@iium.edu.my |

D4: Online Communities (80 minutes : LINK 2) 26/08 - 2.00PM - 3.30PM
Chairperson : Assoc. Prof. Dr. Saraswathy Chinnasamy @ Sara

| No | ID | Abstract Title | Authors | Presentation mode | Presenter email |
|----|----------|--|---|-------------------|---|
| 1 | ICOMS044 | The Roles of Citizen Journalists in Shaping Publics Perception about Social Media Influencers | Sarah Serajuddin | LIVE | sarah.serajuddin@gmail.com |
| 2 | ICOMS085 | Malaysian Youth Awareness in Flood Education through the use of YouTube Documentaries | Khairunnisa Mohd Nasir | LIVE | nisanasir92@gmail.com |
| 3 | ICOMS091 | Persepsi Pelajar Terhadap Penggunaan Portal E-Pembelajaran 'Oceania' Dalam Pengajaran Kursus Komunikasi Di Universiti Malaysia Terengganu | Isma Rosila Ismail, Che Hasniza Che Noh, Mohd Yusri Ibrahim, Mohammad Mahdi Abas, Nurul Ain Chua Abdullah | LIVE | ismarosila@umt.edu.my |
| 4 | ICOMS092 | Identifying Strategies Used by Students to Manage their Emotions during Online Learning | Tengku Elena Tengku Mahamad, Nurul Atiqah Mohd Azlan, Lucia Rivadeneira | PRE-RECORDED | tengku.elena@uitm.edu.my |
| 5 | ICOMS102 | Digital Learning Awareness among University Students in Africa | Uleanya MO, Naidoo GM and Rugbeer H | LIVE | RugbeerH@unizulu.ac.za |
| 6 | ICOMS106 | "I don't wanna waste my degree's years by not knowing my classmates": Reflections of first year students regarding online learning experience during COVID-19 pandemic | Ireena Nasiha Ibnu, Wan Hartini Wan Zainodin, Faizah Din | PRE-RECORDED | ireena@uitm.edu.my, wanhartini@uitm.edu.my, faizahdin@uitm.edu.my |
| 7 | ICOMS119 | The Lived Experience of Teachers and Students in an Online Learning Environment | Reynalyn J. Valdez, Elymae Delos Santos, Jocelyn P. Castro | PRE-RECORDED | elymae.delossantos@benilde.edu.ph |
| 8 | ICOMS097 | First-Year Student Experience: The use of Digital Media in Teaching and Learning amid the Covid-19 Pandemic at a Rural Campus-Based in South Africa | Ngubane. JB, Naidoo. GM | LIVE | NgubaneJ@unizulu.ac.za, NaidooG@unizulu.ac.za |