

Friday Interactive Poster Session

Friday, 5 June 2026; 13:30 – 14:45 Hall 2 (CTICC1, Ground Level)

Activism, Communication and Social Justice

1. The Social Impact of Collaborative Filmmaking: Minimizing Inequalities in Audiovisual Creation
Juanjo Balaguer, U Carlos III, SPAIN
Arnau Gifreu Castells, U Autònoma de Barcelona, SPAIN
2. Liquid Humour and Soft Xenophobia: Contesting Belonging in South Africa's Digital Spaces
Trust Matsilele, Birmingham City U, UNITED KINGDOM

Communication Law and Policy

3. Catalyzing Health Policy Shifts Through Social Marketing in Voluntary Non-remunerated Blood Donation: Comparative Insights From South Africa, Ghana, and Kenya
Jinghong Xu, Beijing Normal U, CHINA
Haoyu Yang, Beijing Normal U, CHINA
Ping Song, Beijing Normal U, CHINA
Yahao Liu, Beijing Normal U, CHINA

Communication Science and Biology

4. Why Do You Watch This Rough Stuff? Assessing Predictors of Female Pornography Preferences
Maximilian von Andrian-Werburg, Julius-Maximilians-U Wuerzburg, GERMANY
Sascha Schwarz, U of Wuppertal, GERMANY
Benjamin Lange, Julius-Maximilians-U Wuerzburg, GERMANY
Frank Schwab, Julius-Maximilians-U Wuerzburg, GERMANY

Interpersonal Communication

5. When AI Generates Emotion Support Message: Gender Attribution and the Effectiveness of Emotional Support in AI-Mediated Communication
Rui Zhu, Michigan State U, USA

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Journalism Studies

6. Perceived Legitimacy Matters: Building Public Trust and Acceptance of AI-generated News Images Through Strategic AI Disclosure
Yuhan Li, U of Michigan - Ann Arbor, USA
Hang Lu, U of Michigan, USA
7. The Effect of NGO-ization in Community News Projects in the Favelas of Brazil
Mariana Gomes, Karlstad U, SWEDEN
8. “When the Feed Feels You Back”: How Perceived Algorithm Responsiveness Shapes Ongoing News Consumption
Qing Wang, Jinan U, CHINA
Chang Sup Park, U of Oklahoma, USA
Qian Liu, Jinan U, CHINA
9. Scrutinizing News Accuracy: A Cross-National Longitudinal Analysis of Accuracy Complaints in Press Councils
Cato Depauw, U of Antwerp, BELGIUM
10. Dual Logics of Fact-Checking: State-Led and User-Driven Mechanisms in China in Crisis Situations
Ge Zhu, Renmin U of China, CHINA
Tianyi Yang, U of Massachusetts Amherst, USA
Fang Wu, Shanghai Jiaotong U, CHINA
11. Came for the Friends and Stayed for the News? The Public Value of Social Media Platforms in the Context of Young Adults' News Experiences
Anna-Theresa Mayer, Weizenbaum Institute, GERMANY
12. Half True, Says Who? Fact-Checkers' Rationales for Presenting Indefinite Verdicts
Kari Suomalainen, LUT U, FINLAND

Language and Social Interaction

13. "Uninvited": Photos of "Street Vendors" and Traffic Competition in the Comment Section of Xiaohongshu
Xingtong Chen, U of Macau, CHINA
Yanya Chen, U of Macau, CHINA

LGBTQ Studies

14. Imagining Happy Ageing: Shipping Older Female Celebrities in China
Ruo Dong, The Education U of Hong Kong, HONG KONG
Lulu Zhou, The Education U of Hong Kong, HONG KONG

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Mobile Communication

15. Bridging Co-Presence and Rituals: Digital Intimacy Practice of Chinese Long-distance Family in WeChat Groups
Lishuang Wei, Shanghai Jiaotong U, CHINA
Yanan li, Shanghai Jiaotong U, CHINA
Junbo He, Shanghai Jiao Tong U, CHINA
Mijia Wang, Sichuan U of Media and Communications, CHINA
Zheheng Hong, Shanghai Jiaotong U, CHINA
Chuanlin Ning, Shanghai Jiaotong U, CHINA

