



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>**

## **AMIC Annual Conference**

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

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**BOOK OF ABSTRACTS**

Organized by:  
Asian Media Information and Communication Centre  
and Academy of Journalism and Communication, Vietnam



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

## **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)



# 1

## SCIENCE COMMUNICATION THEORIES, MODELS AND FRAMEWORKS

## SCIENCE COMMUNICATION PRACTITIONER VERSUS ACADEMIC COMMISSAR: LAMENT OR CHEERS FOR FILM-CENTRIC SCIENCE COMMUNICATION

**Matiur Rahman**

*National Institute of Science Communication and Policy Research (NIScPR), India*

**NK Prasanna**

*Academy of Scientific & Innovative Research (AcSIR), India*

### ABSTRACT

Challenges of interaction between subject expert scientists and science television content producer during the course of pre-production, production and post-production of over 300 science films in the genre of documentary, researched, scripted and directed by the first author and telecast over the Indian state television 'Doordarshan' during 1984 to 2020 are assessed from script-to-screen point of view. The importance of intensive research on the theme being treated for broadcast television programmes and the art of 'writing for ear' to distinguish an audio programme from writing for film and how scientists make or mar the effort forms the core of this research article. Contemporary as well as long-past referential context establishes the theoretical framework. The payoff in this research article is derived from the author's direct experience of engaging with academia as well as TV technical crew from the stages of conceptualising science films through scripting, shooting and editing, up to creating the mixed digital master as well as printing it on broadcast video tapes over more than three and a half decades beginning early 1980s. Apart from looking at what ails and aids the interaction between subject expert scientists and television programme producers, this article also serves as an indicator of areas for collaborative action for visually engaging science broadcast videos.

**Keywords:** *science films, pre-production, production, post-production, programme design*

## **NEGATIVE IMPACTS OF DATAISM ON THE FUTURE SOCIETY AND SOME SOLUTIONS TO THIS PROBLEM**

**Nguyen Van Hanh**

*Academy of Journalism and Communication, Vietnam*

### **ABSTRACT**

Today, dataism is strongly affecting all aspects of social life. It is daily and hourly profoundly changing the human way of survival. The article is based on the methodology of historical materialism, recognizing the development of dataism as an inevitable consequence of the development of massive productive forces. The author also relies on this methodology to forecast the negative effects of dataism on future society and proposes some solutions to this problem. These negative effects are: First, for society, the risk of a data monopoly and digital dictatorship emerges. Second, for people, the risk of loss of freedom, mass unemployment, personalized discrimination, and biological inequality. This consequence has never appeared in previous societies, so there is a need for different solutions and the solidarity of all humanity. The solution system is: Invest in education, invest in research into the human mind, prevent human genetic modification, find a better social model in which a regime of social ownership of data can be established.

**Keywords:** *dataism, data ownership, data monopoly, impact of dataism, future society, solutions for future society*

## INFODEMIC AND THE IMPORTANCE OF SCIENCE COMMUNICATION: BETWEEN ENDANGERING AND SAVING LIVES DURING CORONAVIRUS OUTBREAK

**Percy Fernandez**

*Manipal Academy of Higher Education Dubai Campus, UAE*

**Sabir Haque**

*American University of Ras Al Khaimah, UAE*

### ABSTRACT

On September 21, 2021, YouTube announced it was banning several prominent anti-vaccine activists from its platform as part of an effort to remove all content that falsely claimed that approved vaccines were dangerous. The move came about two years into the pandemic, when misinformation about it was rampant.

The Infodemic on COVID 19 was rife with conspiracy theories, rumors, superstition, and stigma contributing to serious illness and death. False information ranged from being incredulous to bizarre. American Journal of Tropical Medicine and Hygiene estimated that 5800 people were admitted to hospital because of false information on social media. As though this was not enough, the Infodemic kept replicating at an alarming rate after vaccines emerged, putting people in serious jeopardy.

There is an urgent need for governments, international agencies, social media platforms, and technology companies to collaborate in a concerted effort to articulate and channel correct and scientific information.

This paper aims to study the beginnings of the Infodemic after the outbreak of COVID 19 in India, how it dictated the country's narrative, and how it led to a systematic and systemic breakdown of the preparedness command, control, and response system. The paper also aims to articulate the giant chasm between science communication and Infodemic and investigate any government effort to deploy true, correct, and scientific communication on the pandemic, and, importantly, craft effective responses.

The paper looked at the Indian prime minister's speeches through the lens of George Lakoff's idea of Framing and Agenda Setting theories. The speeches exhibited higher incidences of war analogies, with a self-congratulatory tone. Thematic and content analysis points towards open and obscure communication not backed by facts. There was a lack of scientific ground in Government communication, and key information was not shared between the large waves of covid 19 infections. The study also found that there were misleading references to evidence-based research with no evidence of crisis communication during this period.

There was no call for action except coaxing everyone to be a volunteer.

**Keywords:** *infodemic, science communication, media framing, crises communication*

## LIAR OF LIES: A QUASI-EXPERIMENTAL APPROACH TO VALIDATING DECEPTION THEORIES

Apple Grace L. Bonhoc

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### ABSTRACT

Humans are known as fallible lie detectors, often considered inept and nescient in unmasking deceit. This organizational communication study assessed the academic employees' workplace deception (WD) detection knowledge when using Facial Micro-Expressions (FME), context, verbal, vocal, and non-verbal cues. It determined the significant difference in their WD detection knowledge after exposure to the treatments (e.g., Facial micro-expressions Training (FMET) and Online Deception Detection Training (ODDT)). It also investigated their cognitive and psychological processing of cues. Convergent Parallel Mixed Method and Non-equivalent Control Group pretest-posttest quasi-experimental designs were employed for this purpose. Results indicate that both control and treatment groups were knowledgeable when using FME before and after exposure to FMET. Although findings reveal no significant difference in the treatment group's WD detection knowledge after FMET, it increases its knowledge from less to moderate after undergoing ODDT. Through semi-structured interviews, the participants revealed that they (1) cluster FME, context, verbal, vocal, and non-verbal cues as signals, (2) use background information and evidence as keys, and (3) maximize context and probing as gateways. However, in the current work-from-home arrangement where most interpersonal communications are mediated, they are often hindered from applying their WD detection knowledge and prone to postponing detection. For them, the "new normal" calls for flexible WD detection strategies that can be done remotely or virtually. This study also validates the Interpersonal Deception Theory, Information Manipulation Theory (IMT), and Adaptive Lie Detector (ALIED) theories. Addenda to the claims were recommended to extend the theories' application to less interactive deceptive communicative instances. The theorizing for IMT resulted in the proposal of examining virtual silence (e.g., seen-zone, inbox-zone) as a form of exploiting information in the digital era. New perspectives related to probing and relevance of relationships in gathering context-general cues are also pitched for pondering and further exploring ALIED's claims.

**Keywords:** *oganizational communication, workplace deception detection, facial micro-expressions, deception detection theories, quasi-experimental research design*

## EFFECTIVENESS OF VERTICAL VS LATERAL READING IN EVALUATING TRUSTWORTHINESS OF FAKE SCIENCE NEWS

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### ABSTRACT

With the rise in fake science news, knowing how to fact check and having the right media literacy skills become more important than ever. This study aims to compare the effectiveness of lateral versus vertical reading methods when fact checking fake science news.

The average person and even academicians tend to read vertically, wherein they stay on a website when evaluating the trustworthiness of the site. On the other hand, professional fact checkers read laterally, wherein they quickly scan the site and open new tabs to learn more. Research has shown that the latter approach is more effective and less time consuming.

A survey was conducted where 112 participants were asked to rate the trustworthiness of real examples of fake science news on three controversial topics – COVID-19 vaccines, corporal punishment, and climate change. They were also asked to rate how much they believe in these topics before and after attempting to fact-check. They were then asked questions regarding how they evaluated the trustworthiness of the news and what actions they took. The questions focused on lateral reading methods (E.g.: looking up the ‘About Us’ page) and vertical reading methods (e.g.: checking news, magazines, fact checking sites, etc). Convenience Sampling was used.

The results of the perceived accuracy of fake science news were compared across lateral and vertical reading methods and background variables such as parenthood (under the corporal punishment article) were also considered. Although most of the results suggest that Lateral Reading methods are more efficient than Vertical Reading, some of the results were mixed. This might have been due to other factors such as poor Lateral Reading quality and personal relevance of content which were identified as possibly having an impact on fact-checking, regardless of the types of fact-checking involved.

This study indicates that more research needs to be done on factors that influence fact-checking and in creating a framework to understand the quality lateral reading.

**Keywords:** *fake science news, lateral reading, fact checking, news, vertical reading*



## THE CONVERGENCE OF SCIENCE AND PHILOSOPHY IN STANLEY KUBRICK'S '2001: A SPACE ODYSSEY' (1968): AN ANALYTICAL CASE STUDY

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

### ABSTRACT

Call it a jigsaw puzzle or a conundrum or an unsolved mystery or a stark commentary on humanity, Stanley Kubrick's existential and metaphorically dark science fiction masterpiece '2001: A Space Odyssey' (1968) takes a distinct philosophical route while meticulously staying true to scientific promises (Chiasson, 2018). Produced right after the notoriously constricting Motion Picture Production Code was disbanded in the United States of America, '2001: A Space Odyssey' takes a number of reel liberties, often at the expense of creating artistic ambiguities (Hurwitz, 2018). However, what eventually establishes itself is the auteur's combined tryst with evolution, humanity, civilization and scientific progress. If one takes a close look at the movie, she/ he would be able to understand that the director is unapologetically asking the same perennial question that humanity has been grappling with since the dawn of civilization (Gonzalez, 2009). What is life? This research paper uses the Auteur Film theory to deconstruct the cinematic admixture of science and philosophy in the concerned movie and come to definite conclusions vis-à-vis the eventual purpose of the creation. While deconstructing the movie, the current researcher critically analyzes its diegesis and scans through all of narrative, structure, style, music and theme to arrive at explicit inferences. However, the researcher maintains that subject to the qualitative and interpretative nature of the study, the results might be largely subjective. Therefore, readers' discretion is solicited in terms of the derived conclusions.

**Keywords:** *2001: A Space Odyssey, Stanley Kubrick, science, philosophy, Auteur Film Theory*



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

## A GROUNDED ANALYSIS OF NEWS CONSUMPTION AND PREFERENCES DURING THE PANDEMIC

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### ABSTRACT

Online news platforms, particularly amid the pandemic, became popular sources of news, especially among the Gen Z or younger generations. This paper aims to examine the news consumption and preferences of selected participants in the middle of the pandemic. This paper utilizes Grounded Theory to make sense of this new and important phenomenon. Ten participants from Luzon, Visayas, and Mindanao were interviewed. Data reveals that consuming news from online platforms is most preferred by participants due to convenience, accessibility, and exposure. The participants, however, noted that they consumed both online and traditional news platforms relevant to their lifestyle. The notable common feature of online news platforms that made it preferred by participants of this study is their power to rewind, pause, play, and fast-forward online news. Moreover, participants observed that news in online platforms appeared on their timelines even though they were not searching for them, unlike in traditional platforms in which participants had to make a conscious effort to be provided time to consume news. On the other hand, participants of this study emphasized that inclusion of commercials in traditional news platforms helped them consume news without having information overload, especially in the middle of the pandemic. Hence, based on findings of this study, the researchers were able to reconceptualize news consumption and preferences amid the pandemic. The researchers suggest that convenience (e.g., power to consume news and completeness of news), accessibility (e.g., lifestyle and socio-economic status), and exposure describe the news consumption and preferences amid the pandemic in both traditional and online news platforms. News networks should consider these following factors to maximize the news consumption experience of their consumers on both online and traditional platforms.

**Keywords:** *news preferences amid the pandemic; online news platform; traditional news platform*

## A COMPARATIVE ANALYSIS OF THE COVERAGE OF TOPICS RELATED TO SCIENCE IN TWO LEADING INDIAN NEWSPAPERS

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### ABSTRACT

The Indian newspapers are dominated by news on topics such as politics, sports and entertainment. However, there is no defined study to identify the reason for this trend. The primary issue is to identify how much coverage the topics related to science are given in Indian newspapers.

Science is there in everyday life – be it the discovery of any medicine, equipment, gadget, device or the likes. While some news pieces are entirely dependent on scientific parameters, there are a few others that are based on science but are not entirely science-specific.

In this research paper, the researcher aims to conduct a comparative analysis to identify the coverage of topics related to science in two credible broadsheet newspapers – The Times of India (Delhi Edition) and The Indian Express (Delhi Edition) – through the study of e-papers. Firstly, a sample of thirty editions will be taken from all the editions published in July 2021 and August 2021 through the process of systematic sampling. Secondly, the coverages for topics related to science will be identified and segregated based on sub-topics such as technology, medicine, environment and the likes using Content Analysis. Thirdly, all the coverages will be coded as per categories to quantify the data and apply basic statistical methods. The researcher aims to conduct an in-depth textual analysis to identify the overall percentage of coverage on topics related to science and to zero in on the broad theme of discussion.

One of the possible limitations of the paper will be to consider general news as science-based news. Thus, the text will be interpreted with rigour and precision. Secondly, due to the paucity of time, the researcher considered the samples spanning across only two months. Thirdly, the research is limited to only two newspapers.

This research paper could be considered to identify the coverage of topics related to science in Indian newspapers. The research could be further considered for survey research or intensive interviews with readers to identify their preferences towards news items that concern science.

**Keywords:** science news, Indian newspapers, content analysis, The Times of India, The Indian Express

## REMINISCENCE OF SCIENCE FICTION FILMS OF INDIA FROM 1960 TO 2020

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### ABSTRACT

The growth of scifi cinema in India is always fascinating to perceive, as films are able to disseminate more information with adequate entertainment using linear techniques. The present study aims to analyze the core concept of evolutionary journey of science communication genre films in India and their audience. Apart from mainstream Hindi cinema (Bollywood), it is also important to look at the growth and development of regional cinema of India in terms of their contribution to scifi genre. In order to understand the receptivity of film, the interview was made among school students to know their level of understanding of scifi films. Their reasons for not liking mainstream Hindi films is that they lack VFX and that CGI is not very fast paced, unlike the foreign language cinema. The emotional connection of Indian films, on the other hand, plays a vital role for the popularity of scifi films in India.

*Keywords: science fiction film, genre, Indian cinema, receptivity, audience*



## DESIRING AUDIENCE: I WILL GO TO THE CINEMA IF...?

**Bikash Ch. Bhowmick**

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### ABSTRACT

The presence of audiences at the movie theatres in Bangladesh has declined significantly. Not that these audiences nowadays watch those Dhallywood (Bangladesh film industry) films at home. In the 1970s and 1980s, people here used to go to the cinema regularly, even with their families. A common perception is that the audiences of Bangladesh watch foreign films, Indian films in particular, and television programs using home-viewing facilities. Mainstream producers and filmmakers argue that when the audiences effortlessly can have access to similar contents at home, why would they go to the theatre. Considering the antipathy toward Dhallywood films, this study tries to identify the factors that stimulate audiences to decide what film(s) to watch and what not to watch. To complete this study, the researcher surveyed 100 people who watch films regularly on any platform from two top-most populated cities of Bangladesh – Dhaka and Chattagram. Using an inductive-analytical approach, this study finds that for most of the respondents, movie trailer, favorite/known actors and/or actresses, and movie-viewers/goers' feedback are the three key factors that determine their decision to watch or not to watch a film. Critic review, favorite genre and favorite series movie also influence this decision-making to a considerable extent. The audiences looking at those factors want to ensure that the film(s) they will watch must have all necessary components – a story that has been told brilliantly, realistic performance of actors/actresses with witty dialogue, a clear message, quality visual, melodious song and rhythmic dance sequences, etc. The audience-respondents are more likely to choose a film to watch if their known/favorite actors and/or actresses play the roles in the film. According to the findings of the study, the cinema viewership in Bangladesh depends on 'what the viewers want from the cinema and what the cinema can offer to them'. Most of the audience-respondents of the study conditionally acknowledged that they love watching cinema at the theatres or multiplexes, but there should be a guarantee of their investment.

**Keywords:** *cinema audiences, cinema-viewing preferences, Bangladesh cinema.*

## SCIENCE JOURNALISM IN INDONESIA: THE INTERFACE OF SCIENTIST AND MASS MEDIA IN SOCIAL MEDIA DURING COVID-19

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### ABSTRACT

This study focuses on the role of scientists and researchers in spreading health information related to the pandemic on social media. This study argues that the role taken by the scientists and researchers on social media can replace the role of journalists as communicators in spreading public information. Scientists have the authority of knowledge, allowing them to replace the role of journalists in disseminating public information on social media. The purpose of this research is to explain how scientists and researchers are using infographics content and publishing them on Pandemic Talks Instagram account (@pandemictalks), creating a new platform for science journalism, talking about the dangers of Covid-19 in Indonesia. This study discusses three main points: first, the infographics content created by scientists as the implementation of science journalism on social media; second, the future of Instagram as the platform for media ecology which can be consumed by the general public, including the press; and third, the press' responsibility in conducting fact checks for information on social media. The study shows some aspects of the change in the media ecology, such as content on Instagram, the new media channel in the middle of this pandemic. The study concludes that scientists and researchers, even though they have scientific authority, may not always spread correct information to the general public. The conclusion of this research emphasizes the phenomenon of social media disruption within media ecology, how it changes the interaction and roles of journalists and scientists in improving the production of science journalism which can be appreciated by the public. The research recommends an improvement of collaboration between journalists and scientists in providing science information for the general public in a simple, fast, interesting, and responsible way, using new media platforms.

**Keywords:** *science journalism, infographic, media ecology, social media, Covid-19, Indonesia*

## CONTENT ANALYSIS OF SOCIAL MEDIA MESSAGES FROM THE DOH AND CNN PHILIPPINES DURING THE COVID-19 PANDEMIC

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Far Eastern University, Philippines

### ABSTRACT

The advent of the Internet has brought several mutations in contemporary lifestyle and has influenced the communication process in all levels of the society. Finding information about situations which surround individuals has been made easy with the development of social networking sites. This study was based on a content analysis method, conducted in the Philippines, and was focused on the exploration of social media to analyze their content during the Enhanced Community Quarantine (ECQ). The researcher examined how Facebook has been used to disseminate information on COVID-19 during the ECQ, described the nature of frames in the posts on the Department of Health (DOH) and Cable News Network (CNN) Philippines Facebook pages which were related to COVID-19, determined their difference in the framing of messages on COVID-19, and measured the occurrence of frames used by the selected Facebook pages. The researcher analyzed 96 posts--48 from the DOH Facebook page and 48 from the CNN Philippines Facebook page. The selected pages used videos, pictures or posters, and texts to disseminate information on COVID-19. Using the Framing Theory and the Social Amplification Theory, both applied to new media and in the context of the online communication in order to interpret the data, the researcher found that the development of the disease predominated the framing (orientation of information) in the two selected pages. However, having different ownerships and different editorial lines, the other frames helped to balance their framing in a view of attenuation and amplification of risks. The framing of the DOH emphasized the most the evolution of the disease and the government efforts in fighting the disease. The framing of the CNN was balanced by emphasizing other views of the reality like unclear aspects, and the social and economic implications.

*Keywords: framing theory, risk communication, social media, COVID-19, communication*



# 3

## SCIENCE COMMUNICATION EDUCATION: NOW AND FOREVER

## THE SCIENCE COMMUNICATION CURRICULUM UNDER THE DEVELOPMENT COMMUNICATION LENS: EXPLORING ITS DEFINING FEATURES AND CONTRIBUTIONS TO ASIAN SCIENCE COMMUNICATION EDUCATION

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### ABSTRACT

A science communication curriculum imbued with the assumptions and values of development communication could offer a set of approaches that potentially differ from the mainstream and dominant Western perspective of communicating in, about, and for, science. This paper attempts to explore the defining features of the science communication curriculum as part of the BS Development Communication program of the College of Development Communication, UP Los Baños (CDC-UPLB).

The paper first situates science communication in development communication scholarship, pointing out how its current perspective is heavily influenced by devcom philosophy. Information and library science have influenced the current perspective of scicom, devcom style, highlighting its active role in the scientific knowledge generation process. Altogether, the marriage of scicom, devcom, and information science demonstrates the defining features of CDC-UPLB's science communication curriculum.

This assumption is reinforced in two ways. First, a historical analysis of the core courses of CDC-UPLB's scicom program is undertaken to elicit how this distinct brand of scicom in devcom is reflected in the curriculum, and how it has contributed to the shaping of the current scicom perspective. The analysis will focus on the motivations for instituting the courses, course contents, and goals and outcomes. Second, a comprehensive survey of colleges and universities in the West that offer science communication programs at the undergraduate level will be carried out, and subsequently compared with the science communication curriculum of CDC-UPLB. The contrast between "western" scicom and scicom, devcom style, elucidates the defining features of the scicom-devcom perspective in terms of focus, language, audience, and outcomes. The paper draws out from these findings to define the contours of scicom, devcom style.

This paper hopes to start conversations about the invaluable contributions of scicom-devcom to Asian science communication scholarship.

**Keywords:** *curriculum, development communication, higher education, science communication, science communication education*



## **EVALUATING COMMUNICATION APPROACHES IN CAPACITY BUILDING PROGRAMS THROUGH WOMEN'S STANDPOINT: THE SAMAKABA PROGRAMS AND SUCCESS PROJECT IN SELECTED BARANGAYS OF RIZAL PROVINCE**

**Maurice John E. Ramos**  
*University of Santo Tomas, Philippines*

### **ABSTRACT**

A major criticism of capacity building efforts is their tendency to set unrealistic goals of community development, causing social workers to rush to develop capacities of disadvantaged groups and disregarding the informal acts of communicative group engagements. This study aims to explore how development communication plays an important role in effective capacity building activities that can help assess political risks, conduct negotiations to reduce conflicts, and mediate opposing views, which in turn can be a more effective tool to acquire a comprehensive overview of the situation. Women are often the focus of development programs, as external professionals perceive them as the most vulnerable members of the community especially during a flood disaster. Women aged 20-35 and 36-50 from three different communities in Rizal province, Philippines, participated in focus group discussions that targeted their experiences in capacity building, including their participation and their perception of the facilitators of the programs. Through the framework of Standpoint Theory, findings and results were analyzed and showed both young and middle-aged adults' negative comments to the social workers and their practices in the community. Most of the young women did not participate in the programs because they were not invited to do so. Middle-aged women gave different ideas as they cited the need to improve the capacity building programs as well as the social workers' approaches in dealing with various communities with different cultures. These results can be used by social workers and development communicators who want to understand how to negotiate with poor women living in vulnerable communities.

**Keywords:** *capacity building, Standpoint Theory, disadvantaged groups, community development, women's participation*

## THE USE OF SOCIAL MEDIA BY VIETNAMESE JOURNALISTS AND NEWS ORGANIZATIONS

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**Hien Thi Minh Nguyen**

*Academy of Journalism and Communication, Vietnam*

**Le Thu Mach**

*Ho Chi Minh National Academy of Politics, Vietnam*

### ABSTRACT

Journalism in Vietnam has been rapidly changing during the last few years due to the impact of social networks and the COVID-19 pandemic. Electronic newspapers have been gradually replacing printed newspapers, radio and television programs because of the widespread use of smartphones. Vietnamese newsrooms are under strong competition with social media in publishing and delivering new information to the target audience. In this context, the study is conducted to understand the use of social media by Vietnamese journalists and news organizations in the digital era, and map out the new relevant professional knowledge and skills for journalists. Despite a lot of scrutiny compared to other formal sources, Facebook has become the biggest source of initial information for Vietnamese journalists. Some news organizations have entered the first phase of digital transformation with a great deal of extraordinary disruptions.

