



技术、社会与想象：第1届未来媒体研究论坛暨 ICA 第72届学术年会北京分会

Technology, Society and Imagination: The 1st Future Media Forum and the 72nd Annual ICA Conference

Beijing Regional Hub

会议主办方/Organizers: 北京大学新媒体研究院 School of New Media, Peking University
中国人民大学新闻学院 School of Journalism and Communication, Renmin University of China
北京大学社会化媒体研究中心 Center for Social Media Research, Peking University
中国人民大学未来传播研究所 Center of Future Communication Research, Renmin University of China
国际传播协会 (ICA) International Communication Association (ICA)

会议平台/Platform: Zoom 在线会议 (会议号: 959 4527 9313; 密码: 212121)
Zoom (Room Number: 959 4527 9313, Password: 212121)

会议时间/Time: 北京时间 2022 年 5 月 27 日 9:00-18:00
9:00-18:00, May 27 2022, GMT+8

上半场/First Half : 9:00-12:00		
主持人/Host : 王秀丽 北京大学新媒体研究院副教授 Xiuli WANG, Associate Professor, School of New Media, Peking University		
9:00-9:10	开幕致辞 Opening Remarks	谢新洲 北京大学新媒体研究院教授、院长 Xinzhou XIE Professor & Dean, School of New Media, Peking University
9:10-9:20	开幕致辞 Opening Remarks	Noshir S Contractor 美国西北大学简&威廉·怀特行为科学讲席教授, 国际传播协会主席 Jane S. & William J. White Professor of Behavioral Sciences, Northwestern University President-Elect, International Communication Association
主旨发言 Keynote Speech		
9:20-9:40	人机文明：充满不确定性的新文明 Human-machine Civilization: New Civilization with Uncertainty	彭兰 中国人民大学新闻学院教授 Lan PENG Professor, School of Journalism and Communication, Renmin University of China
9:40-10:00	从接入沟到驯化沟：数字鸿沟的新挑战 From Access Divide to Domestication Divide: New Challenge of Digital Divide	韦路 浙江大学传媒与国际文化学院求是特聘教授、院长、党委副书记 Lu WEI Professor & Dean, College of Media and International Culture, Zhejiang University
10:00-10:20	概念化的社会事实：从“内卷”到“元宇宙” Conceptualizing the Social Facts: From Involution to Meta Verse	刘德寰 北京大学新闻与传播学院/新媒体研究院教授、副院长 Dehuan LIU Professor & Deputy Dean, School of Journalism and Communication/School of New Media, Peking University
10:20-10:40	理智与情感：人机关系与合作的多维度探讨 Sense and Sensibility: Examining the Human-machine Relationship and Cooperation from Multiple Dimensions	牟怡 上海交通大学媒体与传播学院院长聘副教授 Yi MOU Associate Professor, School of Media & Communication, Shanghai Jiaotong university
10:40-10:50	海报发布 Poster Website Launch	

<p>主题一：机器、后人类与智能文明</p> <p>Session 1 : Machine, Post-human and Intelligent Civilization</p> <p>主持人：张迪 中国人民大学新闻学院教授</p> <p>Chair : Di ZHANG, Professor, School of Journalism and Communication, Renmin University of China</p> <p>点评人：赵小曼 中国人民大学新闻学院讲师</p> <p>Discussant: Xiaoman ZHAO, Assistant Professor, School of Journalism and Communication, Renmin University of China</p>		
10:50-11:00	Trust Relationship Building Based on Emotional Connections with Chatbot Replika	王袁欣、陈思璐 中央民族大学 Yuanxin WANG & Silu CHEN, Minzu University of China.
11:10-11:20	Technology and the Body: Forms, Problems and Reflections of the "Body" in the Posthuman Perspective	刘伟、陶锋 南开大学 Wei LIU & Feng TAO, Nankai University.
11:20-11:30	Automatic Coding Mechanisms for Open-Ended Questions in Journalism Surveys : An Application Guide	张如坤、徐敬宏 北京师范大学 Rukun ZHANG & Jinghong XU, Beijing Normal University
11:30-11:40	More Human-like or not? The Uncanny Valley Effect of Anthropomorphic Artificial Intelligence News Anchors	刘晨旭、章晓杰 中国传媒大学 Chenxu LIU & Xiaojie ZHANG, Communication University of China
11:40-11:50	Why Human Communicate with Machine Continuously? A Mixed Study of Smart Speaker	罗龙翔 北京大学 Longxiang LUO, Peking University 王兵 清华大学 Bing WANG, Tsinghua University
<p>下半场/Second Half : 13:30-18:00</p> <p>主持人/Host : 塔娜 中国人民大学新闻学院副教授</p> <p>Na TA, Associate Professor, School of Journalism and Communication, Renmin University of China.</p>		
<p>主题二：健康、新媒体与人类福祉</p> <p>Session 2: Health, New Media and Human Well-Being</p> <p>主持人：王袁欣，中央民族大学新闻与传播学院讲师</p> <p>Chair : Yuanxin Wang, Assistant Professor, School of Journalism & Communication, Minzu University of China</p> <p>点评人：匡恺，清华大学新闻与传播学院副教授</p> <p>Discussant: Kai KUANG, Associate Professor, School of Journalism and Communication, Tsinghua University</p>		

