

INTERNATIONAL CONFERENCE



ON
**SUSTAINABILITY AND
SUSTAINABLE MEDIA**

9 JANUARY 2025 (THU), 8:30 AM - 6:00 PM
10 JANUARY 2025 (FRI), 10:00 AM - 6:00 PM
CHO YIU CONFERENCE HALL
THE CHINESE UNIVERSITY OF HONG KONG



香港中文大學
The Chinese University of Hong Kong

Q:A
Social Science/Centre

新專

School of Journalism
and Communication
新聞與傳播學院



The C-Centre
Centre for Chinese Media and
Comparative Communication Research
中華傳媒與比較學研究中心

CONTENTS

PAGE

Conference Theme	2
Sustainability Agenda	3
Conference Committee	4
Conference Programme	5
Speakers and Abstracts	11
Venue Map	38

CONFERENCE THEME

Sustainability is a key theme in the strategic plan of The Chinese University of Hong Kong, which aims to establish itself as the premier university embracing social responsibility for sustainable development.

As a pioneer of journalism and communication education in the Asia-Pacific region, the School of Journalism and Communication aims to hold this conference on "Sustainability and Sustainable Media" not only to align with our university's goals of sustainable development but also to lead international academia in media and communication in addressing the urgent need for sustainable design in these fields and shaping our sustainable future from their perspectives.

The conference explores the epistemological and ontological challenges that media transformations and digital technologies bring to global sustainable development. It provides a valuable opportunity for distinguished researchers from different social contexts to present their latest research outputs while discussing specific theoretical, methodological, and practical challenges to global sustainability.

SUSTAINABILITY AGENDA

Specifically, the conference will advance knowledge in three main areas.

First, it will contribute to understanding how sustainability issues can be effectively communicated internally and externally through media in various cultural contexts.

Second, it will generate theoretical and practical knowledge about digital technologies' infrastructural and environmental implications. The invited speakers will theorize and historicize emerging technologies (e.g., data analytics and artificial intelligence) as objects of global ecological crisis and forces for sustainable change.

Third, scholars will also reimagine what sustainable and impactful media designs could look like. Taken together, we hope to explore how to translate these international insights and discussions to the Greater China and East Asian contexts.

Seven Scopes

- Narratives of Repair: Imagining Sustainable Digital Futures
- Journalism and Sustainable News Media
- Empowering Societal Change through Public Relations: Advancing Social Impact in Sustainability, CSR, and ESG Communication
- Communicating Sustainable Advertising and Market Differentiation
- Sustainability and the Future of Work on Digital Platforms
- Data and Sustainability
- Cultures of Technology and the Politics of Sustainability

CONFERENCE COMMITTEE

The 60th Anniversary International Conference on Sustainability and Sustainable Media

Date

9 - 10 January 2025 (Thursday - Friday)

Venue

Cho Yiu Conference Hall, The Chinese University of Hong Kong

Convenors

FUNG, Ying Him Anthony *Wei Lun Professor of Journalism and Communication, Dean of Social Science, CUHK*

CHU, Shun Chi Donna *School Director & Associate Professor, School of Journalism and Communication, CUHK*

Committee Members

CHAN, Hon Ying Terri
Assistant Professor

CHAN, Ngai Keung Oliver
Assistant Professor

KIM, Sora
Professor

LEE LAI, Chun Hing Annisa
Associate Professor

LEE, Lap Fung Francis
Professor

LIANG, Hai
Associate Professor

LIN, Jian
Assistant Professor

RIM, Hyejoon
Associate Professor

SHAH, Nishant
Associate Professor

WITTEBORN, Saskia
Professor

YANG, Tian
Assistant Professor

CONFERENCE PROGRAMME

Day 1

9 January 2025 (Thu)

Morning

8:30

Opening Speech:

Prof. CHU, Shun Chi Donna
*Director & Associate Professor,
School of Journalism and Communication,
The Chinese University of Hong Kong*

8:35

Opening Speech:

Prof. FUNG, Ying Him Anthony
*Wei Lun Professor of Journalism and Communication,
Dean of Social Science,
The Chinese University of Hong Kong*

8:40

Group Photo

Panel 1

9:10

Narratives of Repair: Imagining Sustainable Digital Futures

Moderator: Prof. SHAH, Nishant
*Associate Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

9:15

Data Work as Care Work: Anti-Colonial Data Studies, AI and the Given World

Speaker: Prof. VORA, Kalindi
*Professor of Ethnicity Race and Migration, and Women's, Gender,
and Sexuality Studies,
Yale University*

Theories and Methods for AI Futures? Notes from A Humanities and Social Sciences Classroom

Speaker: Dr. GANESH, Maya Indira
*Senior Research Fellow,
Leverhulme Centre for the Future of Intelligence,
University of Cambridge*

Global South Feminist Movements and Resistance: Technology and Violence

Speaker: Dr. HUSSEN, Tigist Shewarega
*Postdoctoral Researcher, Department of Psychology,
University of Cape Town*

10:15 **Panel Discussion**

10:45 **Coffee Break**

Panel 2

11:00 **Journalism and Sustainable News Media**

Moderator: Prof. LEE, Lap Fung Francis
*Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

11:05 **Sustaining Visual War Journalism**

Speaker: Prof. ALLAN, Stuart
*Professor of Journalism and Communication,
School of Journalism, Media and Culture,
Cardiff University*

**From Newsroom to YouTube:
A Case Study of Chinese Journalists' Adaptation to
Online Media in the Face of Censorship**

Speaker: Prof. LUQIU, Luwei Rose
*Associate Professor, School of Communication,
Hong Kong Baptist University*

**Can Paywalls Support Mission-driven News Outlets?:
Audience Revenue in the Greater China Region**

Speaker: Prof. FANG, Kecheng
*Assistant Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

12:05 **Panel Discussion**

12:45 **Lunch**

Afternoon

Panel 3

14:25 **Empowering Societal Change through Public Relations:
Advancing Social Impact in Sustainability, CSR, and ESG
Communication**

Moderator: Prof. KIM, Sora
*Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

14:30 **The Business Paradox of Sustainability Aspirations:
Communication Strategies of Global Companies**

Speaker: Prof. IHLEN, Øyvind
*Professor, Department of Media and Communication,
University of Oslo*

CSR, DEI, and PR Slipping into “Wokeism”:
Embracing Multifaceted, Intersectional Identity Chutney for
Enhanced Post-Woke Social Impact

Speaker: Prof. DHANESH, Ganga S.
*Associate Professor, Department of Communication,
University of Maryland*