**Keywords:** *Vietnamese journalists, Vietnamese news organisations, social media, fake news*

## **A REFLECTION ON THE POTENTIAL OF NATIVE LANGUAGES IN MAKING SCIENCE COMMUNICATION (SCICOM) CULTURALLY GROUNDED: IMPLICATIONS FOR SCICOM EDUCATION IN THE PHILIPPINES**

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### **ABSTRACT**

English is the international language of science. It makes possible the communication of new scientific ideas, innovations, and breakthroughs across nations and cultures. However, the predominance of English over native languages in science communication (SciCom) in the Philippines has also made scientific information less comprehensible and meaningful to the Filipino public, especially those in the marginalized sectors. This paper presents the author's autoethnographic reflection on how native languages were overlooked in SciCom education in the Philippines despite their potentials in enriching the study and practice of SciCom. The reflection stemmed from conversations with at least 50 DevCom educators and students of the College of Development Communication, University of the Philippines Los Baños. It primarily asserts that with language and culture deeply intertwined, native languages can serve not just as tools but also as resources of a locally grounded SciCom. Especially if viewed as a domain of development communication, SciCom should find and negotiate meanings in the cultural context of its target community for its products to be more locally relevant. Hence, SciCom programs or courses in the Philippines should include learning competencies that can optimize the potential of native languages in making SciCom products grounded in the social realities of Filipino communities. After all, popularizing science takes more than the translation of SciCom products in native languages.

**Keywords:** *science communication, native languages, science communication education, autoethnography, Philippines*

## **AUTOPOIETIC SELF-REFERENCE APPROACH IN COMMUNICATION THEORY: CHALLENGE THE LIMITS OF CLASSICAL COMMUNICATION SCIENCE**

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For South East Asian Social Studies, Universitas Gadjah Mada, Indonesia*

### **ABSTRACT**

This paper will explain how to define communication as self-referential autopoietic communication. The aim of this paper is to develop a new perspective on communication in a systemic approach, an attempt to challenge the boundaries of communication studies, beyond mere transmission processes. Since the idea of German sociologist Niklas Luhmann (1927-1998) published in Robert T Craig's book *Theorizing Communication* (2007), it seems that the exploration of cybernetic communication is still very limited. By tracing the theoretical reflections of Luhmann's work on autopoietic and self-referential systems, the author will explain the power of autopoietics – the logic of self-reference in reading the communication phenomenon of this modern society.

The method used is literature review and explication of theory. This shows that this approach promises to be a rich study for communication in modern society. Autopoietic communication is expected to be an alternative to a new approach that will contribute to the development of unique, original, and self-reflective communication traditions and knowledge.

In an effort to understand the character and dynamics of modern society, which he says is marked by strong horizontal conflicts, Luhmann places communication in a vital and core position. "Society of Society" is his greatest work. What exactly are the traces of autopoietic communication in communication theory? What is the contribution of this perspective in exploring the phenomenon of communication? This finding shows that self-referential autopoietic communication is a logic that opens and offers new perspectives in communication science. The findings highlight the existence of communication in adaptive systems, the ecology of environmental communication, communication at the organizational level, media and reality construction, and last but not least communication between systems in rapidly developing modern social systems.

**Keywords:** *autopoietic, communication theory, self-referential, systemic approach, modern society*

## DILEMMATIC COMMUNICATION MODEL FOR REDUCING THE SPREAD OF PANDEMIC DISEASES

Ibnu Hamad

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### ABSTRACT

This article aims to describe a communication model called the Dilemmatic Communication Model. This model was created to show the communication behavior of people who are exposed to highly contagious diseases such as COVID-19. Based on observation and depth interview among those who were exposed, some announced their exposure and some kept it secret. For those who kept it a secret, they seemed to have an ethical dilemma. If they announced then they would be shunned by the people closest to them. If they kept it a secret they knew that it could be an agent of transmission to others. In terms of communication ethics, what should be done when faced with such an ethical dilemma? This model is important because infectious diseases such as Covid 19 can arise at any time. In fact, according to World Health Organization records, there are many types of infectious diseases. Although this model is based on the situation of the spread of infectious diseases, it can also be used to understand and overcome the ethical dilemmas caused by problems other than infectious diseases.

**Keywords:** *Virus, Covid 19, pandemic disease, ethical dilemma, ethical decision, communication model*

## INDIGENOUS SCIENTIFIC TEMPER, SOCIAL KNOWLEDGE AND PATENT ASPECTS AND ISSUES

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### ABSTRACT

The indigenous, traditional and social knowledge are part of the wealth and heritage for any nation. Such living body of knowledge is passed through generations to new generations. Over the period of time much of such knowledge which gets high applicability becomes social knowledge. It many a times gets intruded upon by the modern systems of patronising and claiming through the usage of prevailing regimes. More often, the developments in terms of scientific inventions by the indigenous societies, is termed primitive and rich knowledge of existing scientific facts and inventions imbedded in the cultures and traditions of these societies and nations is encroached upon. There remains a threat of misuse of such knowledge through obtaining patents. It is very important that such references of 'Indigenous Scientific Tempers' and 'Social Knowledge' and roots of their origin are 'Protected and Preserved' against 'Patenting Regimes'. Indian Government has led to many patent applications concerning India's traditional knowledge, but they have either been cancelled or withdrawn or claims have been amended in several international patent offices. For Example, in case of turmeric, the Indian Council for Scientific and Industrial Research (CSIR), had objected to the patent granted and provided documented evidences of the prior art to US Patent Offices. Though it was a well-known fact that the use of turmeric was known in every household since ages in India, it was a herculean task to find published information on the use of turmeric powder through oral as well as topical route for wound healing. After extensive researches, various references were found in different languages namely Sanskrit, Urdu and Hindi. Therefore, the USPTO, revoked the patent agreeing that the use of turmeric was an old art of healing wounds in India. The present study would put light on various such aspects of scientific temper and social knowledge by taking various case studies from India while discussing the patent issues and aspects for each case to draw the inferences and conclusions on the topic.

**Keywords:** *scientific tempers, traditional societies, social knowledge, patents, issues*

# 4 SCIENCE COMMUNICATION STRATEGIES AND PRACTICES

## **RISK COMMUNICATION MANAGEMENT TOWARDS A MODIFIED SOCIAL AMPLIFICATION OF RISK (SARF) FRAMEWORK AND THEORY**

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### **ABSTRACT**

This study was conducted to address a gap in the literature on disaster studies, specifically on risk communication. The extensive literature on disaster studies revealed that the examination of risk communication and disaster risk management have been done as separate concerns. Although these studies emphasize the significant role of risk communication and management at the level of the communities to enhance community preparedness and reduce the risks triggered by disasters like flooding, no literature has been found specifically in the area of risk communication management. This study, therefore, aimed to focus on this gap in the literature which integrates risk communication with disaster risk management towards a more integrative approach to risk reduction.

Using a convergent parallel mixed method design, this study utilized both the qualitative and quantitative approaches in the data collection and analysis guided by the integrated frameworks of the disaster risk management and the social amplification of risk (SARF). The merging of both results in the analysis and interpretation helped identify the convergence or divergence of the findings.

Results of the study revealed that the risk reduction strategies can be further enhanced through a risk communication management using a localized and participatory approach in the proper knowledge transfer of flood risk communication among the stakeholders involved, placing the community as the central actor for amplification. Thus, the study proposed a community-based flood-risk communication management (CBFRCM) framework and a Flood Risk Amplification Communication Theory.

**Keywords:** *flooding; flood-risk amplification communication theory; risk communication management; risk communication; strategic risk communication; risk reduction*



## FACTORS EXPLAINING PARTY SUPPORT DURING THE COVID-19 PANDEMIC: THE LEADERSHIP ROLE

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### ABSTRACT

Various socio-demographic, political and communication changes, among others, affect the popularity of a political party during the pandemic period. This study focuses on the role of leadership in understanding the ruling party, Perikatan Nasional (PN), within an electoral system that is subject to societal changes. A nationwide face-to-face survey was carried out in July 2020 among Malaysians (N = 820). Survey participants responded on the personal traits of the Prime Minister (as leader of PN), confidence in government, perception on government efforts in managing the pandemic, media use, and support for PN. Issues are essential as voters prefer representatives who champion their interest. The agenda-setting theory includes the notion that voters see a close relationship between issues that concern them and those favored by the representatives, as reported in the media. The literature is scarce on studying the role of leadership during the term of incumbency (Rhodes & 't Hart, 2014). Hence the study would include the concept of leadership as a mediating variable to explain support for the governing party. The whole media scenario is an impetus for change affecting the people's acquisition of issues and thus affecting how they perceived PN. Overall, results indicate that the PM's leadership plays an important role: it influenced support for PN and mediated the relationship between confidence in government and support for PN. However, new media negatively influenced support for PN. Implications of these findings on the role of political leadership and media use in obtaining party support will be discussed.

**Keywords:** *media use; Muhyiddin Yassin; Perikatan Nasional; party support; political leadership*

## PLUGGED IN CONVERSATIONS: PARTICIPATORY DIGITAL NARRATIVES IN A PANDEMIC

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### ABSTRACT

The COVID 19 Pandemic has prompted many tertiary universities in the Philippines to find ways to ensure intuitive and user-friendly learning platforms for teaching and learning to take place. Universities that anticipated the future of learning had a headstart by investing in the learning management system and finding other ways of providing a strong digital presence for their students. Selected freshmen and sophomore students enrolled in the Far Eastern University Learning Journey (FLJ), a formal structure for mentoring and capacitating students to navigate their academic lifecycle and prepare for career and life goals, found ways to express their sentiments through this platform in lieu of face-to-face interactions. The study answers the question: how do students perceive themselves amid the threat of COVID 19? ? Employing textual analysis, the study probed into reflective essays by using the student lifecycle model developed by Alf Lizzio and Keithia Wilson (2010). It analyzed and categorized the reflective blogs of the students, describing their current circumstances amid the pandemic and their short and long-term goals steered by a set of questions called “Bakit List” or “Why list.” The self-reflections on the Why List were categorized according to the formulated D-Self-concept: decisive, developed, driven, delighted, declining, dynamic and dutiful self.

**Keywords:** *digital literacy, academic lifecycle, self-concept*

## THE AGE OF SCIENCE AND POPCORN: UNDERSTANDING THE ROLE OF VIDEO STREAMING PLATFORMS IN PROMOTING SCIENTIFIC TEMPER THROUGH SCIENCE DOCUMENTARIES

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### ABSTRACT

In the last three decades in India, educational television programmes aimed at children, TV documentaries on scientific topics, and even science fiction content on television, have helped promote an interest in science among the audiences, thereby playing a critical role in disseminating scientific temper among the masses.

Going beyond television, video streaming platforms such as Netflix, Amazon Prime and Disney+Hotstar have facilitated audiences' engagement with scientific content. These platforms, also known as OTT (Over the Top) platforms, have aided the availability of informational content across disciplines of science, in a variety of genres, over the last few years in India. A rich and extensive repository of content related to discussions of scientific nature are now available as a library of exclusive, documentary based content on these platforms.

Specific to this study, availability of such content on OTT platforms pertaining to the pressing issues of today's times, such as climate change and Covid 19, has created an opportunity for rational deliberations on such issues for the aforementioned publics. Presentation of such issues via these platforms has allowed them to better understand and internalise the once technical topics and scientific jargons, thus equipping them with information which used to be inaccessible and incomprehensible to them. It has allowed for a 'layperson' to understand various scientific narratives weaved into the social contexts of today.

This study attempts to make a commentary upon the range of scientific content available and being broadcast on such platforms in India, while trying to understand audience motivations to engage with such content. This study largely intends to understand the significance of streaming platforms in India in context of their role in providing exposure to their viewers across various bodies of science, and in supporting development of scientific temper among the audiences of these video streaming platforms.

**Keywords:** *science, scientific temper, documentary, video, streaming platforms, infotainment, audiences*

## INNOVATIVE STRATEGIES FOR SMART COMMUNICATION: CASE STUDY OF DEWA

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### ABSTRACT

UAE has been steadily attempting to accomplish Sustainable Development Goal 2030 set by United Nations. In one such effort, UAE has chosen Dubai Electricity and Water Authority (DEWA) to accomplish specific long-term sustainability goals by including it as part of their vision. Moreover, DEWA attempts to accomplish and uphold Dubai's Demand Side Management Strategy, to diminish energy and water interest by 30% by 2030. Security of supply, energy effectiveness, unwavering quality, green economy and manageability are main concerns for them. This is the reason that UAE, addressed by DEWA, positions first on the planet in getting electricity, according to the World Bank's Doing Business 2018 report.

DEWA runs its annual 'Let's Make This Summer Green Campaign' to help protect the environment and reduce carbon footprint. The aim of this study is to analyze DEWA's annual 'Let's Make This Summer Green Campaign' launched to raise awareness to reduce water and electricity use through simple tips. Surveys and Interviews were conducted to understand the factors leading to the successful impact of this campaign.

This campaign also shared awareness tips to customers and other members of the society about rational use of resources and engaging community members to conserve environment and preserve natural resources through their social media page. The social media pages were analyzed to study the content/illustrations used to engage audience.

**Keywords:** *DEWA, Let's Make This Summer Green Campaign, UAE, communication, innovative strategies, Smart Communication, sustainability, social media campaign*

## COORDINATING THE MEANS OF COMMUNICATION IN THE FIGHT AGAINST COVID-19 PANDEMIC IN VIETNAM

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### ABSTRACT

COVID-19 pandemic was first reported in Wuhan City, China, in December 2019, and is now still ranging and spreading to the entire world. While there have been controversies about responding to the pandemic globally, in Vietnam, the drastic and robust involvement of the whole political system and the citizens via the means of communication created an invisible shield against the pandemic. A positive change in social awareness has contributed to forming appropriate attitudes and behaviors in the “new normal state.” The study focuses on how all terms of communication have worked together to create synergies towards defeating the virus.

To learn about the coordination of the means of communication in preventing and controlling the COVID-19 epidemic, the researcher directly observed communication activities on online newspapers, television, and social networks (Facebook, Zalo, Lotus, TikTok, Youtube, and Zalo), and radio. Next, to evaluate the results of that cooperation, the researcher conducted a survey on the online community about the impact of information on communicating people’s perception, attitude, and behavior in dealing with the pandemic.

Results show that information in online newspapers, television, social networks, and radio can complement and clarify each other. Therefore, the coordination of communication activities on online newspapers, television, social networks, and radio has formed an official information flow in social life, eliminating fake news and untruthful news and contributing to developing advanced awareness before the epidemic.

**Keywords:** *method, coordination, means of communication, COVID-19, Vietnam*

## CRISIS IN CRISES: FRAMING AND THE HIERARCHY OF INFLUENCE

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### ABSTRACT

The COVID-19 pandemic is a major health crisis. It has impacted various aspects of lives and nations globally. News media outlets are overwhelmed with many choices of news. What seems newsworthy to one may not be to another. This study looks into the role of framing and the hierarchy of influence that shape a mainstream news organisation in Malaysia. It adopts the theory of hierarchy of influence by Reece and Shoemaker (2016) which evaluate factors that shape media content from the micro to the macro level. It samples headlines that contain the word COVID-19 for a duration of one week. The one-week duration was selected to reflect on several important events at the period to understand the prominence of themes which build the headlines. These were the ongoing spread of COVID-19 with infection rate peaking at the time of study, the appointment of a new Prime Minister after a political commotion and a natural catastrophe which occurred a few days prior to the two events. This study aims to expand literature on framing and the role of hierarchy of influence in news-making. Findings show that framing on international news coverage follows the expected sequence where human disaster theme takes the lead in times of a health crisis. Meanwhile, for local news reporting, findings show that political-legal theme proceeds other matters. From the aspect of news selection influencing framing, findings from this study suggest that institutions play an influential role in the shaping of dominant news frames for local news reporting. This study expands the literature on the role of framing and agenda-setting through hierarchy of influence during a major health crisis.

**Keywords:** *COVID-19; hierarchy of influence; framing; news media; crisis*

## SCIENTIFIC COMMUNICATION IN PUBLIC DIPLOMACY: AN IMPORTANT FACTOR IN IMPLEMENTING VIETNAM'S COMPREHENSIVE DIPLOMACY

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### ABSTRACT

Science and technology play an important role in the development of all fields of social life, so scientific communication is an indispensable part of the development strategy of countries, especially in the context of the modern world. The digital science and technology revolution is changing the way governments interact with the public and reshaping international relations today. People's attitudes change, creating favorable or unfavorable public opinion for governments and businesses in competition, seeking benefits across borders increasingly dependent on the effectiveness of communication. Therefore, the study aims to discuss the relationship between science communication and public diplomacy: the role of science communication in people's diplomacy; the role of people's diplomacy in scientific communication; status and effectiveness of scientific communication in personal diplomacy in Vietnam. To achieve the research objectives, the author chooses to apply the views of Marxism-Leninism, liberalism and use specific methods such as: data collection, statistics, analysis, synthesis, historical logic, comparison and comparison... to find the answer to the above question.

**Keywords:** *communication, science and technology, scientific communication, public diplomacy, Vietnam diplomacy*

## WHAT IS CORONAVIRUS? SCIENCE AND THE COVID-19 PANDEMIC IN SELF-PUBLISHED PICTURE BOOKS

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### ABSTRACT

Since March 2020, a plethora of electronic picture books about the novel coronavirus have been published online by both established children's authors as well as first-time self-published authors who are eager to help children understand the pandemic. Topics covered include the benefits of handwashing, the importance of social distancing, the reason face masks need to be worn, and explanations for why one must stay at home. While some of the books are written by health professionals, the majority are not.

Using picture book theory and narrative theory, this paper analyses a small corpus of self-published picture books by Indian, Australian, and American authors, focusing on how scientific concepts related to COVID-19 are communicated to young readers by non-scientists. This comparative study examines the use of familiar cultural figures and icons as protagonists and narrative techniques such as anthropomorphism in these books to understand one facet of how community media responded to the needs of children in the pandemic. It will also juxtapose the self-published books against ones issued by traditional publishers to investigate the scientific information conveyed and point out the potential for misinformation to be spread via e-books that are published without having passed through a review process.

**Keywords:** *children, COVID-19, picture books, science communication, community media*



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

## TECHNOSCIENCE IN POPULAR VIDEO GAMES: PERCEPTIONS OF FILIPINO HIGH SCHOOL STUDENTS

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### ABSTRACT

Literature is rich on the role of traditional forms of media in informal science learning. However, despite growing evidence on the role of gaming in education, literature is scant on the link between gaming and science learning. Guided by Buckley and Anderson's (2006) General Learning Model on the effects and consequences of playing video games, this paper examines whether technology and science (technoscience) images and concepts are present in today's video games, and how these games are perceived by young Filipino gamers. An online survey was conducted from March 1 to May 3, 2021, among 452 (249 female and 203 male) randomly selected Filipino junior high school students in the province of Laguna, Philippines. From this number, a total of 205 respondents said that they encountered technoscience in a digital game that they played in the last six months. Among the 29 game titles identified, three of today's most downloaded online games in the Philippines were listed to have technoscience embedded within the game narrative and game features, namely: Mobile Legends: Bang Bang, Call of Duty Mobile, and Genshin Impact. The findings reveal that most of the players perceived games with technoscience to elicit positive emotions such as being "attentive, enthusiastic, and interested". Gamers also said that they felt motivated to continue playing their identified games with technoscience due to realistic graphics and visual effects. These findings suggest that the respondents mostly enjoy games that have technoscience images and concepts. While the study was limited to an online survey design among students who have access to the internet, the study broadens the discussion on how digital games can be used as a platform to disseminate information about science.

**Keywords:** *Technoscience, digital video games, science communication, informal science learning, quantitative analysis*

## **BIG DATA TO BIG IMPACT: A CORRELATIONAL ANALYSIS OF CUSTOMER ANALYTICS AND BRAND PERFORMANCE**

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### **ABSTRACT**

With the high volume and speed of information, mining and analyzing valuable hidden knowledge behind data are becoming a fundamental prerequisite for any effective and successful strategic marketing campaign. Every second, internet users generate a vast amount of data through various social media platforms such as posts, comments, tweets, reviews, and more (Kwon et al., 2014; Lyu & Kim, 2016). Big data holds tremendous value as it helps describe customers' behavior, understand their habits, and develop appropriate marketing plans (Khandewalwal, 2020). However, the relationship of customer analytics to brand performance has lacked focus in the literature to date.

The study thus aims to understand the relationship between customer analytics and brand performance, which could further improve marketing campaigns. There's also a need to address the knowledge gap since data generation is exploding, and the function of marketing is becoming more sophisticated and personalized.

The mixed method approach, using a combination of online survey, in-depth interviews, and documentary research was used to test, identify, and determine the relationships between the variables. Three (3) theories were used as guide in this study. The primary theory is Resource-based Theory (Erevelles et al., 2016), while the supplementary theories were the Customer Analytics 4P Mix Modeling Capability (Hossain et al., 2020), and the Segmentation, Targeting and Positioning (STP) Model (Kotler, 2016). Supplementary theories are used to see the influence of customer analytics on brand performance.

The findings show that there is significant positive relationship between customer analytics and brand performance. Findings also revealed that 85.3% of the respondents said that they had encountered targeted ads. Regardless if they clicked, read, or skipped the ads, brand awareness was created. 21% of the respondents said that they read through targeted ad; this is where customer acquisition and retention occur. However, it is not just access to data that is important, but what companies do with it, what they intend to learn from it, and how they act on the insights through effective programs (Fan et al, 2015; Wamba et al, 2015). Data that are unprocessed and do not present a straightforward story is just noise.

**Keywords:** *big data, big data analytics, customer analytics, data-driven marketing, brand performance*

## CHALLENGES AND LESSONS LEARNED IN MANAGING TODAY'S ORGANIZATION THROUGH VIRTUAL LEADERSHIP

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### ABSTRACT

Leadership is an integral part of an organization's dynamic, advanced technology, especially during the pandemic. This situation drives leaders to apply their leadership in the virtual environment. However, there is still a lack of understanding of how leadership should be conducted in this virtual context. Therefore, this paper explores how leadership in a virtual setting operates. A literature review from 2010 to May 2021 was conducted to formulate concepts related to leadership aspects in the virtual environment. The themes and categories emerged from the reading process, explaining the findings, including challenges in virtual leadership, leadership styles, leaders' effective competencies, and organizational support in virtual leadership. The result provides a conceptual framework in understanding virtual leadership, which indicates a systemic interrelation between those aspects. In summary, this study demonstrates the need to understand more comprehensively and holistically in creating effective virtual leadership and supporting leaders in facing the challenges and elevating their ability.

**Keywords:** *virtual leadership, communication, leadership styles, organization, management*

## INSTAGRAM AS PLATFORM FOR SCIENCE COMMUNICATION CAN SUPPORT HISTORICAL TOURISM IN INDONESIA

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### ABSTRACT

Many people have gotten used to using Instagram for daily communication needs. Instagram as platform for science communication can support many people for communicating with each other in many places because it is simple, attractive and important. For the community of historians in Indonesia (KHI) who likes travelling in some old buildings in Jakarta and its surroundings, Instagram can be used not only for social media but for public relations media. The purpose of this research is to analyse the categories of themes in KHI activities posted on Instagram.

The main theoretical framework of this research is narrative paradigm. Insights from cultural heritage, digital storytelling, historical tourism, and social media influencer were also used in the analysis. The method of the research was qualitative content analysis. Data were collected from the contents of Instagram account @komunitashistoria published from January to June 2021. For deeper understanding, this research explored the founder of KHI, Asep Kambali, on his Instagram account @asepkambali and the opinion of a historian from Australia, Hans Pols.