13:30-13:40	How Do Social Media News Seeking, EPPM Variables, and Misinformation Identification Interact to Affect COVID-19 Vaccination Intention: A Moderated Serial Mediation Model	苏岩 北京大学 Yan SU, Peking University 罗晨 清华大学 Chen LUO, Tsinghua University 肖喜珠 青岛大学 Xizhu XIAO, Qingdao University
13:40-13:50	Scan the Code, Help the Whole: Reciprocity and Acceptance of Contact-tracing App during COVID-19 Pandemic	谢新洲、石林、白麒钰 北京大学 Xinzhou XIE, Lin SHI & Qiyu BAI, Peking University
13:50-14:00	Networked Motherhood: Child Health Information Seeking on Social Media and New Mothers' Well-being in China	毛万熙、霍旻含 清华大学 Wanxi MAO & Minhan HUO, Tsinghua University
14:00-14:10	The Politics of Beauty Apps: Hegemonic Masculinity, AI, and Design Justice	罗昕元、张人文 新加坡国立大学 Xinyuan LUO & Renwen ZHANG, National University of Singapore
14:20-14:30	When Health Correction Meets Conspiracy Theory: The Impacts of Issues, Strategies of Correction, and Conspiracy Beliefs on Correction	杨洸、张栩怡 深圳大学 Guang YANG & Xuyi ZHANG, Shenzhen University
<p>主题三：连接、大趋势与网络社会</p> <p>Session 3: Connection, Megatrends and the Network Society</p> <p>主持人：苏岩 北京大学新闻与传播学院研究员、助理教授</p> <p>Chair : Yan SU, Research Fellow, Assistant Professor, School of Journalism and Communication, Peking University</p> <p>点评人：潘文静 中国人民大学新闻学院副教授</p> <p>Discussant: Wenjing PAN, Associate Professor, School of Journalism and Communication, Renmin University of China</p>		
14:40-14:50	Big Five Personality and Algorithmic Awareness: The Mediating Role of Previous Knowledge	方伟 北京信息科技大学 Wei FANG, Beijing Information Science & Technology University 金兼斌 清华大学 Jianbin JIN, Tsinghua university
14:50-15:00	Pull-and-push for Visibility: How do Fan-Users Negotiate over Algorithms with Digital Platforms in China?	张伊妍 中国人民大学 Yiyang ZHANG, Renmin University of China 黄圣淳 宾夕法尼亚大学 Shengchun HUANG, University of Pennsylvania. 李彤 北京大学 Tong LI, Peking University
15:00-15:10	Entertainment or Information A Content Analysis of Anti-Fraud Videos via TikTok	芮牟 华南理工大学 Jian RUI, South China University of Technology
15:10-15:20	Research on Chinese Netizens' Privacy Concept : The Case of Sina Weibo	郭巧敏 北京大学 Qiaomin GUO, Peking University. 黄莹 北京印刷学院 Ying HUANG, Beijing Institute of Graphi Communication 王若佳 北京中医药大学 Ruojia WANG, Beijing University of Traditional Chinese Medicine 何鸿魏 复旦大学 Hongwei HE, Fudan University

15:20-15:30	Social Capital and Social Support in Anonymous Online Communities: A Network-Based Linguistic Signaling Approach	叶锦仪、匡恺、梁颖芳 清华大学 Jinyi YE, Kai KUANG & Yingfang LIANG, Tsinghua University
15:30-15:40	Work “Neijuan” on WeChat Groups- How FoMO at work Impacts Job Performance	黄杨、杜燕 北京大学 Yang HUANG & Yan Du, Peking University
15:40-15:50	Impacts of Key Influencers’ Discussion Competence on Public Deliberation Level in Online Knowledge-Sharing Social Platform	林聪、赵倩誉、塔娜、王一清、陈昱希 中国人民大学 Cong LIN, Qianyu ZHAO, Na TA, Yiqin WANG & Yuxi CHEN, Renmin University of China
主旨发言 Keynote Speech		
16:10-16:30	科学传播中的政治正确性 The Issue of Political Correctness in Science Communication	金兼斌 清华大学新闻与传播学院教授 Jianbin JIN Professor, School of Journalism and Communication, Tsinghua University
16:30-16:50	智能传播中身体的意义 The Body in the Intelligent Communication	刘海龙 中国人民大学新闻学院教授 Hailong LIU Professor, School of Journalism and Communication, Renmin University of China
16:50-17:10	算法研究的文化转向：脉络与图景 The Cultural Turn of Algorithm Research	毛湛文 中央民族大学新闻与传播学院副教授、副院长 Zhanwen MAO Associate Professor & Deputy Dean, School of Journalism & Communication, Minzu University of China
17:10-17:30	全球中国：网络与想象 Global China：Networks and Imagination	王维佳 北京大学新闻与传播学院研究员、副院长 Weijia WANG Research Fellow & Deputy Dean, School of Journalism and Communication, Peking University
17:30-17:40	闭幕致辞 Closing Remarks	周勇 中国人民大学新闻学院教授、院长 Yong ZHOU Professor & Dean, School of Journalism and Communication, Renmin University of China