RIDCH Conferences 2017
1 – 3 June 2017

Conference on Digital Culture 2017: Digital Art, Design and Advertising
Conference on Digital Humanities 2017: Digitization of the Humanities and New Ways of Teaching

Programme Schedule

Day 1 1 June 2017 (Thursday)		
TIME	**ACTIVITY**	**VENUE**
0900	**Registration begins**	E0313, 3/F, JC Campus
0930 – 0940	**Opening Speech and Group Photos**	E0313, 3/F, JC Campus
0940 – 1100	**Plenary Addresses - Session I** Digital Culture | English Presentation Moderator: Sunny Sui-kwong LAM 0940 – 1010 **The Sharing Economy, Digital Disruption and Innovation in China** Michael KEANE (Curtin University) 1010 – 1040 **The Pursuit of Happiness: The Politics of Consumption Meets the Digital Age** Jean M. GROW (Marquette University, Milwaukee, Wisconsin) 1040 – 1100 Q&A Session	E0313, 3/F, JC Campus
1100 – 1120	**Break**	
1120 – 1230	**Parallel Presentations – Session A** **Panel A1** | Room D0708 **Topic: Pedagogy and Digital Humanities** Digital Humanities | English Presentation Panel Chair: Dennis Chun-yin CHAU 1. **Studies on Screenwriting Pedagogy from Chinese Perspective in New Era** Sobel Ka-lok CHAN 2. **The Philippine Performance Archive Project on Cultural Performance: Archive as Cultural Memory and Pedagogy** Sir Anril TIATCO 3. **The Philippine Performance Archive Project on Cultural Performance: Keyword Analysis, Semantic Framing and Collection of Data** Bryan VIRAY and Jem JAVIER **Panel A2** | Room D0710 **Topic: Digital Marketing and Information Communication** Digital Culture | English Presentation Panel Chair: Amic G. HO 1. **Commodification and Marketization of Genetic Testing through Online Direct-to-consumer Platforms** Zhengpeng LUO & Olga ZAYTS 2. **WeChat Marketing Case Study: Social Media Communication Model and Message Strategy** Felicia Fei FAN 3. **Virtual Socioeconomics: Public Engagement as Marketing** Veli-Matti KARHULAHTI & Florence CHEE	7/F, JC Campus
1230 – 1400	**Lunch**	3/F, JC Campus
1400 – 1530	**Parallel Presentations – Session B** **Panel B1** | Room D0708 **Topic: Digitization of Learning and Teaching** Digital Humanities | English Presentation Panel Chair: Anna Wing-bo TSO 1. **The Multimodal and Hypermodal Genre – Graduate Stories of Community Colleges in Hong Kong** Vincent Wai-sum TSE 2. **Making Teaching Effective: It is All About Blending** Jasmine Ka-ki CHEN 3. **Digital Story Telling Using Both Keyboard and Pen** Dora WONG 4. **Gaming Literacy: The Future Traditional Literacy?** Noble Po-kan LO & Billy Cheuk-yuen MOK **Panel B2** | Room D0710 **Topic: Culture, Identity and Advertising Design in the Digital Age** Digital Culture | English Presentation Panel Chair: Sunny Sui-kwong LAM 1. **The Two Logics of "Lion Rock Spirit" by Digital Native Perception of FortunePharmHK's Branding TVCs** Sunny Sui-kwong LAM 2. **Archetypes of Motion on Digital Platform, a Reflection of Thai Contemporary Culture** Manon TARANURAK 3. **Brand Design Directionality in Korea in the Digital Age** Kyurag LEE 4. **Exploring Cultural Recognition: Enhancing Creativity in Interactive Communications** Amic G. HO	7/F, JC Campus

TIME	ACTIVITY	VENUE
1530 – 1600	**Break**	
1600 – 1835	**Le French May Film Screening of Mark Osborne's *The Little Prince* (2015) and Post-screening Discussion** Panelists: Janet Man-ying LAU and Anna Wing-bo TSO (The Open University of Hong Kong) - Welcoming Speech by Mr. Julien-Loic Garin, CEO of Le French May Arts Festival, Association Culturelle France – Hong Kong Limited - Film Screening of Mark Osborne's *The Little Prince* (2015) - Post-screening Discussion	E0313, 3/F, JC Campus
1900 – 2030	**Dinner Reception at Star Seafood and Roasted Goose Restaurant**	Ho Man Tin Plaza
End of Day 1		