It analyzed forty (40) Instagram posts with thematic analysis and the results of this study showed that seven (7) themes emerged from the analysis of the retrieved posts. These themes include webinars, Today in History, #UdahTahuBelum, special day greetings and #JakartaDanAsalUsulnya (Jakarta and its origin), KHI's activities and Tourism & Health Information. This paper concludes that the content analysis of Instagram posts tends to provide the public with information about some historical places in Jakarta, especially during the 18th anniversary of KHI. From these findings, this study recommends KHI to invite more parties in developing historical tourism in Indonesia and explore virtual tourism more often in various places in Jakarta and other cities in Indonesia.

**Keywords:** *cultural heritage, digital storytelling, historical tourism, narrative paradigm, social media influencer*

## THE DOUBLE-EDGED SWORD OF SOCIAL MEDIA IN FOSTERING AFFECTIVE COMMUNICATION REGARDING NATIONAL IDENTITY IN INDONESIA

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### ABSTRACT

Studies on the social media field have grown rapidly during the last decade. Like a double-edged sword, social media on the one hand have a significant role, but on the other hand, social media are unable to meet ethical considerations as well. Social media have a role in meeting the communication needs of society in the economic, political, social, and cultural fields. However, the boundaries in these various fields are sometimes blurred and overlapping. Hence, this paper investigates the social media role of the socio-cultural field in Indonesia. The novelty of this research is the interrelationship between social media, affective communication, and national identity, specifically related to civic and ethnic concepts. In this paper, several empirical cases of national identity in social media settings in Indonesia were analyzed using the netnography method with case study research. The result of the study shows that social media is a catalyst for affective communication, particularly concerning the discourse of national identity in Indonesia.

**Keywords:** *social media, affective communication, national identity, netnography, Indonesia*

## **BETTER SURE THAN SORRY: EXAMINING THE ACCURACY OF HEALTH INFORMATION SHARED IN FACEBOOK SUPPORT GROUPS FOR FILIPINO MOTHERS**

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### **ABSTRACT**

Facebook groups have become popular forums where women who are pregnant, breastfeeding, or caring for young children find and offer socially supportive communication. Many mothers rely on these groups for informational support and emotional support. Therefore, it is of critical importance that the health and medical information communicated in these forums are accurate and credible. This ongoing study examines the nature of health-related discussions in posts in mothers' support groups on Facebook. Using deductive content analysis and thematic coding, four constructed weeks in 2019 (pre-COVID-19) and 2020 (during COVID-19) were sampled from all posts in the group to determine the types of questions mothers ask in the group and ascertain whether the responses they receive are consistent with or contradict health guidelines. In addition, the practices that mothers post about which are not consistent with health guidelines are also described. Of special interest to this study is how the COVID-19 pandemic, which has certainly curtailed mothers' physical access to informational and emotional support, has affected mothers' usage of and reliance on these Facebook groups. Our findings have implications for health communication initiatives supporting maternal and child health, particularly on Facebook groups, and establishing standards to ensure mothers' access to accurate, evidence-based health information.

**Keywords:** *maternal and child health, health communication, information accuracy, support groups, facebook*

## DIMENSIONS OF ENVIRONMENTAL ORGANIZATION'S TWEETS: A CONTENT ANALYSIS

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### ABSTRACT

The environment is a comprehensive term. It affects or is affected by every other aspect of human existence. But for a long time, the environment has not been taken into serious account. This has resulted in major issues: global warming, ozone depletion, deforestation, pollution, soil degradation, natural resources depletion, to name a few. In 2015 the United Nations General Assembly included the environment as one of its goals under UN Resolution 2015 Sustainable Development Goals 2030. In this digital era, most environmentalists are using social media to reach a wide audience as a means of distributing accurate and factual information. Social media provide every individual a platform to express their views, opinions, ideas through different platforms. One such means of expression is Twitter. In the last few years, Twitter has become the first information channel. Twitter is the microblogging service that is immensely popular and widely used by eminent personalities and various organizations around the world to share and express their views and interact with users. For this reason, social media communication on environmental issues by environmental organizations deserves academic attention. This study is also important as it can help in understanding the role of Twitter in shaping environmental discourse. Hence, the researcher examined and analyzed the environment-related conversations of environmental organizations of India considering the media ecology of their tweets. This study used content analysis to know the dimensions of tweets by the environmental organizations. The researcher found that in India the popularity of Twitter as a channel for discussions of environmental issues is growing as Twittersphere blossoms with environmental conversations. The researcher selected the top listed environmentalist organization from the Google web browser. Later, through the random sampling method researcher selected five groups and five NGOs from Google's top list. In this study, the researcher explored all the tweets from 13 Sep 2021 to 19 Sep 2021 of randomly selected 10 environmental organizations. In terms of dimension, the researcher first categorized all the 240 tweets into different topics: 1) Climate change: pollution, global warming, ozone depletion) 2) Ecosystem: flora and fauna 3) Deforestation and soil degradation 4) Marine ecosystem and 5) Others. We then analyzed the tweets on the following parameters: concern, politically inspired, raises the question, relief, advertising, and personal opinion. The network of topics uncovered that climate change is the trending subject among all environmental discourses discussed by environmental organizations. It highlights that 36.6% of the tweets by environmental organizations express their concerns towards the environment and 30% of tweets are based on the advertisement, and 74.58% of tweets contain graphics and visual elements to spread awareness. The research traces that Twitter environmental communication will evolve as a new medium of activism in India.

**Keywords:** *environment, Twitter, content analysis, NGOs, India*



## SCIENCE COMMUNICATION AND THE POWER OF SCIENCE COMMUNICATION IN THE COVID – 19 PANDEMIC IN VIETNAM

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### ABSTRACT

Specific science communication strategies were used to address disinfodemic on COVID-19 in Vietnam. The authors analyze the strategies based on three levels: the international level, the national level, and the individual level. All these activities are publicized by official media channels: the organization's website, Vietnam's national television channel, and official newspapers licensed by the Government.

At the international level Vietnam strengthens multilateral and bilateral international cooperation in order to share and learn from experiences in preventing and combating fake news. In addition, Vietnamese Government takes advantage of bilateral and multilateral relations through international organizations, countries, and corporations to implement vaccine diplomacy and increase Vietnamese people's access to vaccines.

At the national level Vietnam promulgates legal documents, perfecting the legal mechanism on the control of fake news. The national television (VTV) conducts many programs to prevent fake news, with the motto "true news knocks out fake news":

- 19h News program, 24h Movement daily provides information to correct rumors
- "Đôi mặt" program (Facing Program): "Anti-virus malicious news", broadcasts on August 18, 2021;
- "Covid 19 prevention and control" program, broadcasts daily from August 14, 2021
- Mainstream newspapers continuously report on the problem of fake news, and at the same time, provide real news for correction.
- Research and apply technology to fight fake news: Fact-check, AI application in prevention and detection of fake news

At the Individual level:

- Each individual implements the Government's 5K message
- Implement Government's issued directives and laws on COVID-19 prevention and control.
- Raise trust in Government, increase awareness and capacity to prevent bad and malicious information.

Evaluate the effectiveness of the strategy: The authors evaluate the effectiveness of each specific strategy mentioned above Science communication skills in the the paper refer to:

- Have a writing strategy
- Think critically
- Organize strategically
- Use language effectively

**Keywords:** *COVID-19, disinfodemic, science communication, strategy*

## MOTHERING IN THE DIGITAL MILIEU: AN AUTOETHNOGRAPHIC STUDY OF A WORKING MOTHER'S RHETORICAL PRACTICES IN SOCIAL MEDIA

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### ABSTRACT

This study sought to understand the realities of a working mother as she deals with the guilt associated with her non-conformity to the intensive mothering ideology—a child-centric model of motherhood widely regarded as the dominant image of good mothering—and how she redeems herself from its bondage through her rhetorical practices using social media as an agency. Situating this study within the bounds of the Rhetorical Tradition of Communication, this study focused on ‘what is being said’ and the elements associated with tradition which sees communication as an artful discourse. The author used autoethnography as the research method to allow her to employ emotional recall to deeply delve into the underlying meaning and cultural practices beneath her Facebook posts. The process of going back and forth in the data as well as analyzing them using the lens of Kenneth Burke’s Guilt Redemption Cycle unveiled three rhetorical practices that combat the working mother’s guilt within, namely articulation of belief, acknowledgment of blessings, and admission of vulnerabilities. These rhetorical acts are found to accomplish guilt redemption and thus breaking down the judgment against herself as a ‘no good mother.’ Since this study embodies different facets such as gender and feminist communication, mediated communication, social media communication, a number of implications can be drawn from the knowledge produced which include the empowerment of first-time mothers, the processing and sense-making of the roller coaster of emotions for long-time mothers, early detection of issues to impede further emotional and cognitive stresses among mothers as well as a basis for the creation of curriculum of professional subjects on gender communication research.

*Keywords: motherhood, working mothers, autoethnography, rhetorical practices, social media, guilt redemption*

# 6

## CLIMATE CHANGE: COMMUNICATING FOR THE FUTURE

## INFORMATION SOURCES, PERCEIVED PERSONAL EXPERIENCE, AND CLIMATE CHANGE BELIEFS

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### ABSTRACT

This study proposes and tests a model of serial mediation based on the norm activation model and value-belief-norm theory. It argues that beliefs about climate change are related to perceived personal experience, which is related to the use of different information sources. Structural equation modeling of survey data from 1084 adult residents of Singapore found mixed support for three hypotheses. Results showed that perceived personal experience of climate change was related to the use of traditional media ( $\beta = .20$ ), social media ( $\beta = .16$ ), and interpersonal sources ( $\beta = .13$ ), but not institutional sources. Perceived personal experience of climate change was positively related to agreement with the new ecological paradigm ( $\beta = .36$ ) awareness of consequences ( $\beta = .26$ ), ascription of responsibility ( $\beta = .25$ ), and personal norm ( $\beta = .20$ ). Generally, perceived personal experience of climate change mediated the relationship between traditional media, social media, and interpersonal sources and each type of climate change belief. This suggests some types of information, but not all, offer vicarious experiences of an environmental phenomenon that largely escapes direct perception. The discussion notes other theoretical implications and some practical implications for audience segmentation and climate change communication.

**Keywords:** *climate change, information, personal experience, personal norm, energy conservation*

## PUBLIC ENLIGHTENMENT OR POLITICAL PERFORMANCE: EXAMINING THE SOURCING PATTERNS

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### ABSTRACT

News attention to climate change campaigns has grown in recent years as its effects on our globe have become more severe and acute. From the news framing perspective, this study examines how different types of Chinese newspapers tell “climate change” stories by analyzing journalistic sourcing patterns.

Combining computational methods and manual coding, we conducted content analysis of news sources on the climate change topic covered by three Chinese daily newspapers (i.e., state newspaper People’s Daily; financial newspaper 21st Century Business Herald; and for-profit tabloid newspaper Southern Metropolis Daily) among news articles published in 2020 (People’s Daily, N=462; 21st Century Business Herald, N=90; Southern metropolis Daily, N=107). We used Python LAC (Lexical Analysis of Chinese) to retrieve all the human names in the articles and then manually selected names who are considered as sources relevant to climate change reporting (N=1162). By manually coding source categories and source quotation topics, this study found that political figures, including state officials, local officials and international organizations representatives, have taken dominance in all sourcing types among the three newspapers (53.8%). In addition, People’s Daily ranked first in terms of its frequency on quoting political officials (57.2%), framing the climate change news story as the country’s ambition and political achievement (79.2%). 21st Century Business Herald adopted the highest percentage of sources from business sectors (31.4%), framing climate change as a public promotion strategy by enterprises (35.8%). Only a small percentage of the sources talked about scientific knowledge (3%) and environmental problems (6%), failing to frame climate change as a scientific issue which should be highly relevant to the society’s collective efforts and well-being. Our results implied that in China, politicians, especially high-level officials, have the dominant discourse power in climate change news reporting, framing the issue as political performances instead of scientific matters.

**Keywords:** *Climate change, journalistic sourcing, Framing Theory, Chinese newspaper, science communication*

## UNDERSTANDING THE EVOLUTION OF GREEN MARKETING AND GREEN WASHING WITH REFERENCE TO CLIMATE CHANGE

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### ABSTRACT

There has been a rise in consumers and brands aligning themselves with the need of the hour, an environment conscious existence. Extreme global climatic conditions have shifted consumer behavior for the greater good, especially observed in rising economies. To be environmentally mindful has not only become vogue but has also become a dictat. Policymakers, NGOs, activists and government have made it imperative for companies to ride on the wave. This has also opened opportunities in the science of marketing. The paper traces progression in strategies and tools that are used by businesses to communicate green issue, subsequently making both green marketing and green washing gain a stronger momentum.

The demand for transparency in brand communication has resulted in companies adapting an ecologically sustainable system. However, it has also been observed that the ability to question what we buy as consumers has simultaneously also led to the deceiving practices of Green Washing. The paper tries to identify both approaches with examples of important brands that we value and interact with, which instantaneously influence our purchasing behavior.

This paper aims to explore the shift in communication strategy by brands to position themselves in ways that sync with that of the environment. The paper investigates the marketing approach employed for this purpose. It identifies the changing landscape in the key green issues referred to by the companies. Message and images used for marketing are critically examined to understand if it can create any long-term impact in bringing about a transformative change to the ever-deteriorating climatic conditions.

**Keywords:** *climate change, green washing, green marketing, communication, advertising, environment.*

## COMMUNICATION, KNOWLEDGE, ATTITUDE, AND PRACTICE ON CLIMATE CHANGE: A STUDY ON UNIVERSITY STUDENTS IN SOUTHWESTERN BANGLADESH

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### ABSTRACT

The Southwestern part of Bangladesh is a coastal region and the people's livelihood here depends on agriculture and aquaculture. This region is the most vulnerable to climate change. In this region, the literacy rate is still low. Many of the students are first-generation university students. So, they have the chance of becoming the most effective opinion leaders in this area. We need to know what and how they think about climate change. This study is designed to investigate the current state of students' climate change awareness through the measurement of knowledge, attitude, and practice about climate change. And also to observe the communication system of students towards climate change, finding believers and deniers in communicating climate change. In this study, all the data are collected through a questionnaire in accordance with the KAP model. The sample size was 1% of the total population which is 350 from five universities of the Southwestern part of Bangladesh. Literature review and in-depth interviews were conducted to get a quantitative and qualitative overview of the issue. The study found that almost half of the students do not have much knowledge about climate change. About two-thirds of the students believe that climate change is happening. But others do not know for sure. About 29 percent of the students are climate skeptical. They say that in the end, we will not be able to stop climate change. About 54% say that they practice environment-friendly behavior. But only a few students put trash in the dustbin, took part in any environmental movement, changed behaviour/thinking on climate change, and were involved in any environmental organization. No effective medium has been established for the students to exchange messages on climate change. The media and academe are not able to impart sufficient knowledge here. The knowledge of students is asymmetrical with different aspects of climate change. Therefore, the study calls for repeated and more elaborate efforts from three main stakeholders: the government, the media, and the individual.

**Keywords:** *climate change, awareness, south-western part of Bangladesh, communication, environment, knowledge, attitude, practice*

## UNDERSTANDING THE MODERATING EFFECT OF FILIAL PIETY ON CLIMATE CHANGE EDUCATIONAL VIDEO GAMES IN CHINA

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### ABSTRACT

Climate change games have been found effective as valid communication tools with regard to education and facilitation of adaptation behavior. However, few studies to date have explored how cultural difference moderates the efficacy of climate change games with respect to improving pro-environmental behaviors. Traditional Chinese culture, for instance, where the value of filial piety has been strengthened under the influence of 2000-year Confucianism, still affects the way of Chinese millennials' perceptions. Youth's attitudes towards video games may be associated with their parents' attitudes. On August 5th, 2021, one of the most influential Chinese newspaper Economic Information Daily chastised video games for its adversities of being "mental opium." This has brought sensational resonance among concerned parents. Since video/computer games have long been stigmatized by authority figures such as the parents of young adults, it is likely that the value of filial piety influences their attitudes towards video games, even if the game is for educational purposes (protect the environment). Therefore, the current study hypothesizes that Chinese young adults' attitude towards video games with climate change educational purpose will be less pronounced for individuals susceptible to the value of filial piety. An online survey of 423 students in a university in North-eastern China was conducted. The results showed that self-efficacy, relevance and media affinity are positively related to attitudes towards climate change video games. However, it revealed non-significant moderating effects of filial piety on their attitudes towards climate change video games. The findings of the present study shed light on how interactive media such as video games information, can be used for engaging and propagating climate change messages.

**Keywords:** *filial piety, climate change video games, self-efficacy, media affinity, relevance*



## **A STUDY OF PERCEPTION AND ATTITUDES OF YOUNG PEOPLE TOWARDS ENVIRONMENTAL AND CLIMATE CHANGE ISSUES POST-COVID-19**

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### **ABSTRACT**

Covid-19 is undoubtedly one of the worst pandemics that humankind has ever faced. It has changed our approach and outlook on many things and prompted new conversations across societies and communities. The pandemic forced us to reflect on many issues that we were neglecting conveniently so far, one such issue is the environment.

One of the major reasons why people might not have thought about climate change is that they lack first-hand experience of its potential consequences. From this perspective, we can see that people experienced different phenomena during and after Covid-19 that may trigger the concern for climate change.

The air quality index of many cities improved tremendously during the lockdown. Reports of sea and wildlife thriving went viral and people longed to go back to nature again. However, this could not be sustained after the world re-opened to recover economic losses and also as stories related to the environment diminished in the media. Nevertheless, the pandemic brought to the fore the crucial question of planet survival and the importance of having awareness about the changing environment.

The study's main goal was to figure out what factors influence the perception and attitudes of young people towards environmental and climate change issues post-covid-19.

Keeping in mind the perceived risk theory, this research tries to critically examine how the shock of the coronavirus pandemic impacts people's beliefs, and how their beliefs could influence their emotions (negative and positive) and behavior, which could affect their perception about climate change and trigger action and desire towards mitigation of climate change.

For this, data from a total of 800 young individuals were collected through the questionnaire, out of which 732 rated usable, producing a response rate of 91.5 per cent. Exploratory, confirmatory factor analysis was used to examine the proposed 25-item measure for one-dimensionality, reliability, and validity.

Some of the factors that impacted the perception positively are perceived health risks, perceived local vulnerability, media coverage and perceived individual instrumentality. The factors that impacted the perception negatively are lack of awareness, perceived economic loss, uncertainty over climate change and lack of government and industry initiative.

This study provides two key suggestions: (i) that the world is built on the hope of survival, so linking the survival beliefs with climate change can lead to mass participation of people in mitigation of climate change (ii) the continuous uncertainty and transformation of the economy need the enhancement of holistic and nature-supported strategies, practices and performance at local and global levels.

**Keywords:** *Environment Communication, public perceptions, climate change*

## NARRATIVE NORMS IN PHILIPPINE CLIMATE CHANGE NEWS STORIES

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### ABSTRACT

Climate change communication and its many facets remain under-researched especially in developing nations like the Philippines. Climate change stories rarely get the spotlight in Philippine media, yet more than half of the Filipino population consider climate change a serious threat. To provide a background on this discrepancy between public interest and media coverage, an analysis of past media coverage on climate change is needed. This study investigated 31 climate change stories published in three major Philippine newspapers between 2013 to 2017. Using narratological analysis, this study aimed to determine the narrative norms used by journalists in the news stories and described their subject positions about climate change. The lead or summaries of news stories were analyzed using Grunwald's narrative norms analysis and Berning's narratological analysis of journalistic texts. The results of the narratological analysis revealed that Filipino journalists used the following in narrating climate change: (1) announcements; (2) quotations/reports; (3) narration; (4) re-narration; (5) metaphor; and (6) summary. While they tried to adhere to standards of objectivity, journalists showed a strong presence as they shaped these narratives. The subject position that emerged in these narratives were that of journalists as loyal-facilitators of politicians who were known as climate action advocates despite their use of heterodiegetic narration and external focalization. The journalists also mainly used achronological temporal order which highlighted what they thought were important aspects of news. The journalists primarily employed frame space in the narrative, and only used thematic space to emphasize environmental degradation. Because they were constrained by principles of objectivity, the journalists characterized the villains, victims, and heroes through figural characterization or using characters to describe other characters. When they used narratorial characterization, they described characters with descriptions that could be verified. The subject position of journalists was that of a loyal-facilitator, portraying politicians who advocate for climate action in a positive light. They also narrate a romantic story of climate change as an issue that can be solved through international cooperation and research.

**Keywords:** *climate change, Philippines, narrative, journalist, subject position*

## NEWS COVERAGE OF CLIMATE CHANGE IN VIETNAMESE ONLINE NEWSPAPERS: A FRAMING ANALYSIS

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### ABSTRACT

Vietnam being ranked sixth in climate risk worldwide (Eckstein et al., 2019, p.9), it is critically important for Vietnamese media to raise people's awareness about climate change. Indeed, the newspapers' perspective to deliver information about global warming influences the perceived image of the reality in the readers' minds. However, little is known about the angles from which Vietnamese journalists reported the climate crisis and the frames they used to emphasize certain aspects of the phenomenon. This article fills this gap in the literature by conducting a content analysis of news about climate change, published from January 2019 to December 2020 on two of the most read Vietnamese online newspapers: VnExpress and Vietnamnet. The qualitative data collected were interpreted by the conceptual framing theory (Goffman, 1972). The study found that news about climate change on these two online newspapers disposed toward the powerlessness frame (Neuman, Just, Crigler, 1992, p.74), which refers to the dominance of natural force over planet dwellers. This work contributes to the literature by providing an overview of the frames Vietnamese online media used to define one of the most pressing issues of our time. The findings could give newsrooms and journalists across the country some directions to build frames for news about climate change to involve citizens to take action to save the planet.

**Keywords:** *climate change, global warming, Vietnam, online newspaper, news site, news framing, content analysis*

## REPORTING ON CLIMATE CHANGE IN VIETNAM: VIEWING FROM THE NATURE OF JOURNALISM

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### ABSTRACT

This study investigates the news coverage of climate change in Vietnam. Using the news framing approach, this study analyzes the topics and contents of articles on VOV1 channel, The Voice of Vietnam as well as some other newspapers to show how the Vietnamese journalism is performing its role in responding to climate change.

The results show that the Vietnamese journalism is paying a lot of attention to raising public awareness and informing policies on climate change, as well as participating in policy formulation and monitoring, implementation of climate change policies. However, climate change is also often reported in articles as a single topic, rather than intersecting with many other aspects of life and society.

The findings of this study further clarify the view of the journalism as a social institution, by assessing how journalism - specifically the broadcasting has performed as a means of information, communication, connection and social intervention when participating in tackling climate change.

**Keywords:** *climate change, reporting on climate change, roles of journalism, critique policies, raising awareness, measures to respond, VOV1 channel*

## AUDIENCE ANALYSIS OF INTERNET MEDIA CHANNEL ON CLIMATE CHANGE MITIGATION IN INDIA

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*(Note to AMIC Office: Kindly check author's organizational affiliation)*

### ABSTRACT

Historically, the mass communication media (print, radio, television) have been a significant driver in shaping public perceptions and different policy agenda (Goldberg et al., 2019; Happer & Philo, 2013; Herman & Chomsky, 2002; Vu et al., 2019). Communication scholars and practitioners can play an essential role in describing, predicting, and affecting how we communicate climate change. Communicators can create content that directly connects to the audiences through visuals, sounds, and narrative and offers ideas to help them mitigate or adapt to climate change (Banchero et al., 2020). Most of the climate change communication research focuses on analyzing the media content, a top-down approach. Several media-content studies have pointed out that media representation of climate change assumes a few predictable shapes, focusing merely on debaters and their claims, which leads to an exaggerated sense of uncertainty and scaremongering (Ojala & Lakew, 2017). Significantly less research is available on how the audience perceives these pieces of information and texts, a bottom-up approach. With the rise in the use of the internet, especially by the young generation, few internet media channels (like YouTube) are trying to disseminate information related to climate change mitigation and adaptation solutions to a non-scientific audience. This study attempts an audience analysis study of these channels to understand how the audience perceives these messages. The results would give us insights about segmenting the audiences and help identify various communication strategies and mediums for content creators to create better content for more awareness about climate change.

