Tsukuba Global Science Week (TGSW) 2016

International Conference on Media Usage and Cross-cultural Communication under the Digital Era

September 19, 2016
Tsukuba International Congress Center, Ibaraki, Japan

Held by:
Faculty of Library, Information and Media Science, University of Tsukuba
# International Conference on Media Usage and Cross-cultural Communication under the Digital Era

**Session Organizer: Shaoyu Ye**

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**Hall 300**

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Greetings from Provost of Faculty of Library, Information and Media Science

Dear Professors, Scholars, Colleagues, Distinguished Delegates, Ladies and Gentlemen:

On behalf of the Faculty of Library, Information and Media Science, University of Tsukuba, it gives me great pleasure to welcome you all. I would like to say how grateful we are to all who have accepted our invitation to speak at this international conference dedicated to Media Usage and Cross-cultural Communication under the Digital Era.

Our faculty members are internationally well-known for research in the fields of information science, media and communication, which are the indispensable basis for all intellectual and creative activities. Therefore, we believe that this conference serves as a wonderful opportunity to strengthen connections and to discuss issues of mutual interests with researchers and scholars from different parts of the world.

The presentation topics of this international conference cover a wide array of issues related particularly to the use of new media and mobile devices in the context of digital humanities, social psychology, information management, and so on. In the digital age, cross-cultural differences can also be studied through the lens of the social media in wired and wireless environments.

Undoubtedly, differences are the spice of life! Differences make our lives interesting and add color to our world. By paying attention to cultural differences, we provide ourselves with rich opportunities to learn and grow.

However, cultural differences can also give way to misunderstandings, embarrassment and even conflicts. It goes without saying that

1. Poor communication can destroy trust, and thereby ruin relationships among friends and family members;
2. A lack of communication could cause a talented individual to be misinterpreted, misunderstood or overlooked entirely;
3. Poor communication between different levels of government could lead to a ripple effect effecting the public in negative ways;
4. On a global scale, poor communication between nations can lead to international conflicts with devastating effects lasting generations.

While we have all worked hard in our individual efforts, whether through research or
technological developments, there is still more that needs to be done. It is in the spirit of true global cooperation that we gather at University of Tsukuba to actively participate in opening channels of intercultural communication from each other in the digital 21st century.

Through academic exchanges, we can combine our individual efforts and actively identify solutions to overcome barriers of cross-cultural communication. I am confident that this conference will serve as a strong platform to facilitate open and meaningful dialogues that will be enriched by the diverse cultural representation I see here today.

In closing, I wish you every success in your deliberations at this conference, and I hope you have a very pleasant stay in Japan.

Thank you very much.

Makoto Matsumoto, Ph.D.
Provost, Faculty of Library, Information and Media Science,
Greetings from the Conference Chair

Dear Colleagues,

We are most happy to welcome you all to the *International Conference on Media Usage and Cross-cultural Communication under the Digital Era*, held in the ‘science city’ of Tsukuba – nestled in the agriculturally-rich and culturally – the famous Kanto Region, which includes the nearby Tokyo – the capital city of Japan.

The entire program for this international conference will unquestionably be very exciting and stimulating, with a wide array of topics that center on the theme of “communication” across cultures in the face of rapidly-evolving technologies, in distinctive and yet complementary ways.

This international conference promises to serve as a platform for a wide array of presenters to come together and share their passions, ideas and visions that are drawn on the diverse experiences and knowledge in different personal, institutional, academic, geographical, national, and most importantly, cultural contexts – thereby bringing together a wealth of theoretical and empirical studies by scholars and practitioners, as well as young researchers in the fields of communication, media studies and informatics, and so on – in a program that will guarantee inspiring discussions as well as fruitful connections, and hopefully future collaborations via a fruitful network.

Finally, I would like to express my most sincere gratitude and appreciation to all the keynote speakers and panelists, all the participants for your active participation. Last but not least, I would like to express my thanks to the Conference Organizing Committee for their hard work and immeasurable contributions to making this possible.

We certainly have to learn a lot from each other at this international conference, and I look forward to meeting you all.

