2021년도 글로벌융복합콘텐츠연구소
Virtual 국제학술대회 안내

성균관대학교 글로벌융복합콘텐츠연구소(Global Convergence Content Research Center, GCCRC)와 문화예술미디어융합원은 New Media Technologies and Social Impact: Creative Solutions for Community Well-being and Values를 주제로 Virtual 국제학술대회를 개최합니다. 본 학술대회는 전세계 8개국 총 10개의 외부기관의 저명하신 교수님들의 발표와 함께 대학원생 세션이 별도로 진행될 예정입니다.

금년도 행사는 COVID-19의 재확산에 따른 사회적 거리두기에 따라 온라인 행사로 진행중입니다. 이에 대한 자세한 행사 내용 및 사전등록은 아래 링크를 통해서 신청해주시기 바랍니다.

성균관대학교 교수님들과 대학원생들의 학술대회 발표를 환영합니다. 발표를 원하시는 분들께서는 참여신청 및 이메일로 문의주시기 바랍니다.

국제학술대회 개요
일시 : 2021년 5월 7일 금요일
장소 : ZOOM (참여시간 및 접속방법은 신청자에 한해 추후 개별안내 예정)
주최 : 성균관대학교 글로벌융복합콘텐츠연구소, 문화예술미디어융합원
사전등록 : 2021년 4월 30일 금요일 마감
등록비 : 무료
등록방법 : 우측 구글링크를 통한 참여신청(https://forms.gle/BoGkN9JERG4XReNZA)
문의 문화예술미디어융합원 02-740-1777, chungjiy@skku.edu

CONFERENCE THEME
New Media Technologies and Social Impact:
Creative Solutions for Community Well-being and Values

The GCCRC 2021 Conference, theme of which is *New Media Technologies and Social Impact: Creative Solutions for Community Well-being and Values,* calls for our examination of how new media technologies bring about various societal harms as well as solutions to them. Without doubt, new media technologies have had profound societal impacts; the real question is whether the innovative technologies make society better or worse and what determines the nature of the impacts that various communication technologies could have on the society. Some scholars argue that certain types of technology use cause (rather than solve) more problems while others point out that technologies can help us overcome various challenges if used properly. For example, the AR/VR experiences can elicit more empathy toward minority groups, and AI chatbots can help people manage depression. Topics of conference presentations

may include the patterns, causes, or mechanisms of societal harms from media and communication technologies and positive pro-social impact of the technologies on community well-being and values. Conceptual, theoretical, and empirical research can be presented at this conference. This theme invites scholars to consider a wide variety of media technology-related problems, including (but not limited to) the following:

- Misinformation, opinion polarization, filter bubble
- Community involvement, empathy, trust, isolation issues
- Digital media and public/mental health
- Cyberbullying, online hate
- Excessive media use
- Youth self-perception problems
- Cyber/data security
- Human-technology interaction problems
- Digital divide, the gap between demographics and regions

Opening Remark

Heejo Keum, Professor, Director, Global Convergence Content Research Center,
Vice President, SKKU Convergence Institute for Culture, Arts, and Media
Sungkyunkwan University, South Korea

Moderators

Hyun Soon Park, Professor, Vice President of International Affairs,
Sungkyunkwan University, South Korea

Mihye Seo, Professor, Dean, Graduate School of Media and Culture,
Sungkyunkwan University, South Korea

Seyoung Lee, Professor, Department Chair, Department of Media and Communication,
Director, Media, Culture and Contents Research Center,
Sungkyunkwan University, South Korea

Speakers

Homero Gil de Zuniga, Professor, Univ of Salamanca, Spain; Penn State Univ, USA

Jorg Matthes, Professor, Univ of Vienna, Austria

Laramie Taylor, Professor, Univ of California, Davis, USA

Saifuddin Ahmed, Assistant professor, Nanyang Technological Univ, Singapore

Sebastián Valenzuela, Associate Professor, Pontificia Universidad Católica de Chile

Tanikawa Miki, Associate Professor, Graduate School of Global Communication and Language, Akita International University, Japan

Shaojin Sun, Professor, School of Journalism, Fudan University, China

Shu-Fang Lin, Professor, College of Communication, National ChengChi University, Taiwan

Amanda Damiano, Assistant Professor, School of Communication and the Arts, Marist College, USA

JeongHyun Lee, Young ICTD Fellow, United Nations University, China Macau, SAR Institute on Computing and Society(UNU-CS)