Bridging Expectations: How Organizations Address
Stakeholder Demands for Social Responsibility and Activism

Speaker: Prof. RIM, Hyejoon
*Associate Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

Beyond Borders: Evolving Consumer Expectations
in CSR, ESG, and Sustainability Communication

Speaker: Prof. KIM, Sora
*Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

15:50 **Panel Discussion**

16:20 **Coffee Break**

Panel 4

16:35 **Communicating Sustainable Advertising and Market Differentiation**

Moderator: Prof. LEE LAI, Chun Hing Annisa
*Associate Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

16:40 **The Communication Effectiveness of Green Advertising
Messages: A Global Marketing Perspective**

Speaker: Prof. CHAN, Yee Kwong Ricky
*Professor, College of Professional and Continuing Education,
The Hong Kong Polytechnic University*

**Sustainability and Strategic Differentiation in
Unregulated Consumer Goods Markets**

Speaker: Prof. KIM, Yewon
*Assistant Professor, Graduate School of Business,
Stanford University*

17:20 **Panel Discussion**

18:30 **Welcoming Dinner**

Day 2

10 January 2025 (Fri)

Morning

9:45 **Morning Coffee**

Panel 5

10:00 **Sustainability and the Future of Work on Digital Platforms**

Moderator: Prof. FUNG, Ying Him Anthony
*Wei Lun Professor of Journalism and Communication,
Dean of Social Science,
The Chinese University of Hong Kong*

Moderator: Prof. LIN, Jian
*Assistant Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

10:05 **Intercultural Influencers in East Asia and Beyond:
The Future of Creator Work, Audience Segments,
and Cross-Platform Cultures**

Speaker: Prof. ABIDIN, Crystal
*Professor of Internet Studies,
School of Media, Creative Arts and Social Inquiry,
Curtin University*

A Sustainable Platform Fix?

Speaker: Prof. VAN DOORN, Niels
*Associate Professor, Department of Media Studies,
University of Amsterdam*

10:45 **Panel Discussion**

11:45 **Lunch**

Afternoon

Panel 6

14:00 **Data and Sustainability**

Moderator: Prof. YANG, Tian
*Assistant Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

14:05 **Generative AI in Communication Research: Challenges,
Opportunities, and Innovations**

Speaker: Prof. CONTRACTOR, Noshir
*Jane S. & William J. White Professor of Behavioral Sciences,
Northwestern University*

**Studying Digital Media through Industry Collaboration:
The US 2020 Facebook and Instagram Election Study**

Speaker: Prof. PAN, Jennifer
*Sir Robert Ho Tung Professor, Department of Communication,
Stanford University*

**Embedding Existing Data as a New Source of Data for
Communication Research**

Speaker: Prof. ZHU, Jian Hua Jonathan
*Chair Professor, Department of Media and Communication,
Department of Data Science,
City University of Hong Kong*

15:05 **Panel Discussion**

15:35 **Coffee Break**

Panel 7

15:50 **Cultures of Technology and the Politics of Sustainability**

Moderator: Prof. WITTEBORN, Saskia
*Professor, School of Journalism and Communication,
The Chinese University of Hong Kong*

15:55 **Migration after Technology**

Speaker: Prof. BOJADŽIJEV, Manuela
*Professor, Department of Integration, Social Networks and
Cultural Lifestyles,
Humboldt University of Berlin*

**Digital Storytelling of the Future: Imagining and Planning for
“Climate Migration”**

Speaker: Prof. GEORGIU, Myria
*Professor, Department of Media and Communications,
London School of Economics and Political Science*

**“The Illusion of Inclusion” in the Tech and Democracy Space:
Lessons from South-to-South Knowledge Exchange Project**

Speaker: Prof. ONG, Jonathan Corpus
*Professor of Global Digital Media, Department of Communication,
University of Massachusetts Amherst*

16:55	Panel Discussion
17:30	Roundtable Discussion
18:00	Panel Dinners

Day 3

11 January 2025 (Sat)

Morning

11:00	Site Visit to Cyberport
12:30	Lunch

Time Allocation

Each presentation will be 20 minutes

Each panel discussion will be 20-30 minutes

PANEL 1

Narratives of Repair: Imagining Sustainable Digital Futures

Narratives frame how we make meanings of the world. They are the conditions through which stories emerge, bodies get written, and media objects proliferate. Contemporary digital technologies dramatically change the stories being told, bodies telling them, and the media that shape them both.

Current Digital Narrative conditions are heavily informed by a rehearsal of doom, gloom, and crises, that we call 'politics of despair'. This manifests itself in multiple ways – in how we design-think problems, how we conceptualize users, how we buy into the promise of AI, and how we imagine it. Digital capital and Silicon Valley fueled visions, with respect to current digital development in general and AI in particular, perpetuate myths that we have established as natural.

These myths reinforce the approaches we take and narratives we create to build and imagine our digital futures. They naturalize crises, perpetuate structures of oppression, encode violence, and ease us into politics of despair and apathy. These politics of despair produce stories that reinforce the brokenness of the world while breaking the bodies that are the most vulnerable, and media practices that generate inaction and resignation in the face of seemingly insurmountable crises.

This panel argues that we need to understand narratives as infrastructures that offer tactical elements of imagining, building, and repairing the world so that we move from crises to action, from apathy to hope, and from individual despair to collective care. Each panelist identifies a specific condition of digital crises and shows from their practice, interventions, approaches, and frameworks, ways by which we can create a practice of narrative change. This narrative change requires a decentering of the canon, dismantling geographies of privilege, focusing on communities that have been made invisible, creating new epistemologies from Majority Worlds, and engaging with radical generosity and hope as queer, feminist, and decolonial practices of imagining sustainable futures.



Prof. VORA, Kalindi

Professor of Ethnicity Race and Migration, and Women's, Gender, and Sexuality Studies, Yale University

Kalindi Vora is a Professor and Chair of Ethnicity Race and Migration, and Professor of Women's Gender and Sexuality Studies and of American Studies with an affiliate appointment in History of Science and Medicine at Yale University. She is the author of *Life Support: Biocapital and the New History of Outsourced Labor* (winner of the 2018 4S Bernal Prize), *Surrogate Humanity: Race Robots and the Politics of Technological Futures* (co-authored with Neda Atanasoski, 2019); *Re-Imagining Reproduction: Surrogacy, Labor and Technologies of Human Reproduction*; and *Technoprecarious* (with the Precarity Lab).