Yours truly,

Shaoyu Ye, Ph.D.
Conference Chair; Assistant Professor
Faculty of Library, Information and Media Science, University of Tsukuba
The manifold of individual: Expansion of human sociality in the networked century

Tasuku Igarashi
Nagoya University

The world is networked in the past and present. In the earliest hunter-gatherer society, we human beings lived in a local community in cooperation with relatively small number of others. After the Industrial Revolution, we acquired physical mobility that allows us to be acquainted with larger number of others in distant areas. The extraordinary development of information technologies in the twentieth century has reduced time, place, and social constraints of communication across the globe. As a natural consequence of the social and technological advancement, human network size has been expanding since ancient times.

However, regardless of the rapid change and growth of human society, evolutionary psychology literature (Dunbar, 1993) argues that maximum network size of humans on average is inevitably limited even at present, because human neocortex size, related to mentalizing (i.e. the ability to understand other’s mental states), is physically limited from time out of mind. Filling this gap would be achieved by applying an assumption that the evolutionary limit of maximum network size is valid only if we consider complex patterns of dyadic communication within a community. Meanwhile, the current networked world lets us communicate with large number of diverse others across multiple communities for the sake of sharing various resources according to situations, contexts, opportunities, and goals.

This talk will deliver an idea of how human beings have been equipped with psychological dispositions to belong and switch to different communities through the process of adaptation to the modern human society.

Dr. Igarashi is Associate Professor at Nagoya University, Japan. His research focuses on dynamic processes of human minds and social networks from the perspective of social psychology. Topics of his recent research studies include: schemata of groups and social networks, social network evolution of friendship networks, and so on.
Change is inevitable in our daily lives. Adjustment to stressful life changes is thus an essential life task for every country across the globe. However, there are considerable diversities in the ways to handle stressful life events among countries, and cultural factors are viewed to play a major role in accounting for such country variations.

The cultural dimension of individualism has been proposed as an influential factor related to these variations. Such a notion is examined in a large-scale systematic review of the literature in the past four decades. The cross-cultural analysis revealed that at the individual level, people differ vastly in their coping style to handle life stressors. Specifically, some people tend to adopt a primary control coping style that directly confront the stressful event in order to handle it, whereas others tend to adopt a secondary control coping style that seeks to change their thoughts and feelings elicited by the stressful event.

Yet, some even tend to avoid facing the stressful event or simply do nothing. At the cultural level, a strong positive link between secondary control and anxiety has been identified in individualist societies, implying that deploying more secondary control coping strategies tends to elicit greater anxiety in these cultural regions. In contrast, this link is much weaker in collectivist societies, indicating that deploying secondary control coping strategies is not necessarily anxiety-provoking in these cultural regions.

Dr. Cheng is Professor of Psychology at the University of Hong Kong. She specializes in personality, social, health, and cross-cultural psychology. At the University of Hong Kong, her research team seeks to enhance both mental and physical health for quality living for Hong Kong people.
Media literacy and networked society: Acquisition, expression and exploration of new communication competences

Donna S.C. Chu
The Chinese University of Hong Kong

Media literacy, generally defined as the abilities to understand and use different forms of communication, has taken on new meanings in a networked society where the roles of producers and consumers are increasingly blurred. The all-powerful media might still exist, yet new communication technologies have allowed emergent affordances for audiences to modify, mimic, mock and recreate media content. Social media has facilitated a participatory culture in which sharing and expression are encouraged.

This study asserts that amidst such changes, media literacy educators are confronted with a challenging task to rethink and renew approaches in media education. Over the past four decades, media educators have heatedly debated what constituted good practices in teaching young people about media. Different forms, as well as curriculum content, have been developed throughout the years. While these practices are not without contestation, the new networked media environment has posed serious questions about the assumptions of some long-standing practices, both in terms of analysis and media production.

The study reports on a five-year media literacy program in Hong Kong. Titled as Mars Media, this media literacy program advocates a simulation and experiential learning approach. It is found in focus group interviews with program participants that the acquisition and expression of new communication competences are indeed taking on drastic changes. However, there are also media practices that have remained unchanged and are often overlooked. What it means to be "media literate" will be discussed in details with findings from this case study.