**Keywords:** *climate change communication, mitigation, adaptation, media channel, internet*



# 7

## MEDIA AND INFORMATION LITERACY: THINK CRITICALLY, CLICK WISELY

## **SYLLABUS DEVELOPMENT FOR MEDIA AND GENDER ELECTIVE: PERCEPTIONS AND INPUTS FROM MEDIA PRACTITIONERS**

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### **ABSTRACT**

The Polytechnic University of the Philippines College of Communication (PUP-COC) in adherence to the mandate of the Commission on Higher Education (CHED), the government agency that regulates higher education institutions (HEI's) in the country, found it necessary to comply with CHED Memorandum Order No. 1, Series of 2015. The order emphasized policies and guidelines in various academic areas including curriculum development, stressing the importance of GAD integration to higher education programs in all HEI's. In adherence to this CHED Directive, the Bachelor of Arts in Broadcasting (BABr) and Bachelor of Arts in Journalism (BAJ) programs of PUP-COC resolved to include the elective subject Gender and Media in their curriculum. This study was intended to develop a syllabus for said elective subject based on the perception and inputs coming from media practitioners. Employing quantitative approach and descriptive design, the researchers designed a questionnaire that was distributed to selected media practitioners in the areas of broadcasting, journalism, communication research and advertising. Frequency and mean were used as statistical tools. The study sought to determine the profile of the media practitioners and know their level of attitude on learning domains, namely the cognitive, affective and psychomotor domains. The study also sought to identify the contents of elective subject Gender and Media as suggested by media practitioners. Lastly, it recommended activities that assess the learning experiences of the students. Researchers found that most respondents are slightly knowledgeable on the concepts and principles of 'Gender and Development' (GAD). However, these respondents agreed on the proposed subject objectives, contents and strategies. The proposed syllabus was created based on the gathered data. Effective strategies in facilitating and assessing learning for the subject media and gender were also determined. A course syllabus on the elective Media and Gender was framed by the researchers based on findings.

**Keywords:** *syllabus, media practitioners, gender, education, elective*



## SENIOR CITIZENS' READINESS TO ADOPT THE PENANG SMART PARKING APPLICATION

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### ABSTRACT

Corona virus pandemic has caused a significant impact on society and an increased use of mobile applications, especially cashless payment. The use of digital technology is now an integral part of our daily life not only to connect with one another, but also to do financial transactions and other activities. To achieve the aim of improving the environmental, financial and social aspects of urban life, Penang State government unveiled Malaysia's first smart parking application which allows the users to do digital transactions using mobile wallets, identify parking spots, receive real-time notification, record parking history, as well as integrate with road transportation department. This paper explored the readiness of senior citizens in Penang to adopt the Penang Smart Parking Application. The findings indicated that in general, innovativeness was the most influential factor that led to the usage of Penang Smart Parking Application among the senior citizens. In contrast, discomfort was the factor that caused inhibition. While the government plans to improve the environmental, financial and social aspects of urban life, with a good intention to bring the community to step forward towards a cashless society, discussion on the readiness of citizens to adopt the technology is most important to ensure a better usability.

**Keywords:** *senior citizen, readiness, adoption, digital technology, Smart Parking Application*

## EFFECTIVENESS OF A REFLECTIVE MODULE TOWARDS STUDENTS' RESPONSIBLE USE OF SOCIAL MEDIA

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### ABSTRACT

As experienced by many teenagers today, social media have become a means to communicate with their friends and family, an easy source of news and information, and a channel to express themselves. However, these virtual networks and communities have also become convenient venues for emotional venting, peer pressure, and cyber bullying. In response to UNESCO's call to integrate Media and Information Literacy (MIL) in the curriculum, the Philippines' Department of Education has mandated the teaching of MIL as a separate subject in Senior High School under the K-12 curriculum. The topic on Social Media, however, is not given emphasis and the students miss out on the importance of understanding its impact on oneself and knowing how to use it responsibly. This study aims to find out if the inclusion of reflective modules focusing on social media would be effective in helping students become more aware of the benefits and ill effects of social media. This would help them in becoming more responsible users and in making their engagement more meaningful. A descriptive analysis of the 103 SHS students' responses to the survey was used to determine the profile of their social media experience. Qualitative data such as reflections and students' responses during small group discussions underwent thematic analysis. The reflective modules also required the students to analyze difficult scenarios involving social media use that can affect relationships and to come up with strategies to resolve the conflicts brought about by the given scenarios. The students' meaningful responses indicate that the MIL lesson module is effective in equipping the students with helpful tools so that they can use social media more responsibly and in more meaningful ways. In the future, it will be beneficial to conduct further study that will allot longer time for discussion, processing, and deepening.

**Keywords:** *Media and Information Literacy, peer pressure, social media, cyberbullying, reflective module, K-12*

## COMPARATIVE STUDY ON THE USE OF FACEBOOK AND TWITTER IN THE COMMUNICATION OF CHILD WELFARE POLICIES, CHHATTISGARH, INDIA

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### ABSTRACT

Social media are now part of our daily lives and have introduced new ways of communication in society. While citizens and corporations have already been using social networks for years, governments continuously increase their interest in using new communication technologies.

The present study aims to depict how Facebook and Twitter are used by WCD, Chhattisgarh government to inform the masses about their child welfare policies.

The objectives are to study how social media are handled by WCD, Chhattisgarh, to identify the reach of each platform, and which platform is more effective in the communication of the child welfare policy of the Chhattisgarh government. The methodology for the study is descriptive with content analysis on secondary data.

**Keywords:** *development communication, social media, child welfare policies, government*

## REDISCOVERING THE LITERARY FORMS OF SURIGAO: A COLLECTION OF LEGENDS, RIDDLES, SAYINGS, SONGS AND POETRY

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### ABSTRACT

This study is a collection of the literary forms of Surigao, namely, legends, riddles, sayings, songs, and poetry. This collection intends to showcase the richness of Surigao culture embedded in its literary forms. Being a Surigaonon herself, the researcher embarked on a journey of rediscovering these genres of literature considered extinct and forgotten by its people, especially the younger generation. The researcher also engaged in an inquiry on how to preserve the Surigaonon literature. The researcher gathered the views of the participants of this study on the means to protect these literary pieces from vanishing entirely. The study showed how Surigaonon themselves are keen on the preservation of their literature as well as their unique language, which identified them as a people. This study is qualitative research utilizing the ethnographic design. Qualitative research is a research design to help researchers understand people and the socio-cultural contexts within which they live (Myers, 2009). Such studies allow the complexities and differences of worlds-under-study to be explored and represented (Phillip, 1998). The data gathered from this study was derived from direct interviews with the research participants. According to Agar (1996), ethnographic studies include collecting and analyzing data about cultural groups.

**Keywords:** *riddles, sayings, songs and poetry, literary forms, Surigao, Philippines*

## POLICY COMMUNICATION RESEARCH FOR ETHNIC MINORITIES IN VIETNAM: AN INTERDISCIPLINARY AND MULTIDISCIPLINARY APPROACH

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### ABSTRACT

There are over 200 countries and territories in the world, and the peoples of the world have reciprocal relationships in many ways. Vietnam has 54 ethnic groups that have existed for a long time and have evolved over time. Ethnicity and ethnic work is a fundamental, long-term, and urgent strategic issue in Vietnam, and it is the responsibility of the entire Party, the people, all levels, branches, and the entire political system. The socio-economic situation in Vietnam's mountainous areas and ethnic minority areas has improved dramatically after more than 30 years of renovation. However, there are still many differences in socioeconomic development between ethnic minorities and the majority ethnic group. As a result of this perception, determining the best communication research approach for ethnic minorities is a critical task. Increasing the effectiveness of research activities by approaching interdisciplinary and multidisciplinary research has become an unavoidable and necessary trend in science. In media journalism, an interdisciplinary research focus is also required. This is true not only of journalism, but also of related social sciences like sociology, psychology, politics, and management science.

From the author's research findings in 2018 to the present, this article explains how to apply media journalism, sociology, and ethnography theory to the study of ethnic issues, resulting in a novel approach to ethnic communication research. Additionally, the value of this approach will assist content producers and ethnic media planners in improving the quality of information-messages in order to achieve the desired communication effect. The findings of the study presented in this article is useful reference to help researchers devise strategies for developing innovative communication methods about ethnic minorities in today's world. Simultaneously, this approach introduces a new perspective, clarifying the importance of an interdisciplinary and multidisciplinary approach in studying ethnic issues and policies for ethnic minorities in Vietnam. These findings will also help researchers use the most accurate and effective research methods when conducting research on ethnic minority policies in the Vietnamese media, as well as ethnic minorities in developing countries worldwide.

**Keywords:** *Journalism–Communication, Media, Vietnam, ethnic minorities, interdisciplinary research, multidisciplinary research, research methods*



# 8

MEDIA AND INFORMATION  
LITERACY: THINK CRITICALLY,  
CLICK WISELY (FOCUS ON DIGITAL  
LITERACY)

## AMPLIFYING RESEARCH SKILLS THROUGH SETTING PERSONAL BEST GOAL IN THE COURSE OF DISTANCE LEARNING

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### ABSTRACT

The COVID-19 pandemic did not only create a global health concern but also brought about worldwide educational disruptions, replacing traditional education with distance learning as a defensive tool. This resulted in a more challenging teaching and learning experience of subjects like research to secondary schools. This study investigates the integration of setting a personal best goal in enhancing the students' academic engagement and increasing their research skills. The collected data were from two groups of grade 10 STEM students taking up research as their general subject to determine the influence of setting a personal best goal in enhancing their research skills. T-test and multifactorial ANOVA were performed. The group with a set target showed a significant difference in academic achievement compared to the controlled group ( $p = 0.013$ ). In contrast, it shows no significant interaction based on the sex and scholarship categorization of the students ( $p = 0.798$ ). Teaching-learning during these trying times is very challenging for teachers, parents, and most importantly, the students. It is recommended that personal best goal-setting be embedded in any school requirement to improve academic achievement and become more motivated for self-improvement.

**Keywords:** *personal best goal, STEM, science education, research teaching*



## **THE LOW AWARENESS OF PERSONAL DATA PROTECTION AND DIGITAL LITERACY IN INDONESIA'S GEN Z: AN EXPERIMENTAL STUDY ON GEN Z PERCEPTION TOWARDS E-COMMERCE DATA LEAKS**

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**Dorien Kartikawangi**

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### **ABSTRACT**

News about data leaks in three e-commerce sites in Indonesia in May 2020 occurred massively. Based on previous research in other countries, data leaks lower trust and the desire to buyback. The decline in e-commerce usage occurred, but the most massive data leak experienced an increase in visits. This research focuses on this difference to find in the context of data leakage, whether there is an influence of Crisis Response Strategies on purchasing decisions, the influence of brand loyalty on purchasing decisions, and the interaction of these two variables on purchasing decisions. This research is using Situational Crises Communication Theory. Therefore, crisis response strategies consist of denial and diminish posture, while brand loyalty distinguishes between high brand loyalty and low brand loyalty. This study uses a 2x2 factorial experimental method in 120 respondents, divided into four groups. The chi-square test found that the association of brand loyalty to the indicators of purchasing decisions (perceived risk) was the most significant. The result of the post-hoc test also supports that groups with the same crisis response strategies show significant average differences. This result shows that crisis response strategies have no significant effects because, based on respondents' perception, the data leak is common, and the brand should be solving this problem. After being compared with the results of a survey from Katadata and Kominfo, awareness of personal data protection and digital literacy in the respondent's age group (generation Z) is still low. In a pandemic, where online shopping is the safest alternative, personal data protection literacy becomes important and needs improvement.

**Keywords:** *crisis response strategies, brand loyalty, data breach, e-commerce, situational crisis communication*

## POST-TRUTH ERA MODEL OF LEARNING IN COMBATING INFODEMIC: DEVELOPING MIL SKILLS OF A DIGITAL LEARNER

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### ABSTRACT

Media and Information Literacy (MIL) has become a powerful tool in a networked-information society characterized by fast production and the vast distribution of data accessible in varied media platforms. The outbreak of the COVID-19 pandemic is inundated with infodemic of false information, challenging authoritative and credible media sources. It has been repeatedly affirmed that the spread of unverified claims has eroded truth in the Philippines, threatening the country's democracy and creating fear, confusion, and division among people. The global dilemma of misinformation and disinformation brought about by the increased availability and accessibility of the internet necessitates MIL competencies as an integral part of 21st-century skills. Teaching MIL skills in the era of hyperpolarized media is a must for students to effectively judge and evaluate the reliability, credibility, and accuracy of information in all forms and from all sources. The post-truth era characterized by the ubiquity of media and information technologies calls for an advanced skills set in decoding media messages and critical evaluation of media texts. This conceptual paper is proposed to delineate the MIL skills necessary for digital literate learners to combat the threats brought by this new information ecosystem. A Post-truth Era Model of Learning designed by the authors describes how a digital child should learn MIL skills to thrive in today's knowledge-based economy and media-saturated Filipino society. As such, MIL is seen as a forefront in equipping and cultivating learners with media, information, and digital literacy skills with the aim of combating information fog and developing active citizens thriving in a healthy, authentic, and truthful information-rich environment.

**Keywords:** *infodemic, digital learner, MIL, MIL skills, post-truth era model*

## ICT AND INNOVATION: “MUST” TOOLS TO DRIVE DIGITAL HEALTH LITERACY AMONG AGEING CITIZENS IN THAILAND

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### ABSTRACT

In the context of well-being of society at the international level as well as in Thailand, “Aging Society,” which is currently considered to be an urgent national agenda, found that the tools needed for driving the said agenda include information communication and technology (ICT), with appropriate innovation in line with “The Decade of Healthy Ageing 2020-2030” and “The Digital Health Literacy” movement all over the world. The following urgent needs have been identified: 1) The National Platform of Active Ageing in Thailand to be the hub for all relevant agencies so they can have access and participate in real time with friendly users’ environment, especially by the elderly themselves (ageing centric development); 2) a supportive environment for “Digital Health Literacy,” especially for the four main priority demands of the ageing Thai population; 2.1) the e-economic dimension : creating the ageing database to facilitate support for the aged i.e. the national pension system, the new employment system in the new marketing context; 2.2) the e-community dimension: creating the lifelong learning platform i.e. Massive Open Online Course (MOOC) which is flexible, participatory and updated; 2.3) the e-health dimension: creating a standardized empowering system for self-care, family-care, volunteer as well certified caregiver; and 2.4) the e-enabling environment, technology and innovation: creating the ICT, as well as knowledge and skills on healthy ageing, for all generations in society to reduce ageism and give the healthy ageing people their own independence and dignity.

**Keywords:** *innovation, information communication and technology, national agenda, aging society, Thailand 4.0*

## INTERCONNECTION OF PEDAGOGICAL AND POPULAR SCIENCE COMMUNICATION

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### ABSTRACT

According to the Continuity Model of Science Communication by Bucchi (1998), Shinn and Whitley (1985) and Hilgartner (1990), there are four stages of science communication: intraspecialistic stage, interspecialistic stage, pedagogical stage and popular stage. This paper tries to bridge the gap between pedagogical and popular science communication. Pedagogy is about the teaching and learning process in scientific fields with the help of scientific method. Scientific methods are mainly based on result perspectives, where the ideas behind the methods are very important. We can say that for every stage of science education, from school to college to research level, there is a major difference in the process of pedagogical communication and learning; hence, some basic concepts of science need to be clear. Pedagogical science communication relates to science classroom and laboratory, though there are different methods for theoretical, practical, and experimental sessions. Popular science communication pertains to online news, newspapers, magazines, television, etc. from where the non-scientific community/public can know and learn about the society. Popular science communication has minor differences from pedagogical science communication, like the writing methods are different. From popular science communication people know about the things happening around the world. So, here we are trying to develop ideas about how the scientific community can help the non-scientific community understand science through pedagogical and popular science communication and to frame ideas in science and in a way that all can connect to society.

**Keywords:** *science education, science communication, pedagogy, popular writing, teaching-learning*

## TELEVISION, FILM, AND SCIENCE COMMUNICATION: IN MEMORY OF JACQUES COUSTEAU

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### ABSTRACT

Science communication plays a critical role in performing outstanding achievements of science locally and globally. The mission of science communication is to propagate and promote the love-for-science culture in the public, build a science-based society and a science-driven country. On the other hand, science communication needs to develop an orientation toward the expansion of science culture, in other words, to provide knowledge and opportunities to experience science and technology for the young generation, especially, to inspire, empower and connect the passion between researchers and the young generations. This paper presented a number of communication concepts based on different perspectives and highlighted the role of social media in current context including: (1) Science communication is considered as a drive to broadcast the necessary information to the public, thereby enhancing their comprehension on public policy, the costs and benefits gained from government expenditures for science research, as well as the advantages that science activities bring back to society, thereby creating a favourable condition for the funding for science research; (2) Science communication inspires the young to engage in science research; (3) Science and technology communication activities not only help scientists to widely communicate their research results or organize interesting science events, but also to attract public support for science activities; and (4) Science communication gives the public a deeper glimpse of science fields.

Despite its relatively later appearance, television was quickly recognized as a powerful medium and an efficient assistant of the press due to its various capacities, such as presenting vivid images with the sound and its attraction to millions of people simultaneously. This is also the reason why movie industry is seen as the most useful mass medium.

Moreover, movies are an essential art form to entertain, educate, enlighten and inspire audiences. With these above arguments, television and movies can be seen as two valuable means for science communication.

In fact, television and movies have actually narrowed the gap between the public and research documents and science accomplishments. Furthermore, they have also drawn young people to research activities. A typical example of successful scientists in science communication with the assistance of television and movies as mass media is Jacques Cousteau. He is known as a great researcher, oceanographer and marine explorer in the 20th century. Not only is he all of that but Jacques Cousteau is also a fruitful science communicator. Thanks to more than 120 TV series and 50 books, Captain Jacques Cousteau has helped to enhance awareness of the oceans for millions of people around the world. Cousteau paved the way for news filmmakers, but more importantly, in terms of his research and advocacy for saving the marine world, he has contributed to changing the public's views about environmental issues.

**Keywords:** *science, science communication, television, film, Jacques Cousteau*



# 9

## INOCULATING THE DISINFODEMIC: CHALLENGES TO TRUTH-TELLING

## PREDICTING PERCEIVED STRESS DURING THE COVID-19 INFODEMIC: A MODERATED MEDIATION ANALYSIS

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### ABSTRACT

Scholars recognize that COVID-19, the first and ongoing global pandemic in the digital media era, is not only a pandemic but also an infodemic. Faced with uncertainty, individuals look for many ways to obtain information, including social media and interpersonal communication. However, during this period, the information environment potentially contains numerous misleading information, such as fake news about preventive measures, politicalized content regarding the vaccination, and disinformation of new clusters or the number of cases. Little is known about the mechanisms that underline the potential impact of exposure to conflicting information. Guided by the Cognitive Mediation model, this study proposed a moderated mediation framework to analyze the associations among social media engagement, interpersonal communication, perceived information overload, and perceived stress by taking risk perception as a moderator. Using an online survey with a nationwide sample of 676 Malaysians, the hierarchical regression results showed that social media engagement and risk perception uniquely and positively predicted perceived information overload, but interpersonal communication negatively predicted it. Both risk perception and perceived information overload are positively associated with perceived stress. Moderation effects demonstrated that one out of three moderating pathways was significant. Risk perception weakened the association between social media engagement and perceived information overload. Furthermore, the mediation analysis results indicated that perceived information overload was a significant mediator that positively mediated the associations between social media engagement and perceived stress and interpersonal communication and perceived stress. Implications for health communication research and public health practices are discussed.

**Keywords:** *information overload, infodemic, risk perception, information engagement, interpersonal communication, stress*



## **PANDEMIC NARRATIVES: FOUCAULDIAN DISCOURSE ANALYSIS OF MESSAGES COMMUNICATING NON-PHARMACEUTICAL INTERVENTIONS AS COVID-19 MITIGATION STRATEGIES**

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### **ABSTRACT**

Built on the Foucauldian Discourse Analysis' (FDA) theoretical-methodological assumptions, and Jäger and Maier's methodological toolbox on discourse, the study systematically illustrates and accounts the discursive formations, socio-historical events, and socio-cultural practices that constitute Non-pharmaceutical Interventions (NPIs) communicated on social media from March 25 to June 25 2020. It covers the implementation of Republic Act No. 11469 also known as "Bayanihan to Heal as One Act" [Bayanihan refers to a spirit of civic unity and cooperation among Filipinos] in the country. The collective and individual narratives on Non-pharmaceutical Interventions [NPIs] (Stay-at-home, handwashing, social distancing and wearing of masks) found in the Department of Health Facebook (DOH) Facebook page raised the discourse on assertions that non-pharmaceutical interventions are health protective behaviors and public health standards to prevent, detect, and treat COVID-19. Individual willingness to comply, support and cooperate which are largely driven by concern, empathy, frustration, worries, hopelessness, disappointment, and anger are constructed and provoked by uncertainties, ongoing social, political, historical, cultural realities and social conditions caused by the COVID-19 pandemic health crisis. Sentiments and views are influenced by personalized values of discipline, obedience, resiliency, faith, sense of empowerment, and individuality.

**Keywords:** *Discourse, discourse analysis, non-pharmaceutical interventions, stay-at-home, hand hygiene, face masks, social distancing, Foucauldian Discourse Analysis, safety behavior*

## **SOCIAL SCIENTISTS' LEGITIMACY IN MEDIA DISCOURSE RECONFIGURED: THE SINGAPORE SELECT COMMITTEE ON DELIBERATE ONLINE FALSEHOOD CASE**

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### **ABSTRACT**

News media discourse is crucial in shaping social scientists' role in society. However, literature is dominated by science communication models and examples in western contexts. Studies have not fully grasped the cultural account in the understudied East Asian context of Singapore's Social Science history, and its academic and media landscapes. This thesis analyzes news media and scholars' portrayals of social scientists' roles through a media discourse analysis of Singapore's Select Committee on Deliberate Online Falsehood. I identify social scientists' characteristics and roles, showing how the media are consistent in depicting the neutral-instrumentalist over normative-critical characteristics. I argue that news media portrayal emphasises the neutral-instrumentalist over normative-critical stances, and it is adverse towards excessive academic language and social-political critiques. This research contributes a cultural account expanding social scientists' role characteristics through an East Asian lens.

**Keywords:** *public communication of the social sciences, media representation, social scientist role, media discourse, Singapore*

## **PSR CAMPAIGN FOR HELPING OTHERS IN FACING COVID-19 PANDEMIC**

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**Ibnu Hamad**

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### **ABSTRACT**

There are two objectives of this article. First is to elaborate the prosocial behavior of PSR. Second is to provide the campaign strategy for encouraging people to do PSR activities in their community as the act of prosocial action or altruism to support the COVID-19 sufferers especially those who were doing self-isolation and were infected by COVID-19. We had seen that people who tested positive for COVID-19 and did self-isolation were at risk of experiencing stigma, lack of support from the environment, feeling lonely, depressed, and anxious, which may increase premature mortality. They might save their lives if they received greater attention and support, especially from people closest to them around their communities. The act of kindness is a prosocial action in this form we call personal social responsibility (PSR). As PSR activists, we found that individual social responsibility (PSR) had a significant role in overcoming social burdens between citizens, including dealing with the COVID-19 pandemic. To articulate the PSR Campaign, we refer to communication strategies and social campaign models. The campaign generates prosocial behaviors like giving product, money, thought, time, or other forms of concern related to feelings.