Data Work as Care Work: Anti-Colonial Data Studies, AI and the Given World

Part of the work of postcolonial studies, as well as its challenges by subaltern studies both in South Asian Studies and in Latin American decolonial theory, has been to recover submerged, silenced or otherwise erased or neglected histories of the colonized represent existing and possible subjects and lifeworlds. Development of new technologies based on the datafication and archiving of the world as information, from categorization to collection to database construction, revivify these issues as they come to bear on what Latin American decolonial thinker Anibal Quijano calls "the coloniality of modernity" (1999). To begin to explore what challenging ongoing coloniality in technology design could mean in the face of growing datafication, and to expand an argument for an anti-colonial approach within data studies, this article brings together insights from subaltern studies, postcolonial and decolonial thinking about archives together with Bowker and Star's concept of "residual categories" to consider interdependent ways of being and knowing that are residues of current projects of datafication. After first describing some of the stakes of bringing together anti-colonial thinking and the idea of residual categories, the paper takes up recent labor organizing by Kenyan microworkers who draw attention to their devalued labor.



Dr. GANESH, Maya Indira

Senior Research Fellow,
Leverhulme Centre for the Future of Intelligence,
University of Cambridge

Maya Indira Ganesh is the Associate Director (Research Partnerships), Co-Director of the Narratives and Justice Program, and a Senior Research Fellow at the Leverhulme Centre for the Future of Intelligence (LCFI) at the University of Cambridge, UK. Maya has a Drphil in Cultural Studies from Leuphana University, Lüneburg, Germany. Her doctoral work took the case of the 'ethics of autonomous driving' to study the implications of ethical decision-making and governance by algorithmic/AI technologies for human social relations and argued for a conception of AI technologies as situated in distinct infrastructural and social environments. Maya's research at CFI builds on this by focusing on AI in public and with different kinds of publics in the design and development of technology. She draws on varied theoretical and methodological genres, including feminist scholarship, media studies, and science and technology studies. She is also an invited speaker, curatorial advisor, and writer with arts and cultural organizations in Europe, and on the Internet. Prior to academia, Maya spent over a decade as a researcher and activist working at the intersection of gender justice, security, and digital freedom of expression.

Theories and Methods for AI Futures? Notes from A Humanities and Social Sciences Classroom

This presentation reports on three years of teaching and administering a master's program on AI Ethics & Society for working professionals troubled by the development of AI and keen to make a change by adopting frameworks and toolkits for better, more responsible, and ethical AI. We challenge these cohorts of professionals to develop, instead, a 'critical technical practice'. This presentation contends that such a practice is interdisciplinary and, for that reason, difficult to achieve. Critical technical practice as a frame and an ambition for critical pedagogy must contend with two kinds of pressures on the humanities and social sciences in higher education. The first is the assumed value of non-STEM disciplines to manage the harms and potentially negative outcomes of STEM research and development for society and the planet through framings like 'ethics' and 'the social'; and second, the perceived non-value of HSS disciplines from English to Sociology to Journalism to the university and society more broadly as evidenced by defunding and dismantling of HSS departments in universities across the US and UK. This paper identifies existing and future epistemic trajectories and modes having to be adopted by educationists and scholars in response to how AI creates particular futures and forecloses others.



Dr. HUSSEN, Tigist Shewarega

Postdoctoral Researcher,
Department of Psychology,
University of Cape Town

Tigist Shewarega Hussen (PhD) works in the Women's Rights Program (WRP) at the Association for Progressive Communication (APC). She is the Feminist Research Lead in the Feminist Internet Research Network (FIRN) project. She is also a postdoc researcher at the Hub for Decolonial Feminist Psychologies in Africa, Department of Psychology, at the University of Cape Town. Her research interest focuses on the exploration of a digital Pan-African constellation of feminist activism for social justice across the continent.

Global South Feminist Movements and Resistance: Technology and Violence

In this presentation, I argue for expanding our understanding and theorising of deeply rooted technology-facilitated violence by revealing the connections among colonialism, transnational politics, nationalism, patriarchy, and the various feminisms promoted across media platforms. As I explore ways of expanding our understanding of violence and technology—particularly in the contexts of genocide and war—I am also focused on exploring “technologies of a livable future.” This concept is one of the themes presented at this conference, Infrastructures of Repair: Imagining Sustainable Digital Futures. While engaging in feminist critique, defense, and the articulation of realities, as well as opposing the inherent colonialist aspects and design of technologies, envisioning livable possibilities concretely is crucial. This might involve changing our relationship with technology, showcasing innovative ways feminists utilise tech, or collaborating with technologists to develop new solutions.

In this presentation, I will analyse technology-facilitated violence while exploring what a “livable future” means for feminists in the global south. I aim to focus on my deep passion for African feminist digital movement building and activism, which aligns with my scholarly pursuits and political investments in tech feminist research. Within the framework of a “livable future,” I pose the question: How can we envision and strive for a pan-Africanist feminist tech future?

PANEL 2

Journalism and Sustainable News Media

In the past two decades, the sustainability of journalism has been challenged by technological transformation, changing political economy of the media industries, and worsening social and political conditions for news reporting in many countries.

Nonetheless, the world has also witnessed the continual relevance of diversified forms of journalistic works and the resilience of journalists under varying contexts. Meanwhile, journalism plays an indispensable role in helping societies achieve sustainable development through offering information and organizing public deliberation.

This panel brings together leading scholars from the UK and Hong Kong to discuss the key issues involved in the journalism-sustainability nexus.



Prof. ALLAN, Stuart

Professor of Journalism and Communication,
School of Journalism, Media and Culture,
Cardiff University

Stuart Allan is a Professor of Journalism and Communication in the School of Journalism, Media and Culture at Cardiff University, UK. He has published widely, including co-authoring *Conflicting Images: Histories of War Photography in the News* (Routledge, 2024), and editing the second edition of *The Routledge Companion to News and Journalism* (Routledge, 2023). He serves on editorial boards for several international peer-reviewed journals, and his books have been translated into numerous languages. Current research projects include enquiries into visual journalism, with particular interests in professional and citizen photo-reportage of war, conflict, and crisis.