Dr. Chu is Associate Professor at the Chinese University of Hong Kong. Her research interests include new media and civic society, gender and media, youth media production, media literacy/media education, and so on.
Use of internet, electronics devices, and child’s development: Opportunity and risk

King-wa Fu
The University of Hong Kong

Children are growing up with extensive, if not universal, access to Internet, information technologies and electronic devices, which has led to widespread concerns among professionals, parents, and policy makers surrounding their impact on child development. With the popularization of electronic and handheld devices, young children’s media engagement is no longer confined to indoor television use but also includes computers, video game consoles, electronic readers, tablet computers, and smartphones.

Digital technologies offer a variety of affordance that traditional screen-based media doesn’t, involving features such as interactivity (from social networking to user-generated content), collaborations, and crowdsourcing. These forms of online interaction can affect a younger age individual’s early social engagement, communication, emotional, and language development. This opens up an important question as to whether different types of electronic devices and digital technologies have different effects on the development of young children as a whole. Moreover, Internet risk (e.g. Internet addiction or cyberbullying) is globally recognized as a child safety issue. Broadly speaking, “Internet risk” is used as a collective term referring to the possibility of an unpleasant outcome, such as loss, injury, or harm, linked to an individual’s online exposure, which can be classified as online content, contact, and conduct.

This talk reports some of my research findings into a couple of key related concerns, including younger generation’s Internet addiction, cyberbullying, use of electronics devices, and political engagement.

Dr. Fu is Associate Professor at the Journalism and Media Studies Centre (JMSC). His research interests lie in the field of media’s influence on mental health/suicide, health communication, research method, measurement, and statistics in journalism.
Children’s leisure activities and cultural reproduction
Kimburley W. Y. Choi
City University of Hong Kong

Surveys in Hong Kong have found a close link among parents’ socioeconomic backgrounds, parental beliefs, achievement attribution, parental expectation and involvement, and children’s academic competence. Parental beliefs in relation to their family income and parents’ education level also influence parents’ differences of attributions to success, and parents’ attributions in turn predict their children’s academic achievement.

As children’s early academic accomplishment significantly impact later achievement and achievement involves various elements and processes, this visual ethnographic research examines the relationships among children’s leisure time activities, materiality, and social reproduction. The reason for examining children’s leisure is because of the close (such as playful learning) yet dichotomous relation (i.e. leisure versus learning) between the two activities. In Hong Kong there is a heavy emphasis on academic achievement and excellence, and parents worry that leisure may divert children’s attention from academics. Nevertheless, recent research shows that parents view the enhancement of children’s development, the cultivation of self-confidence, self-care, and the establishment of positive attitude toward learning as more important learning outcomes than the acquisition of pre-academic skills such as the three R’s (i.e. reading, writing and arithmetic) in kindergarten education.

I argue that children’s everyday leisure time activities at home is a series of actions that are materially situated and socially structured and, ultimately, entangled in class dispositions. Parent respondents of different backgrounds used domestic setup, books, TV, toys, tablets and smart phones differently relative to their intentions of child development. Furthermore, children’s choice and use of computing devices and toys for leisure help them gradually acquire “a repertoire of acts” appropriate to a particular social and environmental context called “home,” which affords children possibilities for action and reproduction of the habitus and considerably link to children’s disparity in academic competence.

Dr. Choi is Assistant Professor at City University of Hong Kong. Her research interests lie in the field of cultural ethnography, cultural reproduction, parenting, visual sociology, and so on.
Moderator for the Panel Discussion
Dickson K.W. Chiu
The University of Hong Kong

Dr. Dickson K.W. Chiu received the B.Sc. (Hons.) degree in Computer Studies from the University of Hong Kong in 1987. He received the M.Sc. (1994) and the Ph.D. (2000) degrees in Computer Science from the Hong Kong University of Science and Technology (HKUST). He started his own computer company while studying part-time. He is now teaching at the University of Hong Kong and has also taught at several universities in Hong Kong. His research interest is in e-learning, library and information management with a cross-disciplinary approach, involving workflows, software engineering, information technologies, management, security, and databases. The results have been widely published in nearly 200 papers in international journals and conference proceedings (most of them have been indexed by SCI, SCI-E, EI, and SSCI), including many practical master and undergraduate project results. He received a best paper award in the 37th Hawaii International Conference on System Sciences in 2004. He is the founding Editor-in-chief of the International Journal on Systems and Service-Oriented Engineering and the EAI Endorsed Transaction on e-Business. He also serves on the editorial boards of several international journals. He co-founded several international workshops and co-edited several journal special issues. He also served as a program committee member for over 100 international conferences and workshops. He is a Senior Member of both the ACM and the IEEE, and a life member of the Hong Kong Computer Society.
Welcome to the Poster Session

Welcome to the International Conference on Media Usage and Cross-cultural Communication under the Digital Era. This conference aims at providing a valuable opportunity for discussions and idea sharing in the field of cross-cultural communication on an international scale.