Political Communication

16. Doing Visible Work: The Media Logic of Officials' Promotion in China
Xue-Fei Yan, Nanjing U, CHINA
Xiaoyi Zhang, Nanjing U, CHINA
Zhicong Chen, National U of Singapore, SINGAPORE
Feifan Qu, Nanjing U, CHINA
17. From Communication Divide to Systemic Social Risk: Tracing the Consequences of Hong Kong's 5th COVID-19 Wave
Mingyuan Wan, Sun Yat-sen U, CHINA
Meiyi Wu, City U of Hong Kong, CHINA
18. Do Democratic Regimes Favor Democratic Parties? A Political Communication Paradox in Cross-national Party Manifestos Study
Jiaxin Li, Xiamen U, CHINA
Gengyao Li, Peking U, CHINA
Shengyi Gao, Huazhong U of Science and Technology, CHINA
19. A New Horizon for Political Communication Research: Mapping the English-Language Political Podcast Landscape
Matthew Barnidge, U of Florida, USA
Trevor Diehl, U of Alabama, USA
Zainuddin Muda Zainuddin Monggilo, U of Alabama, USA
Ashera Barron, U of Alabama, USA
Mario Cerna, U of Alabama, USA
Feras Jifar, U of Alabama, USA
20. Who Refers to Science? Understanding the Salience of Scientific Evidence in Parliamentary Debates
Daniel Wiesner, U of Vienna, AUSTRIA
21. Between Urgency and Skepticism: A Comparative Analysis of Political Parties' Climate Change Communication Across the EU
Marthe Walgrave, U of Antwerp, BELGIUM
Peter Van Aelst, U of Antwerp, BELGIUM
22. Tracing Narrative Flows Across Global South and North User Groups: A Latent Temporal-Thematic Network Analysis of Ukraine War Discourse
Weiai (Wayne) Xu, U of Massachusetts-Amherst, USA
Aliaksandr Herasimenka, U of Liverpool, UNITED KINGDOM

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Popular Media and Culture

23. Paradoxical Feminism in Chinese ‘Big Female Lead’ Dramas: Negotiating Independence, Intimacy, and Patriarchal Ideologies
Zitao Lei, Huazhong U of Science and Technology, CHINA
Di Xu, Huazhong U of Science and Technology, CHINA
24. “Don’t Make Censorship the Scapegoat”: Chinese Audiovisual Censorship, Audiences’ Folk Theories and Cultural Symbiosis
Zixuan Yan, Renmin U of China, CHINA
Tianping He, Renmin U of China, CHINA
25. Platform Labor, Performance Anxiety, and the Politics of Authenticity: A Study of Chinese Social Media Influencers’ Digital Labor Ecology
Wei Li, Xi'an International Studies U, CHINA
Yuzhou Tao, Xi'an International Studies U, CHINA
26. "Tara! Kain tayo!:" Mapping the Nexuses and Structures of Local Mukbang-centered Foodscapes on Instagram
Patricia Antoinette Ko, U of the Philippines Diliman, PHILIPPINES
Sarah Celesta Raymundo, U of the Philippines Diliman, PHILIPPINES

Public Relations

27. Local Cultural Tourism and City Branding Based on Chinese Short-video Platform: A Digital Sense of Place Perspective
Qiupeng Wang, Tsinghua U/Harvard U, USA
Chenxu Liu, Tsinghua U/U of Wisconsin-Madison, CHINA
28. Saying and Doing What’s Right, the Right Way: Exploring Legitimacy in Sociopolitical CEO Statements
Vanja Bojanic, U of Vienna, AUSTRIA
Jens Hagelstein, U of Vienna, AUSTRIA
Sabine Einwiller, U Wien, AUSTRIA