Sustaining Visual War Journalism

This invited presentation identifies and explores pressing issues concerning the lived precarities negotiated by photojournalists committed to recording the traumas of human suffering in ongoing conflicts. Professional and citizen war photographers alike are risking their lives to bear witness in often harrowing circumstances – some finding themselves deliberately targeted by the military – on behalf of distant publics awash in imagery fiercely contested across news sites and social media spaces. Many are intent on recrafting anew visual narratives to breakthrough the darkness of deception, recommitting to experimentation and innovation in the search for alternatives. To illustrate its arguments, this presentation will briefly examine recent case studies where civic activists and citizen journalists are capturing visual evidence to challenge official disinformation campaigns, and to make visible human suffering in war zones. In comparing and contrasting insights garnered from these case studies, this presentation will critically evaluate the prospects for rethinking visual war reporting and the communicative politics of dis/information.



Prof. LUQIU, Luwei Rose

Associate Professor,
School of Communication,
Hong Kong Baptist University

Luwei Rose Luqiu, an Associate Professor at Hong Kong Baptist University's School of Communication, researches censorship, propaganda, and social movements in authoritarian regimes, specializing in China. A seasoned journalist with 20 years of experience and a 2007 Nieman Fellow at Harvard University, she combines practical insights with academic rigor. Luqiu holds a Ph.D. in Mass Communication from Pennsylvania State University and a bachelor's degree in philosophy from Fudan University. Her research contributes significantly to understanding the region's media, politics, and social change.

From Newsroom to YouTube: A Case Study of Chinese Journalists' Adaptation to Online Media in the Face of Censorship

This study examines the evolving landscape of journalism in the digital age by focusing on the transition of professional journalists from conventional media in Mainland China to independent YouTube channels. This research investigates how these journalists adapt their journalistic practices, content creation strategies, and audience engagement techniques in this new media environment. Specifically, the study explores the motivations behind their transition, including the impact of censorship, the perceived potential of YouTube's reach, and the pursuit of economic opportunities.

The research analyzes the shifts in their journalistic practices, comparing their previous work in traditional media with their current YouTube content. Furthermore, the study investigates how these journalists navigate the challenges of sourcing and verifying information without traditional newsroom support and how they address ethical considerations related to objectivity, balance, and accuracy in the less structured online environment.

This research employs a qualitative case study approach, focusing on two prominent Chinese journalists who have successfully transitioned to YouTube. Through these case studies, the research aims to provide valuable insights into the evolving nature of journalism in the digital age, the impact of censorship on journalistic practices, the role of YouTube in giving alternative spaces for information dissemination, and the challenges and opportunities faced by independent journalists in the global media landscape. The findings will contribute to a deeper understanding of how journalists adapt to the changing media environment and the implications for the future of journalism in an increasingly interconnected and censored world.



Prof. FANG, Kecheng

Assistant Professor
School of Journalism and Communication
The Chinese University of Hong Kong

Kecheng Fang is an Assistant Professor at the School of Journalism and Communication, The Chinese University of Hong Kong. His research interests include digital media, journalism, and political communication, mainly in the Chinese context. He received his Ph.D. degree from the Annenberg School for Communication at the University of Pennsylvania. Before joining academia, he worked as a political journalist at the Chinese newspaper Southern Weekly. His work has appeared in *New Media & Society*, *Information, Communication & Society*, *China Quarterly*, *Journal of Contemporary China*, among others.

Can Paywalls Support Mission-driven News Outlets?: Audience Revenue in the Greater China Region

As advertising revenues decline globally, news media organizations are increasingly turning to subscription-based models for financial sustainability. This study examines the pivot toward audience revenue in mainland China, Hong Kong, and Taiwan. Through content analysis of six news outlets and in-depth interviews with their executives and journalists, this study investigates how the paywall model performs in the Greater China region. The findings reveal distinct patterns that both align with and diverge from Western experiences. It also discusses the variations among the six Greater China outlets. This study suggests that the sustainability of subscription models for mission-driven journalism depends not only on audience willingness to pay, but also on platform infrastructure, the regulatory environment, and evolving newsroom mindsets.

PANEL 3

Empowering Societal Change through Public Relations: Advancing Social Impact in Sustainability, CSR, and ESG Communication

Join a distinguished group of global scholars —Professors and Doctors. Øyvind Ihlen, Ganga Dhanesh, Hyejoon Rim, and Sora Kim—who are renowned for their influential work in CSR, sustainability, and ESG communication within the field of public relations.

With diverse cultural backgrounds and extensive academic and professional experience across Europe, the US, the Middle East, and Asia, these experts will share their insights into how public relations can drive societal change. This panel will explore how public relations can facilitate meaningful social impact, helping organizations navigate the complexities of CSR, ESG, and sustainability in a rapidly evolving world.

The discussion offers valuable perspectives on the role of public relations in advancing social responsibility and sustainability on a global scale.



Prof. IHLEN, Øyvind

Professor,
Department of Media and Communication,
University of Oslo

Øyvind Ihlen is a Professor at the University of Oslo, Norway. He has authored or co-authored over 170 articles, chapters, and books, including the edited *Volumes Public Relations and Social Theory* (2018) and *Handbook of Organizational Rhetoric and Communication* (2018). Ihlen has led two large cross-disciplinary research projects on the COVID-19 pandemic and is involved in the EU Horizon project PREPSHIELD, the COST network Alerthub, and the Crisis Communication Think Tank – International (CCTT). He is a former President of European Public Relations Education and Research Association (EUPRERA) and incoming vice-chair of the Public Relations Division of the International Communication Association (ICA).

The Business Paradox of Sustainability Aspirations: Communication Strategies of Global Companies

With the challenges from climate change looming, corporations have responded by embracing a rhetoric of sustainability. This creates a paradox—a tension between "contradictory yet interrelated elements." Profit-driven activities frequently conflict with the capacity to sustain a process or enterprise without depleting natural resources over the long term. In response, corporations can choose a defensive strategy of denying there is a contradiction or proactively acknowledge the paradox and "work through it" in the parlance of organization studies. Scholars in the latter field have pointed to how the proactive strategy might be beneficial and how transcending strategies adopt a "both/and perspective." Looking at actual corporate discursive practice, two opposite readings can be had – transcendence has been achieved or not. The latter reading calls for discussions of tradeoffs, seeing paradoxes as fluid and transcendence as a continuing process requiring agonistic listening.



Prof. DHANESH, Ganga S.

Associate Professor,
Department of Communication,
University of Maryland

Ganga S. Dhanesh, PhD (National University of Singapore), is an Associate Professor in the Department of Communication at the University of Maryland. Her extensive research on corporate social responsibility (CSR) and strategic communication is shaped by her experience in corporate and nonprofit sectors. Her work has been published in leading journals such as *American Behavioral Scientist*, *Business Horizons*, *Journal of International Management*, *Management Communication Quarterly*, *Journal of Public Relations Research*, and *Public Relations Review*. She serves as Associate Editor for *Journal of Communication Management* and is on the editorial boards of *Business Horizons*, *Public Relations Review*, and *Journal of Public Relations Research*. She actively consults for global organizations and led Zayed University's partnership with the UAE chapter of the Unstereotype Alliance, a UN Women initiative.