**Keywords:** *COVID-19, self-isolation, personal social responsibility (PSR), social campaign, prosocial action*

## PROPAGATION OF SCIENCE COMMUNICATION THROUGH COMMUNITY RADIO IN INDIA

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### ABSTRACT

When bringing science to the general public, science communication (SciCom) plays a vital role. In general, most individuals do not grasp the fundamental elements of experiments or scientific investigations. The vast majority cannot even define science advancement. The scientific research community wishes to reduce the barriers between science and the public and enhance the understanding of science. Population Understanding of Science (PUS) aims to spread scientific knowledge and passion for science among the general public. A nationwide network of organizations unites to coordinate the campaign to highlight science and creativity.

It aims to increase public understanding of science, educate the public on the method and nature of science, and make science more accessible to all. Over the last three decades, different programs undertaken by successive Central governments and other nonprofit organizations have resulted in extensive dissemination of scientific communication efforts in India. Because India is now at the point in its technical advancement where it has entered the information era, the need for scientific knowledge is also increasing rapidly. Because of its low cost, accessibility, and use, radio is one of the fastest-growing medium in India. Although radio is one of the oldest forms of communication, it is often recognized as the most compelling, cheap, and accessible medium ever created. This paper aims to determine community radio's function in propagating scientific information and in disseminating and using scientific knowledge. Researchers examined the efficacy of community radio for the scientific communication strategy by using it as a tool for introspection.

**Keywords:** *communication, community radio, radio, science, Development Communication*

## **THE 'KERALA MODEL' OF COVID 19 NEWS COVERAGE: A STUDY OF PRINT MEDIA**

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### **ABSTRACT**

COVID-19 has received extensive media coverage since the very first reported case in the Wuhan district of China. The news coverage was termed “unusually heavy” with its intense 24/7 reporting propelled by digital platforms. Yet, COVID-19 has highlighted a novel challenge in controlling the flow of information as within weeks of its detection, social media were saturated with rumors about the origin of COVID-19. Under this alarming propulsion of an ‘infodemic,’ journalism leaned towards a problematic model of science communication with certain eye-ball-grabbing information gaining traction (Saitz & Schwitzer, 2020). Hence COVID-19 has brought science communication to a “crossroads” (Koerber,2020).

Amid this, a highly literate densely packed State with a flourishing ‘mediascape’ can encompass interesting intersections in the pandemic news coverage. India’s first COVID-19 case was detected on 30th January 2020 in Kerala, located in the Southern tip of India. Initially, the state not only contained COVID-19 but also tackled misinformation through productive campaigns and daily press conferences and collaborated with the media to avoid fear-mongering (Sadanadan 2020).

This paper attempts to understand the pandemic-related news coverage in the state and places ample focus on the nuances of the science communication. Two major newspapers--Malayala Manorama and The New Indian Express--were chosen for content analysis for a period of six months (January to mid-July 2020). Some 3,084 articles were coded for various themes such as the science about the disease, and further, a source-analysis was conducted to identify the prominent voices within the reports. The findings of the study presented an underwhelming dearth of news reports and sources related to science while prominence was given to on spot stories and government sources. The paper presents a profile of the pandemic news coverage, analysing the fissures within the reportage.

*Keywords: Kerala, COVID-19, newspapers, print media, science communication*

## **“DO WE REALLY HAVE TO TALK ABOUT THAT?”: AVOIDING COVID-19 TOPICS WITH CLOSE CONTACTS**

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### **ABSTRACT**

As COVID-19 spread globally in 2020, it caused panic and uncertainty. As of September 2021, there were 1.9 million confirmed cases in Malaysia, with over 20,000 deaths (WHO, 2021). Government officials, frontliners and health agencies worked tirelessly to manage the pandemic, by spreading awareness, enforcing SOP, and encouraging vaccination. Paramount during this period was dissemination of accurate and updated information about COVID-19, whether through mediated or interpersonal platforms. Close contacts have a responsibility in making sure they disclose their health status to others and get tested to ensure that the infection does not spread in their local communities. Avoiding honest disclosures of COVID-19 status could be detrimental to others. Accordingly, this study will examine how individuals interact with close contacts and choose to avoid topics related to COVID-19, from the perspective of Theory of Motivated Information Management (TMIM). TMIM has been applied in various health contexts to understand information avoidance, including avoiding conversations on end-of-life preferences with spouses (Rafferty et al., 2014), or sexual health topics with romantic partners (Tannebaum, 2015). In this study, we explore factors that could influence COVID-19 information avoidance, such as anxiety, uncertainty discrepancy, outcome expectancy, and close contact's target efficacy. Using a cross-sectional survey among young adults in Malaysia, an online survey was distributed among the respondents (N = 483). Overall, two hypotheses were not supported; anxiety is not significantly related to outcome expectancy or target efficacy. Target efficacy also mediates the relationship between outcome expectancy and information avoidance. The repercussion of these findings on TMIM, as well as factors that may influence health information management will be discussed.

*Keywords: close contacts, COVID-19, health communication, information avoidance, theory of motivated information management*

## **ANALYSIS OF RISK COMMUNICATION STRATEGY IMPLEMENTED BY THE STATE OF KERALA IN THE C-19 PANDEMIC**

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### **ABSTRACT**

Covid-19 pandemic drastically influenced our comfort living zone, reassigning a new living order across the globe. This study endeavors to scrutinize the unique risk management design envisaged by the State of Kerala. The messages formulated to spread awareness can be identified in different categories like Informational, Educational, Instructional and Mandatory. Media content in print, television and new media are selected for identifying its meaning making process. Influence of media and mass address by the Chief Minister as well as the Health Minister stood as examples for building confidence and giving direction for common people in combating this pandemic.

How does the ideological intervention bring out an emotional concern to the masses? The media content from the beginning of the Covid-19 pandemic reported from 30 January 2020 to 31 December 2020 was selected for analysis. That Kerala was the first state in India to have the first reported Covid-19 case makes the study more relevant. The secondary data analysis was conducted for identifying the effect of such communication. The objectives of the study are as follows:

O1: To evaluate the risk management strategy planned after the outbreak of Covid 19 case reported in Kerala.

O2: To examine various media content by the responsible authorities building trust and confidence to the general public.

O3: To identify the plan of ideological intervention to bring out an emotional outcome influencing masses.

An extensive secondary data analysis will be conducted to determine the emotional outcome from the Ideological intervention made through the content. The major strategies set in different occasions will be identified in different levels. Representation of prominent personalities describing the situation will also be taken for scrupulous analysis. Events will be randomly selected across the prime time of the pandemic.

**Keywords:** *Covid-19, risk communication, pandemic strategy, Kerala model, media content*





# 10

NEWS MEDIA COVERAGE  
AND PUBLIC INFORMATION  
CAMPAIGNS ON THE COVID-19  
PANDEMIC: PLUSES  
AND MINUSES

## **THE IMPACT OF PEOPLE’S TELEVISION NETWORK, INC. (PTV) AND ITS PROGRAM PUBLIC BRIEFING #LAGING HANDA PH AS GOVERNMENT COMMUNICATION TOOL DURING THE HEIGHT OF THE COVID-19 EPIDEMIC**

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### **ABSTRACT**

Most people experienced fear, depression, and anxiety during the height of the COVID-19 pandemic (Knowles, 2021). To mitigate the effects of this health crisis, effective communication is crucial and vital (Reddy & Gupta, 2020). Media serve as the primary channels of crisis communication and the “eye” of the public against the “invisible” nature of COVID-19 (Mheidly & Fares, 2020). While some studies focused on the crisis response and policies of the Philippine government on the COVID-19 epidemic, there is insufficient information on its crisis communication plan and tools—that is the reason for this study. PTV program Public Briefing #Laging Handa PH was an effective communication tool during the height of COVID-19 because it served as the venue where government officials could relay information and answer public queries related to the health crisis. In this ongoing study, the qualitative method is being used in gathering data through open-ended interviews and online ethnography. Interview participants were representatives of various sectors that were greatly affected by the crisis.

**Keywords:** *COVID-19, pandemic, crisis communication, crisis response, communication tools*

## **THE COVID-19 PANDEMIC AND GLOBAL JOURNALISM COMPETENCIES: NORMATIVE VISIONS, DEBATES, AND CONTEXTUAL REALITIES**

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### **ABSTRACT**

It has been said countless times that the COVID-19 pandemic has disrupted systems across different spheres (professional, private life, among others). Like many crises, it has forced a shift in routines and norms, and journalism is not an exception. Based on a review of the state of research, this presentation explores the ways by which the pandemic has forced (and might force) a shift in routines and how it challenges long-held professional views among journalists. It also includes a discussion on how some of the traditional, but persisting, logics of the journalism profession cannot meet the demands of protracted global crises like the COVID-19 pandemic – reporting on the pandemic requires a strong grasp of global ethics, a global “outlook” (following Berglez, 2008), international collaboration, and science literacy, which do not always go hand-in-hand with realities on the ground, industry expectations, commercial and political pressures, and even occupational ideology in the nation-state. Notions of parochialism and news values were explored, as well as how science and cross-border journalism normatively operate on a different professional logic. The presentation concludes with recommendations for journalism education, useful for reporting on the pandemic and crises of comparable magnitude.

**Keywords:** *journalism, journalism competence, journalism education, global journalism, journalism norms, COVID-19, coronavirus*

## PERSPECTIVE ON AWARENESS OF COVID-19 VACCINATION THROUGH ENTERTAINMENT-EDUCATION MEDIA

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### ABSTRACT

Augmenting awareness and access to vaccination is the most proven way to end the COVID-19 pandemic faster. Vaccine hesitancy is a significant barrier for vaccine take up, and television is an important medium to build awareness to motivate people to take the vaccine. Television is one of the potent media to convey reliable information on vaccines to strengthen confidence among people. The study attempts to examine perspectives on awareness of COVID-19 vaccination through the use of entertainment-education communication strategy in Indian Television.

In COVID-19 times, people can be reached by entertainment-education (EE) without requiring any mass gathering. Entertainment-education (EE) is a communication strategy that uses media to engage people audiences on topics such as health and social issues. In today's time, it is difficult to captivate audiences across fragmented channels. With the help of entertainment-education strategy, health messages can be imbibed in the storyline to communicate effectively health and social messages. Entertainment-education (EE) is a communication strategy that uses popular media to engage with audiences.

With the spread of the COVID-19 pandemic, the world is keeping a careful eye on vaccine research, particularly through media coverage, which plays an important role in the distribution of accurate information and the public's understanding of science and health. According to studies, the media can have a significant impact on risk perception and public safety behaviors. (Chen and Stoecker, 2020; Vai et al., 2020).

The research attempts to study how Indian television has adopted EE communication strategy to spread awareness about vaccination and dispel the various myths surrounding it. This paper presents a case study on a popular Indian television serial. It examines how the serial storyline has used the EE strategy to make changes in its storyline and simultaneously evolving its format.

For health practitioners, developing and disseminating health communication messages when there is ambiguity about the evidence is a major problem. The study will be significant in examining how adopting EE communication strategy can bring awareness about the COVID-19 vaccines and encouraging people to get rid of their vaccine hesitancy.

**Keywords:** COVID-19, vaccination, entertainment-education, behavioral change, television.

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

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### **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*

## CULTURAL APPROACH IN FIGHTING THE PANDEMIC: THE CASE OF “DON’T GO HOME” PARTICIPATORY VIDEO IN INDONESIA

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### ABSTRACT

Religious public holidays had marked a skyrocketing number of Covid-19 cases in Indonesia. With 18 million people in mobility during religious holidays, precautionary action was needed to minimize mobility during the pandemic. Despite the prohibitions and the massive information on the Covid-19 virus, campaigns to stay home during the holidays were boosted to encourage people to stay put. The campaign asking people ‘not to go home’ sought the participation of locals in all regions to fight the pandemic. Indonesia being the largest archipelago in the world with diverse cultures and ethnic origins, cultural communication becomes an obvious challenge. In addition to the national campaign filling the mainstream media, public service video advertisements from the participating public grew and went viral on the internet. Such cases have highlighted not only the significance of cultural communication but also its significance in science communication, mainly concerning values of significance and trust.

This paper analyzes selected local videos on ‘not going home’ campaigns from the participatory public in different areas and culture in Indonesia. Using a descriptive cultural discourse analysis this paper aims to showcase the unique intertwining cultural variables and values in the messages as well as highlighting a cultural approach in science communication. The findings of this study showed that communication actions and their relation to power distance have highlighted family relationships and ties—especially that mothers or wives are positioned as the decision makers of action. Furthermore, strategizing a pandemic prevention campaign from the cultural approach illuminates several points: 1) the significance of storytelling and narration towards shaping attitudes, 2) the use of local language as a promising approach to penetrating multicultural audiences, and 3) that identities engraved in cultural structures determine the values of those who can usher the message effectively.

**Keywords:** *public mobility, covid-19, pandemic, cultural communication, campaign, CuDA*

## **REPRESENTATION OF LOCAL EXPERTS AND SCIENTISTS IN COMMUNITY MEDIA: POPULARIZING THE PANDEMIC THROUGH LOCAL PERSPECTIVES AND EXPERIENCES**

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### **ABSTRACT**

“Dito Sa Laguna,” a development-oriented community-based cable TV program, aimed to communicate and address the different issues and concerns of various communities in the province of Laguna regarding the COVID-19 pandemic. The topic was discussed in its 26th season, which aired from June to July 2020.

Through qualitative content analysis, we looked at the representation of local experts and scientists in the episodes of the program as well as their roles in popularizing science through community media. We were guided by the premises of development constructions beyond economic and basic human need approaches (Escobar, 1995), people’s involvement (Burkey, 1993), complexity and variability of local situations (Scott, 1998), and dialogic approach to communication and listening (Mansell & Manyozo, 2018). The season featured 17 individuals who talked about different topics related to COVID-19, including the state of the province of Laguna, Philippines, and the experiences of different sectors such as children, youth, mothers, entrepreneurs, the local government unit, small communities, and the university. Scientifically speaking, a medical doctor and a mathematical modeling expert talked about the sciences behind COVID-19 transmission. They explained how local transmission happens, how people could help protect themselves and others when doing day-to-day activities, as well as how medical frontliners face the situation in the local hospitals. Moreover, they discussed how mathematical modeling could help understand the situation on the ground as well as inform decisions with regard to response and recovery. Overall, the season highlighted the various perspectives of communities in terms of battling, coping, and surviving the pandemic.

The findings suggest that with its potential to reach local audiences, community media has an important role in informing people and making them understand the on-the-ground scenarios by involving the locals and allowing them to speak for themselves and their communities. This provides the audience a closer perspective of the pandemic, i.e., popularization, that is anchored on both science and local situations. The program served as a platform by which a kind of dialogue between and among scientists, experts, and community members happened in a community media-mediated interaction that allows connection, and thus better appreciation of the situations among the locals.

**Keywords:** *representation, community media, local, popularization, pandemic*

## MEDIATIZATION OF CARE FOR GAY PLHIV BY GOVERNMENT AND CIVIL SOCIETY ORGANIZATIONS IN THE PHILIPPINES DURING THE COVID-19 PANDEMIC

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### ABSTRACT

Philippine government and non-government organizations are mandated to develop policies that prevent the spread of HIV and deliver treatment, care, and support to people living with HIV (PLHIVs). In spite of the power of the Philippine law and the presence of capable hands from these sectors, HIV cases in the country are on the rise, with an average of 31 daily HIV cases, most of them gay men belonging to the 25-34 age group (UNAIDS, 2019).

The COVID-19 pandemic has intensified the issues related to HIV response in the Philippines (UNAIDS, 2021). It has forced organizations to use blended virtual and real spaces in providing tests and treatments for vulnerable populations and existing PLHIVs. The unprecedented reliance on technology is also a concern as the country's digital infrastructures are constrained (World Bank, 2020) and digital access is still uneven (Uy-Tioco and Cabanes, 2021). Despite these issues, Philippine-based organizations have stepped up in providing services using spaces for HIV prevention and treatment services. Global evidence supports the use of mobile technologies for health care delivery among gay PLHIVs (Mbuagbaw et al, 2015; Catalani et al., 2013) but the agenda shows limited exploration of social scientific research on mediated healthcare, especially in the local context.

Thus, this study asks the question: How is care mediatized and what are its consequences on the health care sector for people living with HIV in the Philippines? As a framework for this inquiry, we adopt Andreas Hepp's (2013) mediatization theory – “a concept used to analyze critically the interrelation between changes in media and communications on the one hand, and changes in culture and society on the other” (p. 619) – together with Stig Hjarvard's concept of media logics or the various organizational, technological, and aesthetic formats and modus operandi of the media. To operationalize this framework, we look at the social actors, media ensemble, and communicative practices in the care continuum of PLHIVs: from prevention, testing, and treatment, to other support services.

Through online interviews with key informants and document analysis, we explore the mediatization of care for gay PLHIV during the pandemic in the Philippines. It documents the nature and characteristics of digital media-based HIV interventions and activities, including online psychosocial services, HIV prevention and testing campaigns, counselling, and medical care. It also looks into mobile and digital media as a means to distribute and deliver pre-exposure prophylaxis (PrEP) and antiretroviral therapy (ART). Moreover, our research shows how the increasing integration of mediated and digital services in the provision of care for the PLHIVs has changed the logics of operations among the health service providers in the organizations and facilities in the country. Finally, the study interrogates the implications of this mediatization phenomenon and provides an opportunity to consider best practices and key gaps in the digital delivery of health care and support services, as well as informing the development of culturally-responsive and innovative strategies in the continuum of care for PLHIVs.

**Keywords:** *health communication, mediatization, PLHIV, care, COVID-19*



## **HAZARD AND OUTRAGE IN LOCAL GOVERNMENT SOCIAL MEDIA: AN INFODEMOLOGY STUDY ON THE ANTI-COVID-19 TASK FORCE'S FACEBOOK PAGE OF A PHILIPPINE CITY**

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### **ABSTRACT**

Infodemiology studies about how international health agencies communicate coronavirus information have recently attracted much interest. However, little is known about how local government units utilize social media to communicate about the pandemic. Grounded in Vijaykumar et al.'s (2015) risk amplification through media spread (RAMS) model, this study examined messages posted by a city government (i.e., San Pablo City) Anti-COVID-19 Task Force on Facebook during the initial stages of the COVID-19 pandemic. Specifically, the study aimed to determine the types of infectious disease outbreak (IDO) information present and manifested the most, the risk perception variables present, and the themes of responses they elicited from the general public.

From March 20, 2020 to August 18, 2020, a total of 292 posts were coded based on the nine types of IDO information by Guidry et al. (2017) and seven risk perception variables by Covello and Sandman (2001). Meanwhile, open coding was done to analyze the themes of responses in the 13,523 accumulated comments. Data were analyzed using descriptive and inferential statistics to determine which type of IDO information amplified the risk more and the correlation between risk perception variables and user engagement.

The results reveal that situation updates about COVID-19 new positive cases, recoveries, and deaths are the most amplified type of IDO information on the Facebook page, as evidenced by significantly greater levels of engagement in reactions, comments, and shares. Further, most of the posts manifested the risk perception variable, victim identity. By constantly updating the public about the virus through the city's situation updates, its Anti-Covid 19 Task Force is mainly concerned with contact tracing and containment of the virus as medical experts emphasize it. Lastly, based on the themes of spirituality, gratitude, blaming others and the government, hearsays, questions, and suggestions, responses in the comments section reflect that the public is mainly concerned about how the LGU can manage and mitigate the health crisis in the city.

**Keywords:** *COVID-19, Facebook, infodemiology, RAMS model, IDO information, risk perception*

## PANACEA OR PANIC: A STUDY ON MEDIA COVERAGE IN INDIA OF MEDICINES USED FOR TREATING COVID-19 PATIENTS

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### ABSTRACT

India, the second most populous country in the world, faced two waves of COVID-19 infections. In terms of both incidence and deaths, the country is among the five highest in the world.

At the onset of COVID-19, disease pathways and mode of transmission were unclear, and there were no approved medicines for treatment. Going by international precedents of drug approvals, and applications submitted by Indian pharma companies, the regulatory authorities provided “Emergency Use Authorisation (EUA)” for restricted use of medicines for treating covid patients.

Among the many medicines and procedures approved by the regulatory authorities, this study focuses on Remdesivir, and Favipiravir. These were repurposed drugs: their prior approvals are for treating other indications. Although there was debate in the scientific community on the utility of these medicines, prescriptions continued, leading to shortages and cases of ‘black marketing’ being reported. There was a cost implication, too. To put it in context: about 70% of healthcare expenditure in India is out-of-pocket and medical insurance mostly covers hospitalisation expenses. Healthcare expenditure is an issue in India.

What role did media play on the topic of drug usage for covid? Deriving from the Systems Theory (taking healthcare as a system with different constituents including hospitals, medical practitioners, pharmaceuticals, health authorities, insurance companies, etc.) and Situational Theory of Strategic Constituencies, this study aims to:

- a) Identify pattern of media coverage at two stages: 1) drugs getting permission from regulators for usage, 2) availability/shortages of drugs;
- b) Analyse messaging in the media towards creating public awareness and understanding about covid drugs and their usage, balancing scientific evidence vis-à-vis experience of the medical practitioner;
- c) Posit a framework related to medicines for future pandemic or health emergencies and any guidelines for media coverage.

The study uses content analysis on the following:

- a) four English mainline newspaper websites representing the four metros (and the geographic zones) in the country;
- b) three English business dailies’ websites; and
- c) three English online news websites.

**Keywords:** *clinical data, evidence-based-medicine, COVID, medicine, EUA, public awareness, public education, healthcare*

# 11 SOCIAL MEDIA AND THE PANDEMIC: SEARCHING FOR TRUTH, DISCERNING LIES

## TELEMEDICINE COMMUNICATION DURING THE COVID-19 PANDEMIC IN INDONESIA

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### ABSTRACT

The development of digital technology provides opportunities in the field of Indonesian health communication. In order to deal with the COVID-19 pandemic, the Government of Indonesia, through the Indonesian Ministry of Health (MOH), has collaborated with 11 telemedicine platforms to provide virtual consultation services with doctors, especially for self-isolating patients. The emergence of the telemedicine platform as a service provider in the health sector provides a new alternative in handling COVID-19 patients. Good information literacy will foster public confidence in the use of telemedicine platforms. The purpose of this study was to determine telemedicine communication for self-isolated patients by utilizing a telemedicine platform during the COVID-19 pandemic. The theory used in this study is Diffusion of Innovation, which states that telemedicine is an innovation in health communication with the following characteristics: relative advantage, compatibility, complexity, trialability, and observability. The method used is a case study of telemedicine communication in patients who live in Indonesia. The results show that telemedicine communication involves several aspects: parties involved in telemedicine communication need to carry out information literacy and digital literacy activities, authorization for telemedicine platform providers, and infrastructure supporting telemedicine communication continuity. Thus, telemedicine communication can be an alternative in actualizing digital public health during the COVID-19 pandemic and in the future.

**Keywords:** *telemedicine communication, information literacy, diffusion of innovation, COVID 19, authorization*

## **WHY PEOPLE CIRCULATE UNVERIFIED INFORMATION ON SOCIAL MEDIA: THE CASE OF CHINA DURING THE COVID-19 LOCKDOWN**

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### **ABSTRACT**

Misinformation about COVID-19 has widely circulated on social media platforms since the outbreak of the pandemic. This article explores which factors influence a person's retransmission behaviour of unverified messages online from the Users & Gratification approach. A survey was conducted to test people's retransmission behaviour of four pieces of widely circulated sourceless information about COVID-19 in China to investigate the relationship between the predictor values and people's likelihood in retransmitting the information. As results indicate, a user's circulation of online unverified messages is associated with not only the person's motivation in socializing with others, but also with one's self-efficacy and demographic differences such as education level and gender.

