Program for the
3rd GCCRC

New Media Technologies and Social Impact: Digital Civility and Online Communication

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GLOBAL CONVERGENCE CONTENT RESEARCH CENTER
글로벌융복합콘텐츠연구소

성균관대학교 SUNG KYUN KWAN UNIVERSITY | 미디어커뮤니케이션학과

문화예술미디어융합원

Session 1.

Mis/disinformation, deepfakes, and trust

Jiyoung Lee Professor (Sungkyunkwan University, South Korea)

Perceptions of trust in a post-truth world: How disinformation influences assessments of reality
Michael Hameleers Professor
(University of Amsterdam, Netherlands)

Deepfakes and the remixing of everyday life
Graham Meikle Professor
(University of Westminster, UK)

Trust matters: The effects of social media use on the public's health policy support through (mis)beliefs in the context of HPV vaccination
Sang-Hwa Oh Professor
(University of Illinois at Urbana-Champaign, USA)

Session 2.

Artificial intelligence, virtual influencers, and cryptocurrency

Tae Hyun Baek Professor (Sungkyunkwan University, South Korea)

Can voice assistants' advanced media features irrelevant to the recommendation enhance their power of persuasion?
Mark Yi-Cheon Yim Professor
(University of Massachusetts Lowell, USA)

Rise of virtual influencers as a new marketing channel: Focusing on the roles of creepiness and perceived authenticity among social media users
Minseong Kim Professor
(Louisiana State University Shreveport, USA)

Topical and sentimental analysis of cryptocurrency on Twitter
Kwan Yi Professor
(Eastern Kentucky University, USA)

Session 3.

Digital civility and online communication

Minwoong Chung Senior researcher (Sungkyunkwan University, South Korea)

Selective exposure to news, homogeneous political discussion networks, and affective political polarization: A minimal versus strong communication effects agent based modeling test
Homero Gil de Zúñiga Professor
(University of Salamanca, Spain; Pennsylvania State University, USA)

Besides gayness: Identify complexity in gay Singaporean's hashtag representation on Instagram
Langcheng Zhang Doctoral student
(Nanyang Technological University, Singapore)

Online decorum and the limits of speech regulation
Eric Heinze Professor
(Queen Mary University of London, UK)

Human vs machinelike representation in chatbot mental health counseling: The serial mediation of psychological distance and trust on compliance intention
Gain Park Professor
(New Mexico State University, USA)