CSR, DEI, and PR Slipping into “Wokeism”: Embracing Multifaceted, Intersectional Identity Chutney for Enhanced Post-Woke Social Impact

Corporate public relations have been increasingly addressing issues of diversity, equity and inclusion (DEI) within the ambit of corporate social responsibility (CSR), social sustainability, and environment, social, and governance (ESG). However, recent backlash against DEI, mostly in polarized societies, indicates a slippery slope from well-meaning articulations of DEI to what has been derogatively termed “going woke.” I argue that one of the reasons for this backlash could be the intense foregrounding of single-faceted aspects of identity in DEI initiatives -- race, ethnicity, gender, sexual orientation -- which might not resonate with the complex, multifaceted, intersectional identities that stakeholders hold. These nouveau articulations of identity have implications for the segmentation of stakeholders and the publics in DEI communication. I argue that DEI-focused public relations research must embrace a broader perspective that recognizes CSR publics forming around salient issues shaped by multifaceted and dynamic identity constructs, such as hypermodernity. Research and practice must account for the complexity of intersectional and multifaceted identities that span individual, social, professional, and organizational dimensions. Articulating a complex identity chutney that addresses these complexities could help to resuscitate DEI efforts and enhance post-woke social impact.



Prof. RIM, Hyejoon

Associate Professor,
School of Journalism and Communication,
The Chinese University of Hong Kong

Hyejoon Rim is an Associate Professor in the School of Journalism and Communication at The Chinese University of Hong Kong. Previously, she spent 11 years as a faculty member at the University of Minnesota – Twin Cities, teaching courses in strategic communication for both undergraduate and graduate programs. Her primary research focuses on corporate social responsibility, social impact communication, and public relations, and her work has appeared in the *Journal of Communication*, *Journal of Business Research*, *Journal of Public Relations Research*, and *Public Relations Review*, among others. She received her Ph.D. in Mass Communication from the University of Florida and her Master's degree in Public Relations from Syracuse University. Before transitioning to academia, Dr. Rim worked as a Senior Account Executive at global public relations and advertising firms. She is currently an elected member of the Publication Committee for the Association for Education in Journalism and Mass Communication (AEJMC).

Bridging Expectations: How Organizations Address Stakeholder Demands for Social Responsibility and Activism

This talk explores consumer and employee-stakeholder perspectives on business responsibility in society, focusing on their expectations and responses to corporate social responsibility and activism. Drawing on insights from corporate communication professionals at major U.S. companies, it also examines how organizations are addressing these expectations, the challenges they face amid various pressures, and the critical factors shaping their strategies. Approaches to social impact communication and their implications for public relations practice and scholarship will be discussed.



Prof. KIM, Sora

Professor,
School of Journalism and Communication,
The Chinese University of Hong Kong

Sora Kim is a leading expert in CSR and sustainability communication, strategic communication, and risk/crisis communication, with over 25 years of experience in the field. She serves as Programme Director of the Corporate Communication M.S.Sc. Programme, Director of the CSRCom & Sustainability Hub, and is a Professor in the School of Journalism and Communication at the Chinese University of Hong Kong. With more than 130 publications, her research is featured in top international journals across communication, business, management, and ethics. She has presented at leading international conferences, received multiple prestigious research awards, and secured significant research funding from organizations such as the General Research Fund (GRF)/Research Grants Council (RGC), the Toyota Foundation, and the Arthur Page Center, among others. Sora Kim has been recognized on the Top 2% Scientists list by Stanford University in the subfield of Communication and Media Studies for five consecutive years, from 2020 to 2024.

Beyond Borders: Evolving Consumer Expectations in CSR, ESG, and Sustainability Communication

This talk examines evolving consumer expectations in CSR and ESG communication across the US, China, Hong Kong, and Middle East & North Africa (MENA) regions. By exploring cultural nuances in consumer expectations and identifying key factors for communication success, this presentation provides insights into how CSR and ESG efforts can be tailored to resonate with diverse audiences. Additionally, it delves into cultural antecedents that shape regional approaches to CSR, offering a roadmap for impactful sustainability communication globally.

PANEL 4

Communicating Sustainable Advertising and Market Differentiation

As consumers increasingly prioritize and demand corporate sustainability, advertisers are constantly reinventing how they should communicate eco-friendly values and practices through advertising of more sustainable products in order to achieve profitable growth and social responsibilities.

This panel starts with a comprehensive scan of the global landscape of sustainable advertising in the past few decades. The first speaker categorizes green advertising messages into their respective communication effectiveness according to multiple consumer segments, country-of-origin effects, and diverse conditions. The second study investigates the contention of achieving market share and saving the earth by revealing the struggles of smaller brands using sustainability as a strategic differentiator while dominant brands show more limited incentives to invest in sustainable practices within the unregulated consumer packaged goods market.



Prof. CHAN, Yee Kwong Ricky

Professor,
College of Professional and Continuing Education,
The Hong Kong Polytechnic University

Prof. Ricky Chan is the Associate Dean (Education) and Professor of the Division of Business and Hospitality Management at the College of Professional and Continuing Education of The Hong Kong Polytechnic University (PolyU CPCE). Ricky's research interests lie in green consumption, consumer ethics, and environmental strategies. He is included on Research.com's list of Best Business and Management Scientists (world's top 1%). Since 2020, he has also been included on Elsevier BV/Stanford University's list of the top 2% scientists in the world across all disciplines. He is currently serving as a Detailed Assessor for the Australian Research Council.

The Communication Effectiveness of Green Advertising Messages: A Global Marketing Perspective

This presentation reviews scholarly research on environmental advertising from a marketing perspective over the past few decades. It specifically examines how different environmental or green advertising messages could be categorized and the respective communication effectiveness of various message types under different conditions. In this literature review, particular attention will be given to examining the communication effectiveness of green advertising messages used by foreign firms to market their brands to a host market. This examination aims to illustrate how the intricate interplay among message type, characteristics of the target audience, and the country-of-origin effect would influence the communication effectiveness of green advertising. By unraveling these intricacies, this discussion helps underscore the strategic importance of tailoring green advertising messages to engage with target customers, thus offering advertisers valuable insights into devising effective sustainable communication strategies in the increasingly competitive global marketplace.