Day 2 2 June 2017 (Friday)		
TIME	ACTIVITY	VENUE
0900	**Registration begins**	E0313, 3/F, JC Campus
0930 – 1050	**Plenary Addresses - Session II** Digital Culture	English Presentation Moderator: Henry Kar-hang FUNG 0930 – 1000 **Using Digital Humanities Techniques to Investigate Racist Rhetoric – The Case of Norwegian Anti-Semitism** Frode HELLAND (University of Oslo) 1000 – 1030 **Dance Transmission in the Digital Environment: A New Poetics of Dance** Sarah WHATLEY (Coventry University) 1030 – 1050 Q&A Session	E0313, 3/F, JC Campus
1050 – 1110	**Break**	

1110 – 1220/ 1110 – 1200	**Parallel Presentations – Session C**		7/F, JC Campus
	Panel C1 | Room D0708 **Topic: Information Literacy and Corpus-based Discourse Studies** Digital Humanities	English Presentation Panel Chair: Jonathan Bo-wan NGAI 1. **Planning Lexical Instructions for Diploma of Secondary Education Examinations** Simon Ho WANG & Daisy ZOU 2. **The Marking of Importance in Two Newspaper Genres** Jonathan Bo-wan NGAI 3. **Enhancing Information Literacy in Learning Public and Community Art** Jane Jie ZHENG & Leo F.H. MA	**Panel C2** | Room D0710 **Topic: Performances and Digital Cultural Memory** Digital Culture	English Presentation Panel Chair: Morgan PELINE 1. **The Hub Dance Narratives: An Intersection of Collective Memory and Digital Humanities** Eugenia KIM 2. **Narrative-Abstraction: Abstraction as Narrative in Time-Based Media** Max HATTLER	
1220 – 1400	**Lunch**		3/F, JC Campus
1400 – 1510	**Parallel Presentations – Session D**		7/F, JC Campus
	Panel D1 | Room D0708 **Topic: Fiction in the Digital Age** Digital Humanities	Cantonese Presentation Panel Chair: Chi-hung WONG 1. 談網路文學的發展對對外漢語教學的影響 **Discussion on the Influence of the Development of Digital Literacy to Teaching Chinese as a Foreign Language** 廖尹彤 Wan-tung LIU 2. 從香港文學改編建立的「華語科幻電影」類型：以《秦俑》、《餃子》、《忱妖》為例 **From Hong Kong Literature on Film to Chinese Science Fiction Film Genre: A Case Study of *A Terra-Cotta Warrior*, *Dumplings*, and *Pillow*** 吳子瑜 Billy Tsz-yu NG 3. 《虛擬街頭漂流記》的身心想像 **Imagination about Body and Mind in the Online Science Fiction *Adrift in a Virtual City*** 黃自鴻 Chi-hung WONG	**Panel D2** | Room D0710 **Topic: Creativity and Digital Transformation in Global Cities** Digital Culture	English Presentation Panel Chair: Nelson Hoi-ming TAM 1. **Human Flourishing in Digitized Cities** Maria Lai-ling LAM and Kei-wing WONG 2. **How Machines See the World: Understanding How Machine Vision affects Our Way of Perceiving, Thinking and Designing the World** Carloalberto TRECCANI 3. **Creativity & Multimodality: An Analytical Framework for Creativity in Multimodal Texts** Locky Lok-hei LAW	
1510 – 1530	**Break**		

TIME	ACTIVITY		VENUE
1530 – 1700 / 1530 – 1640	**Parallel Presentations – Session E**		7/F, JC Campus
	Panel E1 | Room D0708 **Topic: Digitization and Cultural Institutions** Digital Humanities | English Presentation Panel Chair: Janet Man-ying LAU 1. **Visitors' Perception of a Multimodal Exhibition: A Case Study at the Hong Kong Heritage Museum** Anna Wing-bo TSO & Janet Man-ying LAU 2. **Algorithmic Pattern Design** Herman LEE 3. **Museum Narration: A Memory-driven Storyscape** Yaxi LIU 4. **Archiving the Heritage: The Experience of the David Hawkes Papers** Leo F.H. MA	**Panel E2** | Room D0710 **Topic: Influences of Social Advertising, e-Commerce and Latest Technology Development** Digital Culture | Putonghua Presentation Panel Chair: Rachel Hiu-yin IP 1. 基於整合行銷傳播理論的中國社交廣告商業模式與 策略分析 **Analysis on the Strategies and Business Model of China's Social Advertising Based on the Theory of IMC** 崔芳縈 Fangying CUI 2. 跨界視域下電子商務網站遊戲行銷模式設計研究 **A Research on the Design of Game Marketing Model of E-Commerce Website on Crossover Perspective** 張迪 Di ZHANG 3. VR 技術引導新聞產業變革的探討 **Study on How VR Technology Leads News Industrial Reformation** 黃偉鈞 Weijun HUANG and 吳世家 Shih-chia WU	
End of Day 2			