Our conference’s Poster Session is meant to serve as a scholarly forum for young researchers (postgraduates, postdoctoral fellows) to present their latest research studies to an international audience from a variety of academic backgrounds and perspectives.

Each poster presentation submitted has been reviewed by at least two Review Committee Members. Finally, we have selected the following 8 outstanding poster presentations to appear in this conference:

- Does Using Facebook and Twitter Lead You to Feel Lonelier? / Shusuke Nakada and Shaoyu Ye (University of Tsukuba)

- Utilization and Effectiveness of Tablets in Disaster Affected Areas: A Case Study in Namie-Machi, Fukushima / Sarina Bao, Toshihiro Hattori (Meiji University) and Akifumi Eto (Kobe University)

- Library Cafe as a Place for Collaborative Learning --- Measuring the Educational, Social and Recreational Functions of University Library Cafes: A Comparative Study between the University of Tsukuba, University of Hong Kong, and the University of British Columbia / Qi Deng (University of Tsukuba), Allan Cho (University of British Columbia) and Patrick Lo (University of Tsukuba)

- Learning States Classification by Posture Measurement and EEG / Yuki Seino, Taro Tezuka and Tetsuji Satoh (University of Tsukuba)

- The Influence of Children’s Temperament on Their Adaptation to Kindergarten / Yi Sun (Ochanomizu University)

- Japanese Broadcasting Systems that are in Keeping with Depopulating Society: Focusing on the Actual State of Local Commercial Broadcasters / Junji Hashimoto (Tohoku University)
Scholarly Communication through Wikipedias: Duplicates of DOI Links among English, Japanese and Chinese Wikipedia / Jiro Kikkawa and Masao Takaku (University of Tsukuba)

A Comparison of Rhyme in Japanese and Chinese Lyrics among Cover Songs / Chong Cao, Masaki Matsubara, Hiroko Terasawa and Yuzuru Hiraga (University of Tsukuba)

As you can see, the accepted poster presentations cover a wide variety of academic disciplines, including social psychology, media studies, library information science, web informatics and cognitive science – which will undoubtedly stimulate interdisciplinary discussions, and hopefully will lead to collaborations and scholarly exchanges in the future.

We would like to express our sincere gratitude to all the Review Committee Members who are either keynote speakers or panelists as well. Their contributions are invaluable for making this conference possible. We are certain that you will find our Poster Session both informative and stimulating. Please feel free to engage in discussions with our young poster presenters.

Kei Wakabayashi, Ph.D.
Conference Committee Member
Faculty of Library, Information and Media Science, University of Tsukuba
International Conference on Media Usage and Cross-cultural Communication under the Digital Era

Conference Chair: Dr. Shaoyu Ye

Conference Committee Members:
  Dr. Patrick Lo
  Dr. Atsushi Toshimori
  Dr. Kei Wakabayashi

Advisor: Dr. Tetsuji Satoh

Other Cooperate Faculty Members:
  Dr. Eiji Mizushima
  Dr. Masao Takaku
  Dr. Junko Teruyama

Review Committee for the Poster Submission:
  Dr. Cecilia Cheng (The University of Hong Kong)
  Dr. Dickson K.W. Chiu (The University of Hong Kong)
  Dr. Kimburley W. Y. Choi (City University of Hong Kong)
  Dr. Donna S.C. Chu (The Chinese University of Hong Kong)
  Dr. King-wa Fu (The University of Hong Kong)
  Dr. Tasuku Igarashi (Nagoya University)

Student Volunteers:
  Brad Allard (University of Kentucky)
  Eric Wu (Polytechnic University of Hong Kong)