Prof. KIM, Yewon

Assistant Professor,
Graduate School of Business,
Stanford University

Yewon Kim is an Assistant Professor of marketing at Stanford University Graduate School of Business. She received her PhD in marketing from the University of Chicago Booth School of Business and her MS in marketing from Seoul National University. She received her BA in art history from Washington University in St. Louis.

Sustainability and Strategic Differentiation in Unregulated Consumer Goods Markets

This paper sheds light on the unique role of sustainability in unregulated consumer packaged goods (CPG) markets: it is neither a pure public good, which firms lack incentive to provide without regulation, nor a significant private benefit to consumers largely produced by dominant market players. Instead, sustainability occupies a middle ground, offering strategic differentiation opportunities across brands. In the health and beauty care categories from 2013 to 2019, we find the growth in sustainable products driven only by fringe -- not historically dominant -- brands and the limited role of sustainability features in product pricing, both of which suggest firms' growing but modest incentives to invest in sustainability. Consistent with these patterns, our model estimates indicate that sustainability has a non-zero but marginal impact on consumer purchase decisions: while preference for sustainability is increasing, the average consumer still prioritizes non-sustainable attributes and favors sustainability features that are more easily offered by smaller brands. These preferences rationalize the observed strategic differentiation, where dominant brands face limited incentives to offer sustainable products while smaller brands use sustainable offerings to differentiate. Implications for brands and policymakers are discussed.

PANEL 5

Sustainability and the Future of Work on Digital Platforms

This panel addresses the issue of sustainability in today's global platform economy and questions its implications for the future of work. Building on their recent research on social media and on-demand platforms, speakers will share their critical diagnosis of the labour process shaped by the prevailing discourse of influencers and the gig economy.

We propose to frame sustainability as a parameter of governance and culture to examine various forms of inequalities and challenges facing the global communities of creators and platform workers.

It refers not only to a sustainable business and platform ecology that ensures the well-being of its third-party participants but also to a digital culture that pushes its creators for good and for change.



Prof. ABIDIN, Crystal

Professor of Internet Studies,
School of Media, Creative Arts and Social Inquiry,
Curtin University

Prof. Crystal Abidin is an anthropologist and ethnographer of internet cultures, especially in the Asia Pacific region. She is Professor of Internet Studies at Curtin University, Director of the Influencer Ethnography Research Lab (IERLab), and Founder of the TikTok Cultures Research Network (TCRN). Her forthcoming books arising from her recently concluded ARC DECRA Fellowship (DE190100789) are *TikTok and Youth Cultures* (Emerald); *Provoking Online Drama: How Attention Economies are Changing* (with Jin Lee, Bloomsbury); *Child Influencers: How Children Become Entangled with Social Media Fame* (Polity); and *Intercultural Influencers: Global Arbiters of Norms and Nuance* (Polity). Reach her at wishcrys.com.

Intercultural Influencers in East Asia and Beyond: The Future of Creator Work, Audience Segments, and Cross-Platform Cultures

This talk introduces a new theory of "Intercultural Influencers", drawing on the forthcoming *Intercultural Influencers: Global Arbiters of Norms and Nuance* (Polity) arising from a recently concluded ARC DECRA Fellowship. Intercultural Influencers are cultural arbiters arising from the 'in between' spaces of glocal exchange and juxtaposition, whose authority is contingent upon the documentary of experiential knowledge and commodification of cultural norms, usually mediated for a culturally displaced audience. They move across cultures, country markets, content genres, platforms, audiences, and client types, and as such, have very massive and mobile global appeal. As the influencer industry is growing mature in countries around the world, intercultural influencers emerge as cosmopolitan figures who demonstrate the potential of 'riding on the wave' of globalization. Drawing on comparative traditional and digital ethnography, using case studies undertaken across Hong Kong, Seoul, Shanghai, and Tokyo between 2019–2023, this talk will take stock of the scholarship on the field of Influencers to date, and showcase the value of thinking about 'the next generation' of major shifts in the Influencer industry as situated in the socio-cultural milieu, to reflect on the future of creator work, audience segments, and cross-platform cultures.



Prof. VAN DOORN, Niels

Associate Professor,
Department of Media Studies,
University of Amsterdam

Niels van Doorn is an Associate Professor of New Media and Digital Culture at the University of Amsterdam. He recently completed an ERC-funded research project (Platform Labor), which examined how digital platforms are transforming labor and social reproduction in cities impacted by waves of welfare reform and decentralized governance frameworks. He is a founding editor of the forthcoming journal *Platforms & Society* (Sage Open Access), and sits on the editorial board of *Work, Employment & Society*. Niels holds a PhD in Communication Science from the University of Amsterdam (Amsterdam School of Communication Research, 2010). Before joining the UvA's Department of Media Studies in 2012, he spent two years as a postdoctoral researcher in the Department of Political Science at Johns Hopkins University in Baltimore. The research conducted there resulted in his first book, *Civic Intimacies* (Temple UP, 2019).

A Sustainable Platform Fix?

Digital platforms for on-demand work emerged in the wake of the 2008 financial crisis, which cast widespread doubt on the sustainability of late stage capitalism. What some have called the “platform conjuncture” resulted from a post-crisis confluence of low interest rates, a glut of venture capital, as well as progress in cloud computing and mobile internet technology. For a decade, roughly from 2010 until 2020, platforms appeared to offer a “fix” for capital as well as labor, promising to “democratize” capitalism and to make it more sustainable: in the platform economy, one could have one’s cake and eat it too.

In this talk, I draw on a 5-year research project (Platform Labor) on the platformization of low-wage labor and social reproduction in three Global North cities (Amsterdam, Berlin & New York) to reflect on the issue of sustainability in what I term the “platform fix era”. I discuss the conditions under which so-called lean or “asset light” platforms could market themselves as sustainable solutions in particular sectors and examine the unequal distribution of opportunities and risks among (heterogenous) gig workforces. I end with some reflections on the potential of efforts to secure sustainable livelihoods in what is in many ways an unsustainable platform economy.

PANEL 6

Data and Sustainability

The panel features three distinguished computational social scientists from Stanford University, Northwestern University, and City University of Hong Kong. This panel will discuss the challenges and innovations in digital methods within the post-API era, where obtaining digital data has become increasingly complex due to heightened restrictions on APIs, scraping methods, and anti-AI measures.