Day 3　3 June 2017 (Saturday)			
TIME	**ACTIVITY**		**VENUE**
0900	**Registration begins**		E0313, 3/F, JC Campus
0930 – 1130	**Plenary Addresses - Session III** Digital Humanities | English Presentation Panelist : Julie HOLLEDGE 0930 – 1100　**Applying Digital Humanities Techniques to Research Training 　　　　　　　in the Performing Arts** 　　　　　　　1. Jonathan BOLLEN (University of New South Wales) 　　　　　　　2. Julie HOLLEDGE (Flinders University) 　　　　　　　3. Joanne TOMPKINS (University of Queensland) 1100 – 1130　Q&A Session		E0313, 3/F, JC Campus
1130 – 1150	**Break**		
1150 – 1240 / 1150 – 1300	**Parallel Presentations – Session F**		8/F, JC Campus
	Panel F1 | Room D0818 **Topic: Digitization of Education** Digital Humanities | English Presentation Panel Chair: Leo Kin-Pou LIE 1. **How Mobile Learning is Integrated into a Creative Engineering Module in a Secondary School in England** Yulong LI and Lixun WANG 2. **Young People as Literary Netizens: Social Media and Digital Book Services in Literature Education in Norway** Jana SVERDLJUK	**Panel F2** | Room D0820 **Topic: 數碼時代下的中國語言及文史研究（上）** Digital Humanities | Cantonese Presentation Panel Chair: 梁德華 Tak-wah LEUNG 1. 漢達文庫與古籍辨偽──以《墨子》十論為例 **The Chinese Ancient Texts (CHANT) Database and Authenticity Verification of Ancient Texts, Using the 10 Doctrines of *Mozi* as Example** 李洛旻 Lok-man LEE 2. 從異文看古籍校勘──以《韓詩外傳》為例 **A Study of Collation of Ancient Texts through Textual Variants – with a Focus on *Han's Anecdotes on the Book of Odes*** 王利 Li WANG 3. 論「漢達文庫」金文資料庫之價值與局限 **A Discussion on the Values and Limitations of Bronze Inscriptions in the Chinese Ancient Texts (CHANT) Database** 吳楚 Chu WU	
1300 – 1415	**Lunch**		3/F, JC Campus

TIME	ACTIVITY			VENUE
1415 – 1525	**Parallel Presentations – Session G**			8/F, JC Campus
	Panel G1 | Room D0818 **Topic: Digital Gaming and Online Interaction Technology** Digital Culture | English Presentation Panel Chair: David Kei-man YIP 1. **The Deviant Allegory and The Gender Heterotopia: The Politics of Characters in 66RPG** Jing SUN 2. **Dimensional Game Design: Perceptions of Character Design Appeal beyond Pixel Art** Stephen POON 3. **Semiotics and Poetics in Overlaid Commentary** Qian CHEN	**Panel G2 |** Room E0811 **Topic: Digital OOH and Content Marketing** (Panel Discussion with Industry Practitioners) Digital Culture | English Presentation Panel Chair: Sunny Sui-kwong LAM 1. **Global Out-of-home Digitalization Trends** Jim LIU (China Outdoor Data Corp.) 2. **Digital Content Marketing** Florence WONG (Crescendo Digital Services Limited) 3. **Digital Out-of-Home Advertising in Hong Kong** Diamond TAI (Serviceplan Hong Kong)	**Panel G3 |** Room D0820 **Topic: 數碼時代下的中國語言及文史研究（下）** Digital Humanities | Cantonese Presentation Panel Chair: 梁德華 Tak-wah LEUNG 1. 《漢書》所見避諱資料研究 **Research on Naming Taboo based on the *Book of Han*** 潘銘基 Ming-kay POON 2. 論「漢達文庫——先秦兩漢傳世文獻資料庫」對古籍研究之作用：以《孔叢子》引《詩》研究為例 **A Discussion on the Application of Extant Han and Pre-Han Traditional Chinese Texts in the Chinese Ancient Texts (CHANT) Database: A Case Study of Citation from *Shijing* in *Kongcongzi*** 伍亭因 Ting-yan NG 3. 古籍電子化與學術研究——以道家典籍為例 **Digitization of Ancient Texts and Academic Research — Using Taoist Classics as an Example** 郭劍峰 Kim-fung KWOK	
	End of Day 3			