**Keywords:** *misinformation, social media, COVID-19, China, uses and gratification, survey research*

## A STUDY ON THE USE OF MAINSTREAM AND SOCIAL MEDIA BY ETHNIC MINORITIES IN VIETNAM

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### ABSTRACT

Despite the rapid growth of information and communication technology in Vietnam, there seems to be a significant disparity in media use among people in lowlands, highlands and ethnic minority areas. While urban areas are saturated with information from different types of media, in remote areas, especially in ethnic minority areas, access to the mainstream and social media by ethnic minority people is still limited. Because of the above-mentioned issues related to ethnic minority people, this paper examines their use of mainstream and social media in Vietnam. Findings are based on a questionnaire survey with sample size of 450 ethnic minority people from 8 provinces of typical ethnic minority areas in Vietnam, and on in-depth interviews with 20 leaders, managers, journalists and reporters from news organisations. While the survey results help to discover their media use (proportions of media use, media use duration and time frame, motives for using media, eg.), the interview results aim to explain why there are differences in their use of mainstream and social media. Key findings show that in considering the usage of mainstream media with social media, television is the most used means of media, social networks (including Facebook, Zalo eg.) have the second highest percentage of usage, followed by the rest of mainstream media types. Interview findings also explain the features from the survey data.

**Keywords:** *mainstream media, social media, media use, media access, ethnic minorities*

## **IMPACT OF SOCIAL DISTANCING AND ROLE OF NEW MEDIA IN OVERCOMING COGNITIVE CHALLENGES AMONG WOMEN DURING THE PANDEMIC**

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### **ABSTRACT**

Social distancing as one of important guidelines to contain the spread of COVID-19 has impacted the communication culture. It has especially hampered person-to-person communication and has forced people to adopt new media technologies even for regular day-to-day communication among family, friends, and others. The aim of this research is to study the psychological impact of social distancing on communication needs of women and their use of new media technologies to maintain equilibrium between social reality and communications needs. The research is approached through the lens of Communicative Acts as proposed by Newcomb in his famous ABX model of communication in 1953 to study cognitive dissonance and role played by new media in maintaining equilibrium with a special focus on women among different age groups during the Pandemic in Jammu city of J&K. The study was conducted on a sample of 35 women users of new media technologies in the age group 20-70. Purposive sampling technique was used to collect responses with the help of a questionnaire. ANOVA was used to infer results and draw conclusions for this quantitative study.

**Keywords:** *cognitive dissonance, Newcomb, communicative acts, new media, Covid-19*

## COMPARATIVE STUDY ON THE PREVALENCE OF FAKE NEWS IDENTIFIED BY FACT-CHECKERS DURING THE FIRST WAVE AND SECOND WAVE OF COVID-19 IN INDIA

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### ABSTRACT

The deadly Coronavirus has shaken the world, it has induced fear and insecurity among people. The unfortunate sequel of the ongoing pandemic is fake news which is as deadly as the virus. We are not only fighting against an unseen virus but also against sensational false news across all social media platforms. India is one of the most diverse nations in the world; supernatural beliefs and faith in magical remedies have become higher in India due to the spread of coronavirus. People are desperate to get information and remedies to protect themselves and their families from the uncontrollable virus. During COVID-19, fact-checkers play a pivotal role in combating fabricated news and busting myths that are otherwise presumed to be true. The researcher has done a comparative study of fake news during the first and second waves in India to understand the nature, style, source, and reason of misinformation during the pandemic. The objective of the paper was to study the source and the impact of fake news in India to understand the intention behind fake news dissemination during the first and second wave of COVID-19 in India, and to find out an effective way to combat fake news in India. The researcher adopted both qualitative and quantitative research methodology. Under the quantitative research method, content analysis along with framing analysis was adopted, the researcher critically evaluated fake news identified by fact-checkers, and under the qualitative research, the researcher has chose a case study approach.

**Keywords:** *fake news, myths, pandemic, fact-checkers, media literacy.*



## **SOCIAL MEDIA AND SCIENCE COMMUNICATION: THE USE OF INSTAGRAM AND ONLINE COMMUNICATION IN TIMES OF PANDEMIC (COVID 19) BY DHA IN DUBAI**

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### **ABSTRACT**

Communication has evolved over the years with the use of different platforms and tools. With the advancement of technology, including smart phones, gadgets and apps, communication through social media has been transparent, impactful, and resonating. Science communication has been an integral part of our day-to-day life, with the scientific discoveries. Involvement of the public in the field of scientific communication has grown through continuous interaction and discussion on different media platforms.

Covid-19 pandemic brought about change in the media landscapes. Different public and private entities across the world use social media platforms effectively to spread information about the pandemic and keep the public informed.

Dubai Health Authority (DHA), formed in 2007, is a government health sector in Dubai, UAE, managing various medical facilities in the emirate. DHA played a prominent role in curbing the outbreak of the pandemic and kept its citizens informed about Covid-19 through social media platforms. Regular updates on Covid 19 cases, vaccination, health and safety protocols were widely posted and promoted on the official Instagram page of DHA. With the increasing number of followers, the Instagram account actively used all the tools including audio, video, images and graphics to spread information about pandemic.

Considering the increasing use of social media specially for health communication by the public sector, the researchers will take up detailed research on ‘The Use of Instagram and Online Communication in Times of Pandemic (Covid 19) in Dubai’

Objective:

1. To examine the use of Instagram by DHA for communication and engagement of public during pandemic To study the use of various tools including audio, video, images, and graphics through regular posts, IGTV, Highlights, polls, insights, reels and hashtags on Covid 19 by DHA.

Methods

The researchers examined the use of Instagram by DHA from January to October 2021. The researchers also assessed the process of communication on pandemic through the platform. The study focused on analysis of posts, videos in the form of IGTV/Reels, highlights, hashtags, and polls related to Covid-19. Demographically the researchers focused on Dubai as service of DHA is limited to this region.

**Keywords:** *science communication, health communication, Covid-19, pandemic, vaccination, DHA, Dubai, UAE, social media, Instagram*



# 12 RISK AND DISASTER COMMUNICATION SAVES LIVES

## “UNCERTAINTY” AND “TECHNICAL KNOWLEDGE” IN JAPANESE MEDIA INFORMATION IN RELATION TO COVID-19 FROM THE VIEWPOINT OF RISK COMMUNICATION

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### ABSTRACT

People around the world are facing the greatest confusion caused by COVID-19, about which we could hardly predict the course of events. Mass media feature this mysterious virus and people are running around in confusion. Fake news and demagoguery are rampant on the SNS. People experience fatigue from such endless fuss and too much information. Nobody, even scientists, is yet sure what will happen next and when we could go around the world again.

In this paper, we focus on Japanese TV coverage in relation to COVID-19, as it still has a great influence on public discourse, particularly when the situation is vague and unstable as when a pandemic or disaster happens. When COVID-19 expanded in Japan, many “specialists” of epidemiology, immunology, medicine, pharmacy, economy, etc. appeared on TV programmes. They talk in various ways to give people some technical advice as well as serious warnings. However, they use scientific and academic language that are too “difficult” for ordinary audience to understand. On the other hand, it is also hard for people in this chaotic world to simply believe some information from media, because everything, even information itself, is “uncertain” for them. Under these circumstances, how could media provide their audience understandable and useful information while giving a sense of security? Also how could media establish sounder relationship with their audiences?

In this paper, we attempt to clarify how much “technical information” has been understood by audience through web audience research. Secondly, we identify what are the problems with TV programmes through text and content analysis. Finally, based on the results, we discuss how it could be possible to establish sounder relationship between media and their audience from the viewpoint of risk communication.

**Keywords:** *risk communication, TV, COVID-19, Japan*

## THE EFFECT OF RISK COMMUNICATION ON THE HAPPINESS OF PEOPLE DURING THE COVID-19 PANDEMIC IN THAILAND

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### ABSTRACT

This online survey considers how people in Thailand use the media during the COVID-19 pandemic to calculate their average happiness at a micro-level in this time of uncertainty. The government of Thailand has adopted a similar curfew and a social distancing policy as most countries throughout the world. Therefore, this study considers how the COVID-19 pandemic has affected the socio-economic climate of the community. It also looks at how social media have helped change the way people conduct their lifestyles during the home quarantine period and social distancing. The risk perception in terms of aid policy and COVID-19 vaccine is significant and a moderate negative correlation was detected between prevention and aid policy. All the variables are significantly related to the levels of happiness experienced by the people in the target community. The patterns indicate parallel positive and negative associations between various socio-economic factors, especially ones such as income and job security, economic security, the environment, as well as physical and mental health are all interrelated, and therefore, not easily separated into individual problems.

**Keywords:** *COVID-19 pandemic, media effect, risk communication, risk perception, happiness*

## **THE FACTORS IN THE DAVAO CITY DISASTER RISK REDUCTION AND MANAGEMENT COUNCIL COMMUNICATION STRATEGY AND THE ADOPTION LEVEL OF RESIDENTS IN BARANGAY TALOMO PROPER DAVAO CITY**

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### **ABSTRACT**

This is a descriptive correlational study that sought to describe the factors of the DCDRRMC communication strategy and the adoption level of the residents in Barangay Talomo Proper in Davao City. It was grounded on the Diffusion of Innovations theory. It also determined the association between the socio-economic profile and the adoption level of the residents. The survey questionnaire, supplemented with key informant interviews, was the tool used to obtain the data. The results revealed that the majority of the residents are at the persuasion level of adoption. Among the factors in the communication strategy, only the source variable and message variable were found to influence the adoption level of the respondents. Furthermore, the association between the socio-economic profile and adoption level revealed that civil status, number of family members, and house and lot ownership were found to have a significant relationship with the adoption level of the residents towards the flood management techniques as taught by DCDRRMC. Finally, it was recommended to draft a communication plan that focuses on the use of channels apt to the residents, establish a Community -Based Disaster Management (CBDM) platform, increase the presence of change agents and barangay officials at the purok level, and forge a partnership with HEIs and other agencies.

**Keywords:** *disaster communication, flooding, communication strategy, diffusion of innovation, risk communication*

# MODIFIED ELM-ASSURE MODEL USING TSUNAMI DATA VISUALIZATION IN DISASTER COMMUNICATION FOR TSUNAMI RISK REDUCTION: AN EXPERIMENTAL STUDY AMONG STUDENTS IN COASTAL AREAS OF INDONESIA

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## ABSTRACT

Disaster communication for tsunami risk reduction plays an important role in developing skills for disaster preparedness. Using modified Elaboration Likelihood Model (ELM) combined with ASSURE model among students in coastal areas of Central Java, Indonesia, the experimental study found behavioural changes consistent to disaster risks. The ELM was introduced by Petty and Cacioppo over three decades ago, while the ASSURE model was developed by Robert Gagne.

The author developed a conceptual approach based on the ASSURE learning concept and ELM communication concept using tsunami data visualization obtained from digital processing of satellite imagery. The research found that data visualization, which appears as symbol and colour, functions as central to peripheral cues of ELM. The tsunami infographic was chosen by 68.4% learners. As many as 84.4% respondents prefer infographic images and informative statistical data. Learning materials with symbol and colour are preferred by 72% learners. As a result, the study shows that 92.7% of respondents were more alert to disasters in the future after participating in the class.

The study found that peripheral cues of ELM used in the tsunami learning process also result to stable and more persistent changes in attitude towards disasters. A modified ELM-ASSURE is developed to include peripheral cues into central routes and provide a specific learning model that fulfil the learning outcomes, namely developing skills in disaster preparedness and mitigation communication using various media, both in formal and informal learning.

Given the specific context of disaster issues, the author recommends further extended study on ELM-ASSURE model as disaster communication model. The study offers both research implications and practical implications. Research implications cover areas of major issues of ELM, extended variables of peripheral cues, and modified central cues in a situational disaster communication context. Practical implications will contribute to disaster impact reduction through policy development and integration at the local level. Disaster education will be successful if it delivers communication planning for mitigation, preparedness, emergency response and disaster recovery.

**Keywords:** *disaster communication, ELM, ASSURE, tsunami data visualization*

## **SOCIO-CULTURAL CONSTRUCTION OF DISASTER RISK AMONG STAKEHOLDERS IN A RIVERINE COMMUNITY IN INFANTA, QUEZON, PHILIPPINES**

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### **ABSTRACT**

Environmental risks such as climate variability and natural hazards are perceived and experienced by different people in different ways. There had been a growing body of scholarship about how people understand, evaluate, and communicate disaster risk. These advances in understanding how risk is constructed had been investigated in various disciplines including psychology, health, and environment. However, they had been minimally discussed in the field of communication and therefore, more such studies are deemed necessary. We have seen how the role of communities has transformed from a passive state to a more inclusive position in disaster risk reduction. Local people, especially those living in vulnerable areas, are often viewed as subject and dependent to local relief and rescue operations rather than active capital in the conversation of risk management. Their construction of disaster risks and communication practices usually go understudied and unrecognized. This paper sought to explore the role of communication in socio-cultural construction of disaster risk among selected stakeholders in a vulnerable community.

**Keywords:** *Risk communication, socio-cultural construction, natural disaster, riverine communities*



## **DISASTER RESILIENCE AS A SOCIAL CONSTRUCT: STAKEHOLDERS' EXPERIENCE OF A SCHOOL-BASED DISASTER COMMUNICATION IN THE PHILIPPINES**

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### **ABSTRACT**

In its commitment to the Hyogo Framework for Action or the international framework for building resilience of nations and communities to disasters and reducing vulnerabilities and risks to hazards, the Philippine government is institutionalizing instruments for government agencies and institutions to design and implement Disaster Risk Reduction and Management (DRRM) programs. To ensure the protection and welfare of the people during emergencies, the government is adopting results-based programming in setting performance targets and learning from experience. DRRM reports are being prepared following a template to show evidence of how agencies, including the schools, deal with disasters and how they contribute to attaining the vision of disaster-resilient Filipino communities. It is important to include the immediate stakeholders' perspective of the "social reality" of disaster resilience. This study is based on the assumption that in the academic setting, the interactions between and among the immediate stakeholders in disaster communication is where the "real" meaning of disaster resilience comes from. Informed by the phenomenological tradition of communication theory, the study investigated the lived experience of teaching and non-teaching staff and students in a Philippine higher education institution in which a school-based disaster communication takes place. The institution's initiative in DRRM, particularly in disaster resilience communication, is assumed to be experienced differently by varied groups. Knowing how the stakeholders navigated through such a communication situation afforded an understanding of the consequences of the existing interactions.

**Keywords:** *disaster resilience, disaster resilience framework, school-based disaster communication, stakeholders, Philippines*

## MILLENNIALS' AWARENESS OF IEC CAMPAIGNS FOR DISASTER RISK REDUCTION AND DISASTER PREPAREDNESS IN SELECT AREAS OF CAVITE, PHILIPPINES

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### ABSTRACT

A large body of studies on risk management and crisis preparedness have proven how fundamental effective information dissemination is for awareness creation and public engagement. As natural hazards continue to rise, brought by the worsening state of the planet, the acquisition of timely and relevant information becomes highly essential to heighten public resilience from various risk factors and hazards. This quantitative study determined the level of awareness of millennial residents of Bacoor, Carmona, and Tagaytay in Cavite, Philippines, on the Information, Education, and Communication (IEC) campaign of their respective Disaster Risk Reduction and Management Offices (DRRMO). A survey was deployed among 150 respondents, the findings of which were cross-validated by an expert from the Cavite Provincial DRRMO. It revealed that the perceived level of awareness of the respondents from the given locales on DRRM was low, which proves a need for enhanced information dissemination by their DRRMOs. The respondents have a basic understanding of Disaster Risk Reduction and Disaster Preparedness, but it is evident that they do not have proper restoration and interpretation of information in given situations, proven through their high-level of uncertainty. The researchers found that the primary information source of the respondents is through Facebook/Facebook Pages. Also, their preferred primary source of information are their close contacts such as barangay (village) officials, family members/relatives, and/or neighbors as groups of people close to each other in a contextualized manner instead of relying on subject matter experts.

Moreover, the study presents an overview of the efforts made by the DRRMOs in disseminating relevant information regarding Disaster Risk Reduction and Disaster Preparedness which highlights their Crisis Communication and Management capabilities, particularly in the selected municipalities of Cavite. The study showed that there is a need for improved systems to attain accurate interventions and crisis resiliency among the general public.

**Keywords:** *disaster risk reduction and disaster preparedness, IEC campaign, information dissemination, DRRMO, Awareness*

## **UNDERSTANDING HOW PEOPLE UNDERSTAND: INFORMATION SEEKING AND PROCESSING BEHAVIOR ON EARTHQUAKE RISKS OF RESIDENTS LIVING NEAR THE WEST VALLEY FAULT IN CABUYAO, LAGUNA, PHILIPPINES**

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### **ABSTRACT**

With gaps still existing despite substantial literature on risk communication, this paper looked into how risk is understood by the audience through their information-seeking and processing behavior on earthquake risks of residents living near West Valley Fault (WVF), in Barangay Casile, Cabuyao, Laguna. Using the Risk Information Seeking and Processing (RISP) Model, the study determined the respondents' knowledge level, information sufficiency, informational subjective norms, and information gathering behavior. Communication strategies used by the local Disaster Risk Reduction Management Office (DRRMO) and attitudes on these materials were also determined. Relationships between variables were also established.

The study area in Cabuyao is near the WVF, predicted to generate a 7.2 magnitude earthquake known as 'The Big One' that would affect many areas in Luzon. Data were collected from a survey of 195 households and group interviews. Data and relationships of variables were analyzed using descriptive statistics, Cramer V's Test, and Pearson's Correlation Coefficient.

Landslide was the top perceived risk of earthquake, and the respondents already experienced earthquake. There was information sufficiency with a minimal gap of 0.02 points between the average current knowledge and sufficiency threshold. The respondents have high information gathering capacity, utilizing the top three information sources--television, radio, and barangay officials. In terms of informational subjective norm, the barangay was ranked first followed by family, and the municipality. Most knew about the DRRMO, and the most favored strategies were the conduct of seminar, earthquake drill, and use of social media. Messages revolved around basic knowledge on earthquake and its hazards. Positive attitudes on the materials' trustworthiness, usefulness, relevance, appeal, comprehensibility, and recall were prevalent. Statistical tests showed relationships of variables. Public understanding of risks and attitudes are important considerations, and the study recommends these should shape how risks are being communicated in policy and practice.

**Keywords:** *information seeking and processing, risk communication, earthquake, the big one, communication strategy*

## INFORMATION-SEEKING ABOUT EARTHQUAKE RISKS AND PREPAREDNESS OF RESIDENTS LIVING ALONGSIDE THE HIGH- RISK WEST VALLEY FAULT IN METRO MANILA, PHILIPPINES

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### ABSTRACT

This study sought to determine communication factors that affect information-seeking about earthquake risks and preparedness of residents living alongside a high-risk area, the West Valley Fault (WVF) in Taguig City, Metro Manila. Guided by Johnson and Meischke's (1993) comprehensive model of information-seeking (CMIS), the study examined the different programs and activities of the barangay or village local government, such as earthquake drills, seminars, Walk the Fault, and distributing communication materials and survival kits.

Residents' antecedent factors, information carrier characteristics and utility, information-seeking action, and the relationship between the antecedents and information-seeking actions were also examined. The survey of 81 household heads showed that the respondents are mainly young to middle-aged adults (21–60 years old) who have a high school education. Many of them had also experienced an earthquake during their residency in the barangay.

Residents perceive themselves as sufficiently knowledgeable about the possible WVF earthquake, its risks, and how to prepare for it. They also have a positive belief in the possibility and risk of the WVF earthquake happening. Television was the most frequent and credible information source on earthquakes. Staff from the Philippine Institute of Volcanology and Seismology (PHIVOLCS) are perceived as the most credible interpersonal source. Respondents indicated that information is more understandable for them and they learn something new if their preferred language is used in explaining the information. Tests of association showed that years of residency in the barangay and perceived risks were associated with information-seeking.

While the study does not fully support Johnson and Meischke's (1993) CMIS model, it proved useful for a better understanding of how residents seek information in the context of earthquake risk and preparedness. Local DRRMO can use these to better understand their constituents and tailor-fit communication strategies to engage with disaster and risk reduction policies and programs.

**Keywords:** *information-seeking behavior, earthquake risks and preparedness, risk communication, West Valley Fault earthquake, comprehensive model of information seeking*

# 13 HEALTH AND WELLNESS COMMUNICATION: TOWARDS A GOOD LIFE

## HEART TO H.E.A.R.T CAMPAIGN ON HIV/AIDS AND ITS INFLUENCE ON THE KNOWLEDGE, ATTITUDE, AND PRACTICES OF STUDENTS OF POOC NATIONAL HIGH SCHOOL, CEBU, PHILIPPINES

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### ABSTRACT

The study determined the influence of the Heart to H.E.A.R.T. campaign on HIV/AIDS of the Population Commission of the Philippines among high school students at the Poooc National High School - Senior High School Department in Talisay, Cebu.

The quasi-experiment used a pre-test post-test two group design with the campaign (2-hour lecture PowerPoint presentation) as intervention (independent variable). The dependent variables were knowledge, attitude, and practices on HIV/AIDS. This study is anchored on the Communication-Persuasion Matrix developed in 1989 by William J. McGuire.

The 179 randomly sampled students were given a self-administered questionnaire before and after the campaign. Data were analyzed using descriptive analysis; Fisher's t-test; Chi-square; and McNemar's test.

The campaign of Heart to H.E.A.R.T. Talk showed an influence on the knowledge, attitude, and practices on HIV/AIDS of the students exposed to the campaign compared to those who were not.

There was a significant difference in the knowledge scores, attitude, and practices of those exposed to the campaign compared to those who were not exposed (control). Further, there was a significant difference in the knowledge scores, attitude, and practices of those exposed to the campaign before and after their exposure to the campaign.

**Keywords:** *Youth pregnancy, youth sexuality, HIV/AIDS, knowledge, attitude and practices, behavior change, communication strategy, population studies*

## DEVISING A COMMUNICATION MODEL IN RAISING AWARENESS ON BIO-TOILETS AND SANITATION

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### ABSTRACT

According to SEWA International (2018), bio-toilets are a decomposition mechanised toilet system decomposing human waste into water and biogas. These toilets provide the safest sustainable switch in fighting the multifaceted challenges like open defecation, environmental hazards, health and dignity of individuals (WASH, UNICEF). In India 68%, or almost one-third of people, did not have access to toilets (WHO, 2016). India launched the Swachh Bharat Mission, a nationwide cleanliness campaign in 2014 to eliminate open defecation. The problem of open defecation in India cannot be resolved through the mere availability of government-built latrines (The Economist). According to the UN Sanitation Report of 2019, millions of new toilets which mark the progress of the Swachh Bharat Mission are producing large amounts of solid and liquid waste that India does not have the ability to treat and dispose of safely. 'Our World In Data 2017' states that 328.72 million people in India are at risk of death owing to poor sanitation. Therefore, development communication becomes essential to adapt and expedite change. Community development necessitates effective communication at all stages, from planning to evaluation (William S. Maria, M. Harisha, Ilango P., 2020).

The aim is to study the feasibility of bio-toilets in urban commercial spaces. This research aims to trace the total coverage and prominence given to sanitation by Indian media. The research also tries to examine the role of media in raising awareness in urban households towards bio-toilets as well as its installation in community spaces where even traditional toilets are not installed. The type of research is exploratory, using mixed methods. The research methods are content analysis and survey. The objective of the study is to suggest a communication model in order to raise awareness among residents vis-a-vis usability of bio-toilets and sanitation in the communities using the principles of science communication.

