2022 ICA Preconference – Digital Asia  
May 26, 2022 / Hyatt Paris Étoile, Paris, France

9:20 AM – 9:30 AM // Welcome Remarks
Nojin Kwak, Department of Communication, State University of New York at Buffalo, U.S.A.
Marko Skoric, Department of Media and Communication, City University of Hong Kong, China

SESSION 1
9:30 AM – 10:40 AM // Deepfakes, Incivility, and Credibility Crisis
Moderator: Nikhila Natarajan, Rutgers University, U.S.A.

Deepfakes as Powerful Disinformation: How Deepfakes Boost News Skepticism Through Deception and Attitudinal Changes by Yifei Wang, National University of Singapore, and Saifuddin Ahmed, Nanyang Technological University, Singapore.

Political expression, disagreement, and incivility on social media: The conditional role of social identity in the context of Hong Kong by Muhammad Masood, City University of Hong Kong, China, Xiang Meng, City University of Hong Kong, China, Jeffry Oktavianus, City University of Hong Kong, China, Milos Moskovljovic, City University of Hong Kong, China, Nan Zhang, Xiamen University, China, and Marko Skoric, City University of Hong Kong, China.


10:40 AM – 10:50 AM // Break

SESSION 2
10:50 AM – 12:00 PM // Languages, literacy, and cultural rhetoric on social media
Moderator: Saifuddin Ahmed, Nanyang Technological University, Singapore

Understanding the rise of India’s vernacular social network sites through the dual lenses of micro innovation and digital cultures by Nikhila Natarajan, Rutgers University, U.S.A.

Social Media Influencers in Indonesia; A Curriculum of Non-Formal Education of Media Literacy by Lisa Esti Puji Hartanti, Thomas A Bauer and Annie Waldherr, University of Vienna, Austria.

Social Media as an Activist Place for Fighting Depression by Hua Wang and Hua Wang, Connell University, U.S.A.

12:00 PM –1:00 PM // Lunch
SESSION 3
1:00 PM – 2:40 PM  Digital Citizenship and Popular Culture: Experiences from the Philippines
Moderator: Dazzelyn Zapata, University of the Philippines Diliman, Philippines

Kulturang Pinoy Pop: An introduction to Filipino popular culture and digital citizenship by Dazzelyn Zapata, University of the Philippines Diliman, Philippines.

Hoaxford’s Candidate: Considering the role of online political memes in the upcoming 2022 Philippine Elections by Gerard Martin C. Suarez, University of the Philippines Diliman, Philippines.


Virtual World Expansion: Bring the World of Runeterra into the Philippines by Hannah Ruth Sison, University of the Philippines Diliman, Philippines.

Selfie or Groufie? A Critical Look at Digital Photography through Instagram Use among Filipino Youth by Ma. Theresa DC. De Guzman, University of the Philippines Diliman, Philippines.

Negotiating Straight Cisgender Representation in a Queer Media Text: The RuPaul’s Drag Race Filipino Fandom as an Online Interpretive Community by Noel Sajid Murad, University of the Philippines Diliman, Philippines.

2:40 PM – 2:50 PM // Break

SESSION 4
2:50 PM – 3:30 PM  Civic Activism and Political Polarization
Moderator: Gerard Martin C. Suarez, University of the Philippines Diliman, Philippines

Citizen Data Practices of Civic Hackers in South Korea and the Routinized Data Activism by Danbi Yoo, University of Massachusetts, U.S.A.


3:30 PM – 3:40 PM // Closing Remarks

Nojin Kwak, Department of Communication Studies, University at Buffalo, U.S.A.
Marko Skoric, Department of Media and Communication, City University of Hong Kong, China
Preconference Chairs:
Nojin Kwak, Professor, Department of Communication, State University of New York at Buffalo, U.S.A.

Marko Skoric, Associate Professor, Department of Media and Communication, City University of Hong Kong, Hong Kong

Natalie Pang, Senior Research Fellow, Lee Kuan Yew School of Public Policy, National University of Singapore, Singapore

Baohua Zhou, Professor, Journalism School at Fudan University, China

Tetsuro Kobayashi, Associate Professor, Department of Media and Communication, City University of Hong Kong, Hong Kong

Muneo Kaigo, Professor, Faculty of Humanities and Social Sciences, University of Tsukuba, Japan

Scott Campbell, Professor, Department of Communication Studies, University of Michigan, U.S.A.

Junho Choi, Professor, Graduate School of Information, Yonsei University, Korea