Our esteemed speakers will explore how these limitations impact the sustainability of digital research, offering unique perspectives on navigating data acquisition in an age where digital barriers are prevalent. They will discuss cutting-edge approaches to overcoming these obstacles and highlight the importance of sustainable data practices in ensuring robust and ethical research. We will explore the intersection of data, technology, and sustainability, and gain insights from leading scholars who are at the forefront of this evolving field.



Prof. CONTRACTOR, Noshir

Jane S. & William J. White Professor of Behavioral Sciences,
Northwestern University

Noshir Contractor is the Jane S. & William J. White Professor of Behavioral, Sciences in the McCormick School of Engineering & Applied Science, the School of Communication and the Kellogg School of Management and Director of the Science of Networks in Communities Research Group at Northwestern University. He is also the former President of ICA. Professor Contractor has been at the forefront of three emerging interdisciplines: network science, computational social science and web science. He is investigating how social and knowledge networks form – and perform – in contexts including business, scientific communities, healthcare and space travel.

Generative AI in Communication Research: Challenges, Opportunities, and Innovations

Generative AI has the potential to revolutionize all stages of the communication research process. In the initial phases, AI can assist with comprehensive literature reviews by rapidly analyzing vast amounts of scholarly work and identifying key themes and gaps. It can aid in developing precise research questions and hypotheses by leveraging its understanding of existing research paradigms. AI can facilitate online sampling techniques for data collection and even serve as a surrogate for human respondents in specific scenarios, allowing for more extensive and diverse datasets. In data analysis, AI excels at visual analytics, providing researchers with sophisticated tools to explore complex relationships within numeric, network, and textual data. AI can offer unique perspectives in interpreting results as a virtual collaborator, potentially uncovering insights that human researchers might overlook. AI can be a preliminary reviewer for conference or journal submissions, providing constructive feedback on structure, clarity, and adherence to publication standards. Furthermore, AI can create interactive tools allowing readers to explore research findings dynamically, generate podcasts summarizing key points, and utilize platforms like Google's NotebookLM to highlight and contextualize crucial takeaways. Integrating AI into research dissemination enhances engagement and comprehension, bridging the gap between complex academic work and diverse audiences. While ethical considerations must be carefully navigated, integrating Generative AI into communication research workflows promises to enhance efficiency, broaden analytical capabilities, and potentially lead to novel discoveries in the field. Importantly, researchers must be transparent in their acknowledgments about how Generative AI was leveraged during the research process. As a discipline, communication research needs to develop comprehensive guidelines for the ethical use of Generative AI in conference and journal submissions to ensure integrity and fairness in scholarly work.



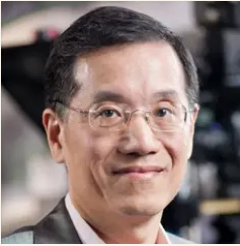
Prof. PAN, Jennifer

Sir Robert Ho Tung Professor,
Department of Communication,
Stanford University

Jennifer Pan is a political scientist whose research focuses on political communication, digital media, and authoritarian politics. She is the Sir Robert Ho Tung Professor of Chinese Studies, Professor of Communication and (by courtesy) Political Science, and a Senior Fellow at the Freeman Spogli Institute. Prof. Pan's research uses experimental and computational methods with large-scale datasets on political activity to answer questions about the role of digital media in authoritarian and democratic politics, including how political censorship, propaganda, and information manipulation work in the digital age and how preferences and behaviors are shaped as a result. Her work has appeared in peer-reviewed publications such as the *American Political Science Review*, *American Journal of Political Science*, *Journal of Politics*, *Political Communication*, and *Science*.

Studying Digital Media through Industry Collaboration: The US 2020 Facebook and Instagram Election Study

In early 2020, Facebook/Meta partnered with external researchers to investigate how Facebook and Instagram influence key political attitudes and behaviors in the context of the U.S. 2020 elections. This collaboration aimed to address two major challenges hindering research in social media and politics. First, rising public concerns and legal requirements around data privacy have led social media companies to limit data access for external researchers. Second, conducting rigorous scientific studies on social media's impact is particularly challenging when done retrospectively. This talk will outline the collaboration's structure, present key findings, and discuss some of the unexpected challenges that emerged.



Prof. ZHU, Jian Hua Jonathan

Chair Professor,
Department of Media and Communication,
Department of Data Science,
City University of Hong Kong

Prof. Zhu teaches new media theory (diffusion, use, and impact), quantitative methods (survey, experiment, content analysis, statistical analysis), and new technologies (Internet, multimedia, and database). Most recently, he teaches a university general education (GE) course on social network analysis for media, business and technological applications. His current research projects involve the growth of online social networks, sustainability of social media, diffusion and use of social computing, and internationalization of communication research, among others. He coordinates a Web Mining Lab, in which a group of postdoctoral fellows, doctoral students, research assistants, and occasional visitors carry out interdisciplinary projects. His publications in SCI/SSCI journals, along with citation and collaboration information, are compiled by ResearcherID.com.

Embedding Existing Data as a New Source of Data for Communication Research

When speaking of new data for communication research, we usually think of three routes: identifying new sources, developing new methods of data collection, or integrating old and new data. Inspired by the latest large language models (LLMs), there could be a fourth route: transforming conventional tabulated data into an embedding structure. Embeddings enable the representation of high-dimensional data in a lower-dimensional space while preserving inherent relationships, enhancing interpretability, and insight extraction. The approach also facilitates the integration of heterogeneous data from diverse sources. Engineering, business, and a few fields of the social sciences have already adopted the approach, providing applicable examples.

PANEL 7

Cultures of Technology and the Politics of Sustainability

This panel asks how we can integrate social equity, environmental and human health, ethics, and technologies to create diverse and thriving communities on the urban, regional, and global scale. The papers address the question from the perspective of “cultures of technology” which refers here to the values, norms, expectations, and controls which shape how technologies are imagined, designed, used, and replaced.

This panel will address some of these cultures and practices in the contexts of migration, digital labour, the politics of innovation, and sustainable urban spaces. In their presentations, scholars will highlight how cultures of technology engage with, defy, and reproduce sustainable practices and what we can learn from historically underrepresented groups and regions.