**Keywords:** *bio-toilet, SDG 6, science, technology, sanitation, open defecation, communication strategy*

## **EXPLORING KNOWLEDGE MANAGEMENT PRACTICES OF CITY HEALTH WORKERS IN THE CITY OF DASMARIÑAS, CAVITE, IN THE PUBLIC HEALTH ISSUE OF DENGUE**

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### **ABSTRACT**

This study generally aimed to explore knowledge management practices of City Health Workers in the City of Dasmariñas, Cavite, in the public health issue of Dengue. Qualitative descriptive method was used in the study and interviews using semi-structured questions were done from the chosen participants. The findings of the study revealed that the City Health Workers of Dasmariñas, Cavite, were already applying knowledge management practices to address the health issue of Dengue in the city even though KM practices in the country are considered to be a new paradigm in healthcare organization. The researchers also found that an established system, technology use, collaboration between healthcare units, and management of IEC materials also played an important role. Hence, the researchers recommend that Dasmariñas city health workers should conduct reorientation training regularly to expand their technical skills and capability in supervising prevention and controlling activities, to gain new knowledge on the process and system, and to re-evaluate their actions for more effective results.

**Keywords:** *health communication, knowledge management, dengue, city health office, healthcare in the Philippines*



## A SYSTEMATIC LITERATURE REVIEW OF COMMUNICATION STRATEGIES AND MENSTRUAL HYGIENE

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### ABSTRACT

Adolescence is a transitional stage between the childhood and adulthood where one faces so many physical, psychological, social and cultural pressures. Due to the onset of the menstrual cycle, most of the adolescent girls go through anxiety, fear and stigma in this phase of life. With an objective to conduct a systematic literature review of existing studies on menstrual hygiene and MHHM (Menstrual Health and Hygiene Model) this study is undertaken to identify major gaps in existing studies all over the world. Menstrual hygiene is a precautionary measure to overcome the taboo of menstruation among young girls. The researchers conducted SLR with help of Google scholar and Pub Med to explore different research articles related to MHHM (Menstrual Health & Hygiene Model) until December 2020. The study applied PRISMA technique on 390 research studies retrieved from Google Scholar and PubMed and only 40 papers were selected for final review. From the study it is found that, majority of the studies are conducted in developing countries from Asia and Africa. But most of these studies are conducted by scholars/researchers from developed countries. Only 20% of studies are from developed countries like USA and Western European countries. One of the major findings of the study is that most of the research studies lack a proper theoretical framework and not used any theory or model. The present study will help the researchers to focus on the specific geographic regions where major studies are not conducted on menstrual health and hygiene. Similarly it will further encourage the researchers to go for qualitative studies and developing proper theoretical frameworks and follow proper communication models for the research study.

**Keywords:** *menstruation, menstrual health, hygiene management, communication pattern, adolescent*

## **SILICOSIS: AUGMENTING AWARENESS AND COMMUNICATION FOR A RAMPANT OCCUPATIONAL LUNG DISEASE**

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### **ABSTRACT**

Despite significant efforts in many nations to adopt and maintain occupational safety and health, mining remains one of the most dangerous occupations; and yet the mining sector is an important segment of the Indian economy. This review paper foregrounds the dire need to attract increased attention towards creating an ecosystem for designing and sustaining awareness among workers and those related to the management in mining industries in India. There is a pressing need to redesign the awareness programs and communication strategies used to address the challenges that diverse players in the mining sector confront. This study attempts to revisit the scholarly literature published in the area of awareness and communication with special reference to Indian miners which would be considered for research and policy recommendations. Ensuring that a workplace has proper health and safety measures in place, like wearing protective clothing and frequent hand-washing, can all help, but they would be not easy to apply in small-scale mines. Studies have already mentioned that the enforcement and monitoring authorities have failed terribly in enforcing wet drilling and other Mines Act restrictions. It has also been established that they lack the resources and expertise to enforce regulations.

***Keywords:** Miners' health, occupational health, Indian miners, silica dust, sand blasting*

## NEITHER GRAY NOR BLACK: COVIDIFYING LANGUAGE AS A HEALTH RESILIENCE MECHANISM

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### ABSTRACT

The early months of the COVID-19 pandemic gave rise to much discourse over whether this event is a black swan or a grey rhino. Our attempts to categorize and label COVID-19 have led to an assortment of neologisms and social media memes that reflect the integrity and robustness of our health resilience mechanisms. Exploring the internal and external facets of health resilience through a content analysis of the evolution of COVID-19 language in social media and other forms of virtual communication may enable a deeper understanding of the coping strategies that people have utilized in spite of the uncertainty of this long drawn out pandemic. This paper aims to set a descriptive narrative of how the Philippines has adapted to Covidification of everyday grammar and catchphrases through viral memes on social media. Challenges to traditional health beliefs and paradigms such as “pasma” and “lamig” will also be discussed.

**Keywords:** *COVID, health resilience, Covidification, social media memes, internet*

## AN APPROPRIATE INNOVATIVE DEVELOPMENT OF PARTICIPATORY HEALTH PROMOTION MANAGEMENT FOR MONKS

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### ABSTRACT

Currently, society affects the health of Buddhist monks, exposing them to the risk of diet-related disease. This paper concerns a mixed-method, quantitative study, using participatory methods with monks in northern Thailand. Its 413 participants from 11 provinces in the Northern Part of Thailand were recruited by sample group estimation. The result suggests that perceived media uses variables that are strong predictors of the monks' health management. In conclusion, self-health management and health promotion practices inside the temple using information from social media contribute to understanding the attitudes and behavior of monks. The media played an important role in contacting and educating monks in remote areas. Participatory methods are initiated by creating music to raise awareness of health problems. This project promotes awareness to prevent non-communicable diseases experienced by novices and monks in general.

**Keywords:** *Participatory Action Research; folk song (Lae song); social innovation media*

# 14 MEDIATED HEALTH AND WELLNESS COMMUNICATION: A HOLISTIC APPROACH

## EDITORIAL PRACTICES ON SPECIALIZED HEALTH CONTENTS: A STUDY ON POPULAR MALAYALAM HEALTH MAGAZINES

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### ABSTRACT

Effective health communication is one of the prerequisites for the establishment of better healthcare for all citizens. In the southern most state of Kerala in India, print media, including newspapers and magazines, are among the primary sources of health news for both public and practitioners. This study tries to analyse the treatment of health-related content by the editors of two prominent specialized magazines of health in Malayalam, namely Arogyam of Malayala Manorama group of publications and Arogyamasika of Mathrubhumi publications. The editorial preferences for various categories of health content are also examined. Both qualitative and quantitative methods were used to study the health content of the selected magazines during the last six months of 2019. The qualitative study reveals that too much emphasis on theme-related content on specific issues makes the content more sensational and, at times, moving away from the real issues of public health. Content preferences measured through quantitative method show that the magazines have given more or less adequate coverage to different subject matter categories of content in health. Considerable space is also devoted to local health issues and remedial measures. Since the study was limited to a fixed time frame and a small sample size, the results of the study cannot be generalized to a larger context.

**Keywords:** *editorial practices, specialized health content, content preferences, source credibility, local health issues*

## REPORTS OF HEALTH MISINFORMATION IN CHINESE NEWSPAPERS: A WORRYING LANDSCAPE OF HEALTH COMMUNICATION

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### ABSTRACT

Health misinformation poses a particular hazard in the health arena in China. It can delay or prevent effective care, even threaten an individual's life in a certain situation. As "gatekeepers," the media have the responsibility to correct the public's health misinformation. Recently, research mainly examined how social media detect health-related misinformation. This study reveals that traditional media's correction pathways, such as newspapers, worked as a stricter gatekeeper. Enlightened by the theory of framing, a quantitative content analysis was performed to analyze the influencing factors of correction in Chinese newspapers during 2010-2020. We chose sources, attributions, frames, and recommendations to present the means of correction. Correspondingly, we examine the subjects of health misinformation in Chinese newspapers, displaying its primary issue, and analyzing the divergent correction methods adopted by different themes. Results based on news articles recorded in the WiseNews electronic database demonstrate that food curation/food safety, disease treatment, and health care are the most common health misinformation themes. As for correcting, more than one information source is usually used as evidence, and lack of personal health literacy is the leading attribution. As for framing, scientific and knowledge frames play an essential role in reports, and various frames are often mixed to achieve correction's better effect. It shows that Chinese newspapers are good at pointing out the health misinformation directly, pointing out the abuse of terrorist or altruistic emotions. As for advising, media suggests individuals directly change their old behavior; however, they didn't prove scientific evidence and recommendations are limited. These findings provide insights for framing theory in correcting misinformation and designing interventions that mitigate misinformation's adversary consequences.

**Keywords:** *health misinformation; Chinese newspapers; correction; frames; attribution; recommendation*

## MASS MEDIA ENGAGEMENT OF HEALTH EXPERTS AND FRONTLINE HEALTH WORKERS IN KERALA DURING THE COVID-19 PANDEMIC

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### ABSTRACT

The 'Kerala Model' of combating COVID-19 pandemic was discussed and applauded internationally for a few months after the onset of the pandemic. Kerala garnered praise for its pandemic management through meticulously planned contingency plans, contact tracing, setting up Corona war rooms, public health infrastructure upgrade, rigorous testing and containment, and strengthening of its frontline workers' network. Even when the rest of India was gasping for breath during the peak of the agonizing second wave, the state was able to rein in the deadly virus, keeping death toll in control and recording the highest recovery rate in India. Kerala's then health minister K.K. Shailaja was globally praised for her leadership, earning her rare recognitions like a UN honour and profile in Vogue magazine. In the months that followed, the state faced brickbats for continuing to record high case numbers while the rest of the country was recovering from the second wave. However, even during the peak the state still had lower hospitalisation and mortality rates compared to the national average, and has never once faced crises like shortage of oxygen, hospital beds and ICU support. Kerala's COVID strategy rides on the back of its robust network of frontline workers, who remain the backbone of the exhausting fight against this unrelenting pandemic. This paper attempts to understand the coverage of COVID-19 pandemic by the mainstream media in Kerala from the points of view of health experts and frontline workers. It is evident that media have strengthened the fight against the pandemic by effectively playing the critical role of information conduits between the public and health workers, as well as between the state and its stakeholders.

**Keywords:** *COVID-19, frontline workers, media engagement, science communication, pandemic communication*



## STUDY OF HEALTH CARE PROFESSIONALS MOBILE APPLICATIONS IN COVID TIMES

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### ABSTRACT

The use of mobile devices by health care professionals (HCPs) has transformed many aspects of clinical practice. Mobile devices have become commonplace in health care settings, leading to rapid growth in the development of medical software applications (apps) for these platforms. Numerous apps are now available to assist HCPs with many important tasks, such as: information and time management; health record maintenance and access; communications and consulting; reference and information gathering; patient management and monitoring; clinical decision-making; and medical education and training. Doctors during pandemic shifted to online consultation through audio and video calls, mostly through a mobile application. This paper studies the preference of these medical assistance apps for booking and consultations.

This paper tries to investigate the preference criteria of usage of these apps by the working professionals of Bhopal city. It also tries to identify the elements of preference considered as the most important criteria of selection of a doctor from other cities. The sampling technique used is random sampling, the sample size for this paper is 150 respondents.

**Keywords:** *mobile applications, health care professionals, consultation, medical assistance, clinical practice.*

## ONLINE TIBETAN BOWL SOUND AS MINDFULNESS TRAINING: EFFECTS ON ATTENTION, ANXIETY, AND WELL-BEING AMONG UNIVERSITY STUDENTS

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### ABSTRACT

In recent years, mindfulness, an attention-related construct, has attracted a lot of theoretical and empirical attention. Mindfulness is the practice of focused and non-judgmental awareness of present experience. It is also about quieting the mind's continual chatter, psychologically and neurologically. A mindful state is both a natural human ability and practical skill that requires cultivation through mindfulness training. The field of mindfulness science is rapidly expanding and evolving. Many contemporary studies have called for fresh approaches to illuminate this phenomenon's depth and complexity. The present study examines the impact of online Tibetan singing bowl sound (based on the 528Hz Solfeggio Frequency) as mindfulness training on attention, anxiety, and well-being among university students. It employs a hermeneutic method to describe the experiences of undergraduate students who will participate in an eight-week self-administered mindfulness training using a single piece of online Tibetan bowls music. With the switch to online courses, students increasingly report higher stress levels, lower motivation, mental fatigue, and dissatisfaction with their learning experience. This study investigates if listening to high-intensity, low-frequency meditative sounds when students work on their computers might produce profound attention and relaxation response and improve well-being; and whether such contemplative training helps students cultivate mindfulness in their daily lives, including what they believe to be the benefits and drawbacks of doing so. There will be no control group or a highly disciplined form of meditation practice. All respondents will complete self-reported assessments before, during, and after the mindfulness training. They will also keep reflective journals to be analyzed qualitatively. The study will then discuss theoretical and practical implications. This preliminary study can act as a milestone to provide insights into mindfulness training to promote attention, well-being, and reverse anxiety among university students using science communication.

**Keywords:** *Online Tibetan bowl music, sound meditation, mindfulness training, science communication, university students*

## COMMUNICATING GENETICALLY MODIFIED FOODS SAFETY: THE ROLE OF DEBUNKING SOURCE ON MESSAGE EFFECTIVENESS IN HONG KONG

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### ABSTRACT

Majority of Hong Kongers are unfamiliar with genetically modified (GM) food technology, and there are increasing efforts by fact-checking practitioners to debunk science-related messages on social media platforms. In this context it is essential to identify the factors that contribute to the effectiveness of corrective GM food-related posts online. An effective debunking message is expected to deliver its content without generating misperceptions among audiences; it should rather lead readers to form accurate perceptions of GM foods. Yet, even though fact-checking efforts in science communication are increasing, few principles have been developed for the creation of debunking messages to optimize message effectiveness. Hence, this study aims to test whether the source of a debunking post (run by professional journalists vs. run by academics) makes a difference on the effectiveness of the debunking message, in turn their willingness to purchase and consume GM foods. An online experiment (N = 410) in October 2021 exposed participants in Hong Kong to a simulated corrective post on Facebook claiming that “eating GM green groceries can cause cancer,” which is incorrect, thus manipulating the truth. While the corrective content remained identical across all conditions, the content was said to be published by five different sources, in which two organizations were funded and run by academics and three were run by professional journalists. Randomly exposing participants to one of the five sources, it was believed that the nature of the debunking source could impact audiences’ perceptions of the fact-checking organizations/agencies, and in turn the effectiveness in correcting GM food-related misperceptions. The findings provide systematic insights for fact-checking practitioners in terms of enhancing the efficiency of audiences’ intake of debunked messages, in turn generating more effective strategies to inform the public on GM foods.

**Keywords:** *fact checks, GM foods, message source, perceived reach, science*

## THE JOURNEY OF VACCINATION: HEALTH COMMUNICATION ANALYSIS OF THE IMMUNIZATION PRACTICES IN EARLY MODERN CHINA

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### ABSTRACT

Vaccinia is the earliest modern vaccine used largescale in human society to prevent the smallpox virus, which directly led to the extinction of the deadly pandemic worldwide in the 1980s. The widely used vaccinia technique was invented in England, yet under the direct influence of China's traditional medicine technique, variolation travelled to the west. However, vaccinia encountered resistance from Chinese society when it was re-introduced to China in the late Qing Dynasty. With the help of mass media, different social groups deeply involved themselves in the tortuous process of vaccinia promotion. In the context of the national crisis of imperialist invasion, vaccinia vaccination was no longer individual choices or pure health issues but had gradually obtained the connotation of "public behavior" responsible for the survival of the nation. Retrospection on the turbulent process of promoting vaccinia in China can also shed light on the emergence of modern public health ideas in the crisis-loaded Chinese modern history. In the process, vaccinia vaccination as an immune medical technology intertwined with other social issues and evolved into a health communication theme. As a precursor to the establishment of a national public health system, the story of pox vaccination in China metaphorically emphasizes the importance and urgency of a consolidated universal public health consensus in the year of the global epidemic.

**Keywords:** *Variolation; vaccinia; health communication; newspapers; discourse changes*

## THE PICTURE OF TOBACCO CONTROL PUBLICITY IN CHINA: CONTENT ATTRIBUTES AND PERSUASIVE STRATEGIES OF TOBACCO CONTROL

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### ABSTRACT

As tobacco use brings serious harm to individuals and society, tobacco control has become a global issue. In tobacco control efforts, publicity is considered to be an important measure to improve individual awareness of the hazards of tobacco and promote changes in individual behavior. Many scholars have focused on exploring the persuasive effects of different forms of publicity strategies in China's tobacco control. However, we lack a systematic understanding of the content attributes of tobacco control publicity.

In this paper, the content attributes and persuasive strategies of publicity pictures of tobacco control in China are studied by using the method of content analysis. A total of 565 publicity pictures of tobacco control from 2007 to 2018 were analyzed.

The paper found that in terms of content attributes, publicity pictures of tobacco control in China focus on presenting the harms of tobacco, but pay insufficient attention to its toxicity and the social pressure of smoking. As for persuasive strategies, the use of cognitive strategies is emphasized in publicity pictures, only focusing on presenting perceived risks, showing insufficient solicitude for perceived benefits, self-efficacy and behavior change.

How to use visual pictures reasonably to improve the effectiveness of tobacco control publicity, related to the benefits of tobacco control and public health in China, is a matter of continuing concern.

**Keywords:** *tobacco control, tobacco control publicity, pictures of tobacco control in China, content attribute, persuasive strategy*

## STORYTELLING ABOUT PREVENTION AND CURE TO CREATE PUBLIC AWARENESS AND UNDERSTANDING – CASES IN INDONESIA

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### ABSTRACT

Patients, and even more so, the public, are often confused when given explanations regarding medical/health terms, diagnoses, or actions to take to prevent from being ill. For more than a year, Indonesians were presented with various requests to prevent from being exposed to COVID-19, and in recent months how to self-isolate to be cured. The reactions have been varied--from ignorance, denial, and even protests. The objective of this study is to explore how government bodies see the importance of communicating prevention and cure to non-expert audience. The outcome would be to seek whether the narratives provided are easier to comprehend, and audiences find them more engaging than traditional logical-scientific communication. Conceptual framework will be based on the storytelling narrative when communicating science to non-expert audiences (Dahlstrom, 2014) and whether the narratives increase comprehension, interest, and engagement (Downs, 2013). The research method is through a qualitative study with triangulation source validity using class participation/experiment with experts and samples of the public/patients, explanatory interviews, and data mining from journals. Data analysis used two models: Freytag's Pyramid and Downs' Narrative. Results show that story telling is an uncommon method and government bodies and scientific experts do not have the same understanding of the context of developing storytelling and extracting the main message. Regarding the use of narrative in conveying the message, it does not easily get the interest of audience or provide the impact to the level of engagement and hence, comprehension. The use of visuals in narration can be more helpful. In summary, awareness of issues is diverse despite efforts of intensive 'community' interaction – whether conventional or using communication technology, including neighborhood meetings, chat groups, and through social media. In addition, understanding the context through narratives can be easier, but may still have different impact.

**Keywords:** *health communication, narratives, patient engagement, prevention and cure, storytelling*

# 15 JOURNALISM ISSUES

## DATA JOURNALISM IN INDONESIAN ONLINE MEDIA: EXPLORATION ON NEWS OBJECTIVITY

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### ABSTRACT

To date, the trend of data journalism research is more focused on science, technology, and visualization. In Indonesia, previous studies on data journalism have mostly been associated with digital era landscape and quantitative content analysis of certain news elements, including visualization. In parallel, the state of digital communications and the responsibilities of journalists demand more data than ever before. Journalism also needs to be more precise and meet the requirements of quality standards. In general, the digital era is also marked by an abundance of information that encourages media to improve its quality. In contrast to prior research, the current study tries to place the practice of data journalism as observed through the principle of objectivity within the norms of quality journalism. Based on this, this study is aimed at exploring the dimensions of objectivity in online media in Indonesia. A qualitative content analysis was conducted to deeply examine news reports presented from January to July 2021 by Tirta.id and Katadata.co.id. The present study concludes that the two media have not fully implemented the practice of objectivity; for example, the commitment to present different perspectives and objectivity referring to public interests. Both also remain lacking in their collaborative efforts with the public, which is one of the characteristics of data journalism.

**Keywords:** *data journalism, objectivity, online media, in-depth reporting, news*



## COMMUNICATING THE GLOBAL PANDEMIC: A COMPARATIVE ANALYSIS ON THE NEWS PORTAL OF “COVID-19”

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### ABSTRACT

The World Health Organization (WHO) declared the 2019 Novel Coronavirus as a Global Pandemic. This outbreak of deadly virus has shaken the world. Millions of human lives have been lost and nations are still struggling to overcome this pandemic through various strategies and action plans. Covid-19 has altered the way of life and has created a new normal in our daily routines and activities. Today the global concern to slow down and control the spread of disease is to disseminate information and create awareness for taking self-precautions and safety measures. Communicating science, particularly health, needs to be effective beyond the scientific community in promoting a wider understanding in the society and encourage more informed decisionmaking at all levels, from government to communities to individuals. The proliferation of Information Communication Technologies (ICTs) in the last two decades has created tremendous opportunities for communicating science. The growth of the Online News Portals has been phenomenal through which information education can be utilised for the greater wellbeing of humanity. While publishing hundreds of news items on various subjects, online news portals were also disseminating news related to COVID-19 to make the public aware of the safety measures, government initiatives and several other related issues. It is significant to understand what type of information was reported across the world particularly during the early phase of the Global Pandemic and further what was deliberated during this phase. This study aims to understand the pattern of news reporting and presentation in online news portals and measure the news content related to COVID-19 during the early phase. This study involved two online news portals i.e., ‘Express’ from the United Kingdom (UK) and ‘Times of India’ from India to evaluate how the global pandemic was communicated using content analysis. A systematic random sampling was applied to choose news reports for a period of three months between January and March 2020. The key inferences of this study describes the status and concerns of news reporting COVID-19 in India and UK during the early phase of the global pandemic.

*Keywords: pandemic, COVID-19, news portals, communicating science, news pattern*

## MORPHOLOGY OF JOURNALISM VALUES IN JOURNALISTS

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### ABSTRACT

Journalism values are important elements of the journalism culture that journalists must have. This is because these journalism values will guide the journalists in carrying out journalism practices. For this reason, there needs to be a process of forming the values of journalism in a journalist, which in this paper is referred to as the morphology of journalism values. The research to scrutinize how to form journalism values in journalists is very important to create professional journalists.

This research is a case study on some journalists in the Province of Special Region of Yogyakarta, Indonesia. Qualitative research was conducted on informants who consist of journalists, editors, and editors-in-chief. Data was gathered by in-depth interview. The research concluded that the morphology of journalism values occurs in the processes at the micro (individual), meso (media) and macro (environment) levels. Education and journalism training at micro and meso level is one of the processes to form journalism values in journalist, while the law can shape the values of journalism in journalists at the macro level.

**Keywords:** *morphology, journalism culture, journalism values, professional journalist, education*

## PARADIGM SHIFT IN HEALTH REPORTING AFTER COVID-19 IN INDIA

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### ABSTRACT

Health communication needs to be effective in highlighting health issues and concerns related to them. With health communication, people can make choices about their health. However, many other beats like political, sports, entertainment, crime get much more coverage in media as compared to health beats. But in the last few years, it is noticed that the health beat has grown, becoming more prominent like other beats. Especially after the worldwide outbreak of COVID-19, there has been a significant change in health reporting in the media. In this paper, the researchers present an analytical study on the subject using media theory. Researchers try to evaluate the status of health communication in the present scenario and future consequences. The researchers also highlight the changes in health reporting due to COVID-19 in India. Content analysis was done of various media web portals and online newspapers one year before the pandemic and one year after the pandemic. The gist of this research is that the media is like a backbone in the extension of health communication. It is true that the priority of health reporting has increased significantly in the last few years, but COVID-19 must have a hand in giving it a fast pace.

