PROGRAMME BOOK

ICOME'16
International Conference on Communication and Media

AN INTERNATIONAL COMMUNICATION ASSOCIATION REGIONAL CONFERENCE

EXPLORING COMMUNICATION: BEYOND NATION CULTURAL ADAPTION, IMAGES AND IDENTITY

September 18–20, 2016
Istana Hotel, Kuala Lumpur MALAYSIA
THE International Communication and Media Conference 2016 (i-COME’16): An International Communication Association Regional Conference provides a broad platform for the discussion of emergent and interconnected issues shaped by the meaning of communication, cultural, images and identity as understood in the South East Asian region as well as in other parts of the world. The 2016 ICA regional conference theme “Exploring Communication: Beyond Nation Cultural Adaption, Images and Identity” is aimed to advance scholarship in the field of communication that can be of benefit to communities experiencing change.

At the end of 2000, East Asia (South Korea, Malaysia, Thailand, and Indonesia) was faced a financial crisis that had affected business worldwide. Prior to the crisis up to now, these countries were the center for international investments in receiving 25% of world’s foreign direct investments. From communication viewpoint, these are interesting times. Although the crisis has changed the political climate in East Asia, some interesting phenomena has also evolved. China and India eventually become prominent in South East Asia countries economic and security policy, while Australia and New Zealand (perceived as the Western countries) start to look to South East Asian region as their strategic business partners. Together with ASEAN countries (Association of South East Asian Nation), China, Japan, South Korea, India, Australia, New Zealand, and United States, jointly formed the APEC (Asia-Pacific Economic Cooperation) to facilitate businesses in the Asia-Pacific region. The interesting aspects during these phenomena, from communication viewpoint, are not only businesses and the (mis-) communications of the various participants. Prejudice and stereotyping of other cultures is already an important subject within the field of communication, and have attracted scholars to deliberate the applications of these concepts in real setting. In fact, communication scholars have already talked about applying knowledge derived from indigenous perspectives to research and practice.

The conference provides a broad platform for discourse on the crucial concerns (and their potential solutions) in relation with beyond national cultural, identity and image, and interconnected elements from various communication perspectives that influence our ways of thinking in the context of national cultural setting.

Secretariat – i-COME’16: An ICA Regional Conference
Communication Department
School Of Multimedia Technology and Communication
Universiti Utara Malaysia
06010. UUM SINTOK. KEDAH. MALAYSIA.
www.i-comeuum.com
## Organising Committee

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*International Islamic University Malaysia, MALAYSIA*  
**Differential Development of Two Theories: Agenda Setting and Diffusion of News**  
This paper discusses the development of theories over a period of years by selecting two theories, namely Agenda Setting and News Diffusion. McCombs, M.E. and Shaw, D.L first brought the Agenda Setting into prominence in 1972 while Miller, D. first wrote the first piece on the Diffusion of News in 1945. Since then, Agenda Setting has recorded more than 500 articles, News Diffusion has on record of no more than 70 articles to its credit with scholars giving differential attention to both of these two theories. This paper provides some of the reasons for the differential development by looking at the growth of these two theories. This paper traces some of the studies being done using the two theories, highlighting the concepts and the methodologies used.

PATRICE M. BUZZANELL,  
*Purdue University, UNITED STATES*  
**“Beyond Prejudices and Stereotyping of Other Cultures”: Constituting Interventions for Inclusion through Design Thinking**  
Taking cues from the theme for i-COME’16, this keynote presentation positions diversity and inclusion as wicked problems for which the typical remedies are inadequate. This positioning enables us to rethink diversity and inclusion efforts as naturally contradictory and messy rather than as rational and with singular solutions that match the problems. Design thinking provides the theoretical and practical underpinnings for a robust process of change. This change process requires attention to dialogue, images and identity, cultural humility, and deviation amplifying efforts.
DONGHEE SHIN
Sungkyunkwan University, SOUTH KOREA
Human Experience, Technology, and Interaction
This talk will discuss some fundamental cognitive psychological mechanisms in human technology interaction focusing on user experience along with quality/heuristics, and explain how those mechanisms can be effectively applied to the design of successful ICT products and interfaces. The exponential growth of services via the Internet of Things (IoT) is making it increasingly important to cater to the quality expectations of end users. Quality of experience (QoE) can become the guiding paradigm for managing quality provisioning and application design in the IoT. This study examines the relations of human experience and quality perception of IoT and develops a conceptual model for QoE in personal informatics. It first characterizes quality of service (QoS) using a field experiment and subjective evaluation to compare QoS to QoE. It then performs a survey to identify user behavior factors in personal informatics. It finally proposes a user experience model, conceptualizing QoE specific to personal informatics and highlighting relationships with other factors. The model establishes a foundation for future IoT service categories through a heuristic quality assessment tool from a user-centered perspective. The results provide a ground truth basis for developing future IoT services with QoE requirements, as well as for dimensioning the underlying network provisioning infrastructures, particularly with regard to mobile access technologies.

CHEN LING
Hong Kong Baptist University, HONG KONG
Globalization, Biographic Uncertainty and Cultural Identity
Globalization, Biographic Uncertainty and Cultural Identity
“The individual’s biography, if she is to maintain regular interaction with others in the day-to-day world, cannot be wholly fictive. It must continually integrate events which occur in the external world, and sort them into the ongoing 'story' about the self (Giddens, 1991, p. 54).” Globalization has linked peoples not only economically but also culturally and affected individuals in a full spectrum of choices they make and must make and in choices they may have or wish they have. Moreover, the increased options available create uncertainty at many levels, from material necessities to associations and identifications at social and cultural as well as ethnic levels including the individual’s life course and biography, whether they are mobile or stay put. This paper explores implications of what is known as late modernity to cultural identity, a core element of an individual’s social experience and biography. The discussion will direct toward related day-to-day interactions in people’s life, with a few secondary examples from East Asian societies.
## SUMMARY OF TIME TABLE FOR i-COME’16 (18-21 SEPTEMBER 2016)

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<thead>
<tr>
<th>TIME</th>
<th>8.00 – 9.00 am</th>
<th>9.00 am – 11.00 am</th>
<th>11.00 – 12.30 pm</th>
<th>12.30 – 2.00 pm</th>
<th>2.00 – 4.00 pm</th>
<th>4.00 – 4.15 pm</th>
<th>4.15 – 6.15 pm</th>
<th>8.00 – 11.00 pm</th>
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<td><strong>SUNDAY, 18 SEPTEMBER 2016</strong></td>
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<tr>
<td>8.00 – 9.00 am</td>
<td>REGISTERATION &amp; REFRESHMENTS Mahkota Lobby</td>
<td>PARALLEL SESSION 1A – Mahkota 3 1B – Baiduri 1C – Berlian 1D – Delima</td>
<td>KEYNOTE ADDRESS 1 Mahkota 3 Syed Arabi Idid &amp; Patrice Buzzanell</td>
<td>LUNCH Mahkota 1</td>
<td>PARALLEL SESSION 2A – Mahkota 3 2B – Baiduri 2C – Berlian 2D – Delima</td>
<td>REFRESHMENTS Mahkota 1</td>
<td>PARALLEL SESSION 3A – Mahkota 3 3B – Baiduri 3C – Berlian 3D – Delima</td>
<td>WELCOMING DINNER &amp; OPENING CEREMONY Safir Room</td>
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<td>8.30 – 10.30 am</td>
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