Prof. BOJADŽIJEV, Manuela

Professor,
Department of Integration, Social Networks and Cultural Lifestyles,
Humboldt University of Berlin

Professor Bojadžijev is the Head of the Department Integration, Social Networks and Cultural Lifestyles, at the Berlin Institute for Empirical Integration and Migration Research, Humboldt University of Berlin. Her work focuses on the study of globalized and digital cultures as well as migration from a global perspective. In addition to conceptual, methodological and epistemic questions of migration research, she is interested in the “dispute over migration” in migration societies and how social changes are narrated, lived and contested in and through modes of representation of migration and flight. She also investigates current transformation processes of mobility and migration as well as racism, in interplay with changes in work and everyday life through digitalization and logistics, predominantly in urban spaces and in geopolitical constellations.

Migration after Technology

My lecture takes up the title of Ruha Benjamin’s book and examines the impact of digital media technologies on the field of migration. In particular, I will focus on the automation of labour, which is inconceivable without migrant work. Starting from the thesis that human mobility is constitutive of labour, understood as both a productive and a reproductive activity, I discuss how not only the practice of human mobility but also our understanding of migration could change, based on research conducted in recent years on the relationship between digitality, labour and migration.



Prof. GEORGIU, Myria

Professor,
Department of Media and Communications,
The London School of Economics and Political Science

Myria Georgiou is a Professor in the Department of Media and Communications at LSE. Professor Georgiou researches and teaches on migration and urbanisation in the context of intensified mediation. Adopting a comparative and interdisciplinary approach, she is committed to putting the human of the urban, transnationally connected world at the core of her research. Her more recent books include *The Digital Border* (with L. Chouliaraki, NYU Press, 2022) and *Being Human in Digital Cities* (Polity Press, 2023).

Digital Storytelling of the Future: Imagining and Planning for “Climate Migration”

This presentation focusses on the digital storytelling of “climate migration”. “Climate migration” is widely considered as a profound challenge that the accelerating climate crisis presents to global humanity. In light of a forecasted crisis within a crisis – i.e., a feared migration crisis as a result of the climate crisis – a number of actors engage in describing, defining and planning for “climate migration”. The presentation pays attention to two distinct dimensions of how “climate migration” is imagined and defined: first, unlike the case of other kinds of migration, international organizations, governments and the media primarily depend on predicting the future rather than depending on evidence of the past and present; second, and precisely because of the futuristic orientation of relevant debates, storytellers of “climate migration” now expand beyond existing actors engaged in narrating stories of migration (i.e., migrants and institutions) to include AI and big data models. In this presentation, I investigate how “climate migration” is defined, imagined and tackled as a future crisis by a range of actors – human and nonhuman. The main questions that drive the discussion are: *Who and how describes, defines and tackles “climate migration” as a crisis-to-be? What stories are actually shared, especially as they haven’t happened yet? And what are the consequences of digitally defining and narrating the future, its risks and challenges?*



Prof. ONG, Jonathan Corpus

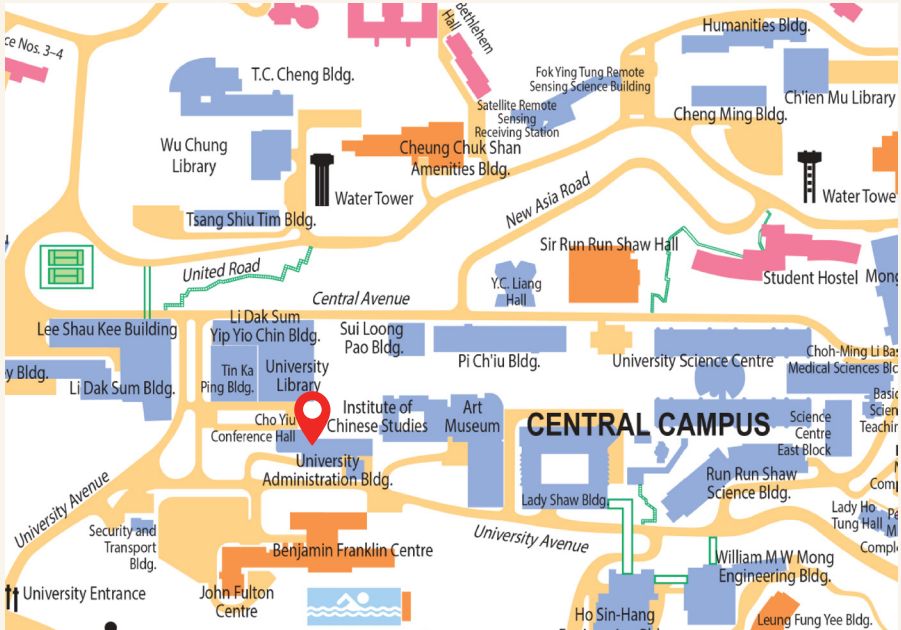
Professor of Global Digital Media,
Department of Communication,
University of Massachusetts Amherst

Jonathan Corpus Ong is Professor of Global Digital Media and Director of the Global Technology for Social Justice Lab (GloTechLab.net) at University of Massachusetts Amherst. He is the author of 3 books and over 20 journal articles in digital politics, global media studies, and the sociology and anthropology of aid. He is the co-author of the pioneering study "Architects of Networked Disinformation", which applies an ethnographic approach to studying the hierarchy of human workers behind disinformation campaigns in the Philippines. A public intellectual with a record of policy advocacy and community-driven applied research, Jonathan writes for *Time* and *The Guardian*, and co-hosts a "disinformation whistleblowers" podcast called "Catch Me If You Can", ranked Top1% Most Followed by Spotify in 2022.

"The Illusion of Inclusion" in the Tech and Democracy Space: Lessons from South-to-South Knowledge Exchange Project

How can tech and democracy programs better serve the needs and challenges of Global Majority countries? What are divergence points between Global North and Global Majority tech justice advocacies? How are so-called "whole-of-society" tech and democracy coalitions guilty of knowledge and data extractivism? This talk draws from a South-to-South Knowledge Exchange Project led by researchers in/from Brazil and the Philippines engaging with Global South civil society leaders who have implemented anti-disinformation and election integrity projects. Our project found that Global South civil society leaders have experienced an "illusion of inclusion" in their international tech and democracy collaborations. These collaborations have been overdetermined by Big Tech platforms' corporate PR interests intertwined with Global North governments' securitization agenda resulting in top-down and tech-first interventions. Global South digital harms and horrors are fed into machine learning tools, and case studies are repurposed to affirm Global North tech justice advocacies. This talk opens discussion for the kinds of sustainable practices and just spaces of global governance needed to advance an alternative vision for tech justice that serves the Global South.

VENUE MAP



Cho Yiu Conference Hall, University Administration Building,
Central Campus, The Chinese University of Hong Kong