**Keywords:** *health communication, health reporting, COVID-19, pandemic and health concern.*

## PODCAST PRODUCTION OF VIETNAMESE PRESS AGENCIES – FROM SCIENTIFIC POINT OF VIEW

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### ABSTRACT

As a new medium, podcasts have quickly become popular in many countries around the world. In Vietnam, although it is still quite new, the prospect and opportunity to increase revenue and reach the public has helped podcasts begin to receive the attention of press agencies, from radio-television stations, to e-newspapers. Podcasts are easy to implement, bringing many benefits to the press agency and the public. Podcasts can be used in scientific journals to convey scientific information on the Internet. However, at present, podcasts are almost not used in Vietnamese scientific journals due to barriers in thinking, habits and communication techniques.

**Keywords:** *podcast, science communication, science podcast, apply podcast in science, Vietnam press*

## SCIENTIST AS COMMUNICATOR -- PROS & CONS

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### ABSTRACT

Being able to effectively communicate science can help in improvement of the public's understanding of what scientists do and how they make new inventions and discoveries. This is the reason why it becomes so important for scientists to be able to describe to the general public and policymakers what scientists do to gain their support. Scientists mostly devote their time to writing for peers through publications and journals, or for getting grants and promotions. These days it is discussed as to why it is important for scientists to communicate to the general public and stressing the importance of Public Communication of Science and Technology.

The study focuses on the role of scientist as a communicator. Scientists must come out of their so-called "ivory towers" and communicate their research to the masses. Communicating science to the general public is important for the development of the country. Scientist must take time out of his schedule to write for popular science and also interact with media.

The study uses the research methodology of interviews with prominent scientists from diverse fields and asking them relevant questions using a structured questionnaire.

There are a lot of positives discussed in the paper. A scientist is the best person to talk about his research. There are a lot of personal and administrative barriers faced by the scientist in communicating science. But the in depth knowledge of their system and details of field observations, experiments, conversations with peers and an astonishing extent of literature gives the scientist a pool of knowledge that often is unparalleled by most other science communicators.

When a scientist communicates to the public there are a lot of negatives also. The use of technical jargon poses a problem as the layman may not understand it. Therefore, there is a need to explain the research in simple, understandable and easy language that even an illiterate person will be able to understand it. This paper highlights the need for popular science and enhanced media interactions by scientists to bridge the gap between science and society.

**Keywords:** *public communication of science & technology, barriers in science communication, popular science, media & science, science communication*



# 16 ONLINE EDUCATION IN THE PANDEMIC SETTING

## CREATING VALUE FOR STUDENTS: A DESCRIPTIVE STUDY ON THE VIRTUALLY ENHANCED CLASSES OF THE COMMUNICATION PROGRAM OF THE UNIVERSITY OF SANTO TOMAS

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### ABSTRACT

During the COVID-19 pandemic where face-to-face classes shifted to online classes, colleges and universities were challenged to adapt to a new learning management system (LMS) and to create value through knowledge management (KM) to ensure at least the same quality learning and teaching with the online classes. Given the lack of analysis on how LMS and KM can improve the performance of e-learning overall (Abass, Arowolo, and Igwe, 2021) and the lack of mention of other LMS that the university could have also used in teaching their students (Serhan, 2020), this study aims to determine how the virtual classes of the Communication program of the University of Santo Tomas create value for students. We used Linda Harasim's theory on Online Collaborative Learning which focuses on collaborative learning, knowledge building, and Internet use to reshape education for the Knowledge Age (Harasim, 2012). We utilized a Descriptive Mixed Method Study through survey and interview. Results showed that students and professors agree that virtual classes create value through the LMS despite the limitations of professors to further maximize it to be more useful and relevant to their students. Knowledge sharing is effective when applying shared knowledge from the process of generating, organizing, and converging with their peers and professors who aimed to connect and engage the students despite losing the sense of personal touch of face-to-face classes. It also revealed that knowledge can be utilized if shared and done through a learner-centered approach with a realistic point of view about the students' situation.

**Keywords:** *virtually enhanced classes, knowledge management, value creation, knowledge sharing, knowledge utilization*



## **VIRTUAL SENSES: ACTIVE CAMERAS IN IMPROVING ONLINE LEARNING EXPERIENCE OF ST. DOMINIC COLLEGE OF ASIA SASE STUDENTS**

**John Kenenth Agosila Talania, Maria Therese Cruz Ong, Ma. Kathree Millen Navarro Galvez,  
Lauro Jener Malinis Remulla**  
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### **ABSTRACT**

Countless researches have focused on online learning, but very few scholarly works examined online learning in terms of the broader student experience. This study aims to better understand the use of active cameras in improving the online learning experience of School of Arts, Sciences, and Education students in St. Dominic College of Asia using six factors: Participation and Productivity, Presence, Connection and Bond, Efficient Communication, Motivation and Confidence, and Application. As defined in the study, active cameras are the use of video cameras throughout the online classes for both the teachers and the students. The researchers utilized a descriptive research design to define and interpret the current status of individuals, settings, or events (Mertler, 2014). This helped the researchers determine the cause-effect relationship of the variables: the student with an active camera and the camera itself. Researchers used an online survey via Google Forms to collect data. Using different statistical tools, the researchers found that most of the 131 respondents agreed that the use of active cameras improved their learning experience. Notably, it helps in improving their participation and productivity, presence, communication efficiency, and connection and bond with their teachers and classmates.

**Keywords:** *virtual senses, active cameras, online learning experience, webcam, online class*

## **YOUTUBE USAGE AND ITS IMPACT ON THE ACADEMIC PERFORMANCE OF THE YOUTH OF SAJIKTAMPAK, MANIPUR, INDIA**

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*New Institute of Social Communications, Research and Training (NISCORT), India*

**Santina NiangDeiNuam**

*Sharda University, India*

### **ABSTRACT**

YouTube has dramatically altered ways of communication, knowledge, entertainment, and education by allowing users to exchange ideas, thoughts, pictures, and videos through small digital devices like smartphones. Varied researches over the years have pointed out both the merits and demerits of social networking usage platforms like YouTube and Facebook. This study is a research on YouTube and its significance in the lives of the youth of 'Sajiktampak,' a tiny village in Chandel district of Manipur, India, and its impact on their academic performance. Sajiktampak with a tiny population of 1,562 people has around 180 children and about 80 youth members. For the purpose of this study, the researcher used a sample size of 60 out of approximately 80 youth members from Sajiktampak village. A quantitative method survey analysis was done using a 'Detailed Printed Survey Questionnaire' with questions regarding the positive and negative effects. The study thus examines the significance of YouTube and its impact on students in a small village where, not long ago, teachers couldn't even afford a cell phone.

**Keywords:** *YouTube, YouTube and its significance, impact of YouTube, YouTube and academic performance*

## **BANGLADESHI STUDENTS' MOTIVATION, ASPIRATION, AND SATISFACTION REGARDING JOURNALISM EDUCATION**

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### **ABSTRACT**

Journalism as a university degree is unpopular in Bangladesh. It has relatively low enrolment numbers and these numbers have been slightly decreasing over the years. But then, there are young Bangladeshis who still aspire to be part of the journalism profession. In the hope of convincing more young people to enter the field, it is necessary to investigate the motivations of these students. What are their aspirations? Who are supporting them in their dream? What are the positions/news beats they aim for? What obstacles do they perceive in sustaining a journalism career? What is their satisfaction regarding their internship program and their overall educational experience? The study drew data using survey questionnaire. Around 327 journalism students from different private and public universities took part. Data gathering was conducted in October and November 2018.

**Keywords:** *journalism education, Bangladesh, higher education, mediascape*

## **DESIGN, RELIABILITY, AND CONTENT VALIDITY OF A QUESTIONNAIRE ON PERCEIVED BARRIERS IN ONLINE LABORATORY CLASSES AMONG UNDERGRADUATE PHARMACY STUDENTS IN SELECTED SCHOOLS IN METRO MANILA, PHILIPPINES**

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Fritz M. Cayunda, Lariza Paran**  
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### **ABSTRACT**

Education in the Philippines has been dependent on the traditional mode of instruction and face-to-face learning sessions despite the existence of online learning in the past decades. However, due to the Coronavirus-2019 pandemic, the higher educational institutions have shifted to online learning. Several studies have been done in the Philippines to assess the barriers experienced by health allied courses between the years 2019-2021; however, there are only a few studies made to assess the barriers that Pharmacy students face during online laboratory classes. This paper aims to create and assess the design, reliability, and content validity of a questionnaire on identifying the perceived barriers in online laboratory classes among undergraduate pharmacy students in selected schools in Metro Manila. The research instrument was subjected to content validation by five experts and tested for reliability using Cronbach's alpha. The final instrument was composed of sixty-seven items and was divided into five sections: (a) student profile, (b) learning materials, (c) technological profile, (d) barriers experienced by the students--technological, personal, institutional, environmental, and social interaction barriers. This could potentially solve the educational gap in online learning.

**Keywords:** *barriers, distance learning, online learning, perceived barriers, Philippines*

17 ENVIRONMENT  
COMMUNICATION:  
SUSTAINABLE STRATEGIES  
THAT WORK

## COMMUNICATING THE FUTURE OF ENERGY USE: QUALITATIVE APPROACH TO GAUGING THE EFFORTS OF ENVIRONMENTAL GROUPS IN INDONESIA, MALAYSIA, AND SINGAPORE

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### ABSTRACT

As Southeast Asia faces the energy challenge, environmental groups are key in facilitating discussions on energy use. However, limited research on the communication strategies of environmental groups in the region has hampered evaluation of the efficacy of extant communication efforts. We conducted online focus group discussions with 26 environmental groups in Indonesia, Malaysia, and Singapore to examine their communication goals, use of communication channels, and the range of public engagement activities. Results indicated that the groups conducted dialogical communication activities and used digital media platforms frequently. We offer recommendations for environmental groups who wish to expand their scope of communication outreach.

**Keywords:** *environmental groups, communication strategies, public communication of science, energy use, focus group discussions*

## **ENVIRONMENT COMMUNICATION: MEDIA OUTREACH STRATEGIES, PARTICIPANTS ADVOCACY, AND POLICY CHANGES BETWEEN THE U.S. AND CHINA**

**Leyi Zhang**

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### **ABSTRACT**

Environmental protection is an issue that cannot be ignored due to the current climate challenge, pollution, and ecological problems. China and the U.S., the world's super-large economies, may also be the two leading causes of environmental problems. Different media platforms are a good carrier for spreading scientific knowledge, such as the loss of biodiversity and damage to human survival caused by environmental problems, communicating ideas, and planning actions. Environmental communication has made more global audiences, especially young people in China and the U.S. and booming NGOs, aware of the importance of environmental protection, which may affect policy reform. The purpose of this paper is to use News Framing Theory as the theoretical framework and to take interview, survey, and media content analysis as methods to analyze the following problems:

First, what are the characteristics and the effective storytelling and narrative strategies in environmental communication on multimedia?

Second, Public participation in decision-making will improve the quality of decision-making and policy process. Thus, the paper explores the specific motivations for young people in China and the U.S. to receive environmental information spontaneously. It also explores the possibility of the audience's change of attitude and actions after they have received the environmental information on the media. The expected behavior change may be spontaneously organizing the online community related to environment protection, participating in dialogues with NGOs, or even with the government. Finally, after the youth's mental attention and personal behavior changed towards environmental protection, what power dynamics, relations, and connections changed between the NGO and the youth? Then, how did the policies or resources flow relate to the environment change?

All the above questions could be designed and collected from the perspective that the youth's participation model, the media for environment communication, social sectors, and policy-making response in China and the U.S. are different.

**Keywords:** *multimedia, communication strategies, environment communication, participants advocacy, Persuasion Theory, United States, China*

## THE POWER OF BRAND PERCEPTION ON PURCHASING DECISIONS: A CASE ON AN INDONESIAN AND JAPANESE BRAND OF FASHION

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### ABSTRACT

Perception influences choices of decisions, including purchasing a product. Whatever the quality of the product, people's mind is determinant. Many researchers prove the statement. The perception of a product or brand is critical. Branding strategy is the key to creating a perception in the consumers of the product or brands. This article aims to revise the power of brand perception on purchasing, considering other variables and comparing local Indonesian brands and Japanese global brands. Based on data from questionnaires collected from 291 Indonesian millennial consumers, the research shows that the power of brand perception associates with purchasing under certain conditions. The individual demographic characteristics somehow moderated the association of the two variables, in addition to brands themselves. Good perception is followed by purchasing, but only in Japanese global brands and the millennials who have higher education, who are older, and live in a big city. The result shows that brand perception is not so powerful to affect purchasing. It needs other factors that strengthen or weaken the effect of brand perception on purchasing. The research offers recommendations for fashion global companies to design a message strategy that focuses on the consumers personally and individually and on the country of origin. For local brand companies, they need to design a message strategy that constructs an international or global image.

*Keywords: fashion, brand perception, purchasing, local, global, individual characteristics.*



## **COMMUNICATING GREEN: COLLEGE STUDENTS AWARENESS AND BEHAVIOR TOWARDS ENVIRONMENT FRIENDLY PRODUCTS AND SERVICES**

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### **ABSTRACT**

Green marketing is a practice where brands promote their products and services through eco-friendly practices and initiatives. However, plastic pollution and solid waste continue to be a global environmental problem from brands, and consequently, customers. This study investigates the level of awareness and existing behavior of college students from the De La Salle University-Dasmariñas (DLSU-D) toward green marketing communication initiatives of brands regardless of their age, gender, and socio-economic status. This research used a stratified random sampling technique which surveyed a total of 363 college students. For further validation of data from the survey questionnaires, the researchers also conducted a focus group discussion and interviewed an expert from the Pollution Control Office of DLSU-D. The study found that the respondents have a high level of awareness about the environmental challenges and green marketing of brands which they attained through omni-channels of digital and traditional media. However, despite their high-level of awareness, the respondents do not always behave in a way that supports eco-friendly initiatives and green marketing of brands. The use of different communication strategies for information dissemination, enhancing online presence, and ensuring that the goods or services are sustainability sourced and produced are essential factors that spark the interest of the respondents. This research became the basis for a communication campaign for the university which would seek to raise students' engagement towards responsible consumption as well as lead the students into action as a means of safeguarding the environment.

**Keywords:** *Green Marketing Communication, sustainability, De La Salle University- Dasmariñas, college students, communication campaign plan*

## COVID-19 AND FRAMING OF ENVIRONMENT ISSUES IN INDIAN NEWSPAPERS: A CONTENT ANALYSIS OF ENGLISH AND HINDI NEWSPAPERS OF INDIA

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### ABSTRACT

The COVID-19 pandemic has been a major issue ever since its discovery in the latter part of 2019. The pandemic has dominated media coverage worldwide. Has the Covid-19 pandemic also reflected how environmental issues are framed in media? Media play an important role in shaping readers' beliefs and perspectives. Media coverage of environmental issues guides the readers on how they perceive the concepts and form their own beliefs regarding the issues. However, there are various ways in which media frame environmental issues. The aim of this study is to study how the Hindi and English dailies of India covered the issues related to the environment and to find out if COVID-19 pandemic has played any part in the framing of environmental issues.. The study employed the Framing Theory of Erving Goffman as the theoretical framework and employed content analysis as a research tool. The four national dailies are Dainik Jagran and Dainik Bhaskar in Hindi and Times of India and Hindustan Times in English. In the study, Iyenger & Simon(1993) frames of episodic and theme frames have been used as media framing parameters, whereas the coding is done by developing the codebook by the researchers, based on the categories developed by Semetko and Valkenberg, (2000); McComas and Shanahan (1999)and Haila (2000).

**Keywords:** COVID-19, environmental issues, climate change, pollution, newspapers, content analysis

## EXPLORING CHANNELS AND GAPS IN INFORMATION DISSEMINATION AND RECEPTION AMONG ENERGY SCIENTISTS AND THE PUBLIC: THE SOUTHEAST ASIAN CONTEXT

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### ABSTRACT

Public understanding of science relies heavily on effective science communication. Thus, studies have examined science communication in a wide range of topics. Science communication involves both how scientists communicate their insights and how the public comes across science information; issues arise when there is a mismatch. This study focuses on energy-related information, which plays an important role in public support and understanding of various energy sources. Scholars have proposed various science communication models, but most of these are normative; therefore, we need to empirically study actual information flow between energy experts and the public. Focusing on three countries in Southeast Asia—Singapore, Malaysia, and Indonesia—this study examines: 1) how scientists disseminate energy information to the public, 2) how the public acquires energy-related information, and 3) how the channels used by scientists to disseminate energy information compare with those used by the public to acquire energy information.

Through 12 focus group discussions with the public and energy experts, this study found that energy information flows from scientists to the public through both direct (e.g. roadshows, scientists' blogs) and indirect (via agents of information, e.g. school, news media) channels. However, the more common channels energy experts mentioned include indirect channels, such as news coverage and through government agencies, which then disseminate information down to the public. On the other hand, the public reported obtaining energy information through interpersonal agents, mass media and personal experience (e.g. seeing windmills or solar panels).

We also found communication gaps between scientists and the public. First, the public talked about learning from personal experience but not directly from scientists. Second, while the public stressed the importance of mass media and social media in how they learn about energy, only a few experts reported writing news commentaries or posting on social media about energy-related information. Third, while scientists emphasize their relationships with government agencies in communicating energy information, many of the participants from the public have less trust in these agencies.

**Keywords:** *energy, science communication, information sources, information dissemination, public engagement, deficit model, agents of information, information flow*



# 18 AGRICULTURE COMMUNICATION: HARVESTING STRATEGIES THAT WORK

## CO-CREATIVE MEDIA: A PARTICIPATORY ACTION RESEARCH ON PERSUADING FARMERS TO ADOPT GOOD AGRICULTURAL STANDARDS PRACTICE FOR PEOPLE'S HEALTH

Dr. Panida Jongsuksomsakul  
Naresuan University, Thailand

### ABSTRACT

Globally effective communication has led to the elimination of three agricultural pesticides, namely paraquat, glyphosate and chlorpyrifos. This has aroused misunderstanding and opposition from farmers who still wish to use these chemicals. This paper considers the impact of top-down policies regarding the banning of these chemicals. It arose from a former case study in the Sukhothai area of Thailand which suggested that a lack of participatory communication techniques had resulted in misunderstandings and problems relating to good agricultural practices. In this study participatory communication techniques are used in the creation of short documentary films detailing the practices of five non-chemical citrus farmers who were selected by the local community. The community then jointly assessed the videos. The results show that the co-creative media reflects the reality of their lives, making them feel proud of themselves and inspiring others to also adopt good agricultural practices. This study involved a group of citrus farmers in the northern part of Thailand. Studies involving farmers in other areas or producing other crops may get different results.

**Keywords:** *co-creative, participatory media, storytelling, good agriculture practice*

## **SURFACING WOMEN'S VOICES THROUGH GENDERED KNOWLEDGE PRODUCTS IN ECOSYSTEMS APPROACH TO FISHERIES MANAGEMENT**

**Marieta Bañez Sumagaysay, Rowena Paz L. Gelvezon, Harold M. Monteclaro, Rosario H. Asong**

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*National Research Council of the Philippines, Philippines*

*National Network on Women in Fisheries in the Philippines (WINFISH), Philippines*

*University of the Philippines Visayas - College of Management, Philippines*

*University of the Philippines Visayas - College of Fisheries and Ocean Sciences, Philippines*

### **ABSTRACT**

In the traditionally male-dominated tuna fisheries sector in General Santos City, Philippines, the roles and relationships of women fishworkers and entrepreneurs with men and other women along the fisheries value chain are defined and given meaning through various gender-responsive platforms for communicating needs, opportunities and impacts. A 2019 study conducted by the National Network on Women in Fisheries in the Philippines (WINFISH) showed that weaving gender into knowledge products intended to influence policies, plans, and programs empowers women and boosts their confidence as nation-builders.

The science behind an integrated ecosystems approach to fisheries management (EAFM), when translated to layman's terms and delivered in a popular format, heightened the appreciation of both men and women along the fisheries value chain, recognizing the importance of each one's contribution as value chain actors or players. Gender mainstreaming further enhanced the level of awareness on gender equity and women's empowerment. Moreover, engendering the knowledge products sustained the interest, enthusiasm and action by the different stakeholders.

Generating the engendered knowledge products was participatory and based on the experiences and perceptions of men and women who were fisheries producers, processors, marketers, and consumers (value chain players), as well as policy makers, government program implementers and development organizations (value chain actors). Focus Group discussions, interviews, workshops were conducted.

Local gender champions were identified. They had the passion, interest, leadership, and influence in surfacing the voices of women along the value chain. Aside from speaking in forums, they were featured in a magazine which showcased their contribution to gender mainstreaming, hence, nudging behavioral changes favorable to both men and women advocating the recognition of women's roles, appreciating their economic contribution, and empowering them in a traditionally male-dominated fisheries sector.

Other engendered knowledge products included platforms that communicated the science behind EAFM. These included message t-shirts, fans, novelty items and flyers, comics in local language, videos on women in fisheries, and social media uploads. Where there was once gender disparities in access to resources and gains from fisheries activities, engendering communication resulted to a change in awareness and behaviors towards promoting gender equity for sustainable fisheries management.

**Keywords:** *engendered fisheries management, women in fisheries, women's voices*

## UNRAVELING THE ROLE OF COMMUNICATION PROCESSES AND STRATEGIES FOR KNOWLEDGE PRODUCTION IN A SOCIO-TECHNICAL SYSTEM TOWARDS SUSTAINABLE RICE PRODUCTION IN VIETNAM

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*University of the Philippines Los Banos*

### ABSTRACT

Vietnam has progressed tremendously as one of the rice exporters in Southeast Asia, which is attributed to 90% of its total rice production. Recently, it has decided to revolutionize its rice industry by catering to the global market demand of producing sustainable rice. This requires changing the current practices of smallholder farmers which tend to overuse fertilizers and pesticides. To address this concern, a national program called “1 Must Do, 5 Reductions” was established to enable farmers to use best management practices in producing sustainable rice. Such practices are products of rigorous research by the International Rice Research Institute and government agencies in Vietnam. Such research needs to be scaled out, tested, and adopted by smallholder farmers, complemented by multistakeholder platform where value chain actors interact to learn how to tackle technological, organizational, and institutional challenges towards generating inclusive and sustainable rice production. Using the Argyris and Schon’s espoused theories and theory-in-use, preliminary results unraveled that contextualizing the problem in the multistakeholder platform generated consensus building and collective reflection that enabled stakeholders to generate knowledge on capacity building of intermediaries, market linkages, and sustainable contract arrangements that are ultimately beneficial for smallholder farmers at the same time ensuring sustainable rice production in the country.

**Keywords:** *communication strategies, public participation, sustainable rice production, Vietnam*



# Directory of Moderators and Presenters

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Moderator

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**Dr. Padma Rani**  
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Moderator:

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**Thanh Thuy Thi Do**  
Norwegian University of Science and Technology  
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## **MEDIA AND INFORMATION LITERACY: THINK CRITICALLY, CLICK WISELY**

Moderator:

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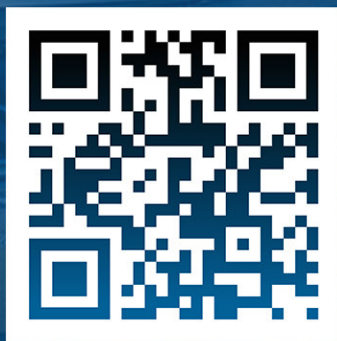
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