

	Date	Time	Venue	Activity
Day 1 SOCIAL TECHNOLOGIES	Wed 21/2	09:00 – 09:40	Building 211, Centre for Aboriginal Studies, Curtin Univeristy	Smoking ceremony Opening speeches, Council Chambers: Special guests
		09:40 – 10:00		Tea break/ photos
		10:00 – 10:30	Building 100, Level 3, Council Chambers	Vice-Chancellor Prof Deborah Terry, Prof Chris MORAN (DVC Research), A/Prof Yi Na (U40/ CASS), WANG Xiaobing (Tencent Research)
		10:30 – 11:00	Building 100, Level 3, Council Chambers	Presentation: WANG Xiaobing (Director Tencent Research) “CULTURE+ TECHNOLOGY: TENCENT PRACTICE AND STRATEGIES”
		11:00 – 11:35	Building 100, Level 3, Council Chambers	DISCUSSION A/Prof Mike KENT, A/Prof Katie ELLIS, A/Prof Haiqing YU “DISABILITY, DIGITAL TECHNOLOGY AND ENTREPRENEURSHIP – MAKING THE CONNECTIONS: IN CHINA AND AUSTRALIA” Chair Dr Jian Xu
		11:40 – 12:05	Building 100, Level 3, Council Chambers	Presentation: Prof DING Zhaochen “ <i>Urban Sleep Sanctuary</i> A SLEEP DESIGN PROJECT FOR CHINESE YOUNG PEOPLE”
		12:05 – 12:30	Building 100, Level 3, Council Chambers	CHINESE DISCUSSION SESSION: Prof ZHANG Xiaoming, A/Prof YI Na, A/Prof WANG Jia “CHINA’S CULTURAL CREATIVE INDUSTRIES IN THE DIGITAL AGE”
		12:30 – 13:20		Lunch break
		13:20 – 14:15	Innovation Central, Building 216, level 2. Short tour 13:20 – 13.30	Introduction of Innovation central DISCUSSION “HOW CAN DIGITAL TOOLS HELP US UNDERSTAND THE PAST AND CREATE A BETTER FUTURE?” Paul Nicholls Dr Andrew WOODS Prof Erik CHAMPION A/Prof Lucy Montgomery (chair)
		14:30 – 15:30	Innovation Central, Building 216, level 2.	5 ECR/Graduate student presentations WU Huan ZHENG Chunfeng JIA Hongming GUO Chen ZHANG Zongyi
		15:45 – 16:45	Building 200A, John Curtin Gallery	Two groups tour to HIVE
		15:45 –16:15		Group with mentors
Day 2	Thurs	09:00 – 09:40	Building 100,	DISCUSSION: Prof Stephanie Hemelryk

CULTURAL KNOWLEDGE	22/2		Level 3, Council Chambers	DONALD, A/Prof Artur LUGYMAR “FROM USE TO IMMERSION: DIGITAL RESEARCH IN CHINA AND AUSTRALIA” Chair Michael KEANE
		09:45 – 10:30	Building 100, Level 3, Council Chambers	DISCUSSION: D/Prof John HARTLEY, A/Prof Lucy MONTGOMERY, A/Prof Henry LI, Dr Huan WU “CHINA NEEDS TO LEARN MORE FROM ITS CHILDREN (OFFLINE AND ONLINE)”
		10:30 – 11:00		Break
		11:00 – 11:30	Building 100, Level 3, Council Chambers	Presentation: Dr Ying JIANG “CHINESE - LANGUAGE SOCIAL MEDIA AND COMMUNITY OPINION SHAPING: THE CASE OF WECHAT AND THE 2016 AUSTRALIAN FEDERAL ELECTION”
		11:30 – 12:00	Building 100, Level 3, Council Chambers	Presentation: Dr Gary SIGLEY “SOCIAL MEDIA AND THE RE-IMAGINING OF YUNNAN: A REPORT FROM THE DIGITAL FIELD”
		12:00 – 1:30		Lunch break
		13:30 – 15:30	Building 100, Level 3, Council Chambers	8 ECR/Graduate student presentations XU Lu TAN Yi WANG Shan SU Guanhua Qian GONG Denis LEONOV ZHANG He ZHANG Fan
		15:30 – 16:00		Break
Day 3 USER COMMUNITIES	Fri 23/2	09:00 – 09:35	Building 210, Room 104 Elizabeth Jolley case study room	Presentation: Prof HONG Yu “NETWORKING CHINA: STATE DIGITAL CAPITALISM IN TRANSITION”
		09:40 – 10:15	Building 210, Room 104 Elizabeth Jolley case study room	Presentation: Dai Bin (TENCENT) “THE BASIC REGULATION AND DEVELOPMENT OF IP IN THE PAN-ENTERTAINMENT ERA”
		10:15 – 10:45		Break
		10:45 – 11:15	Building 210, Room 104 Elizabeth Jolley case study room	Presentation: Prof ZHANG Zhi'an “SOCIAL MEDIA AND RECONSTRUCTION OF CHINESE JOURNALISM”
		11:15 – 11:55	Building 210, Room 104 Elizabeth Jolley case study room	DISCUSSION A/Prof Tama LEAVER, Dr Amy DOBSON/ Dr Eleanor SANDRY/ Dr Qian GONG “HOW IS SOCIAL MEDIA USE AND THE AI

				<p>REVOLUTION CHALLENGING TRADITIONAL SOCIAL AND FAMILY STRUCTURES?"</p> <p>Chair Dr Elaine ZHAO</p>
		12:00 – 12:45	Building 210, Room 104 Elizabeth Jolley case study room	<p>DISCUSSION Prof Michael KEANE/ Dr Susan LEONG/Dr Elaine ZHAO</p> <p>"IS CHINA'S CULTURE REALLY GOING OUT: EXAMINING THE EVIDENCE BASE."</p> <p>Chair Dr Brian YECIES</p>
		13:00 – 14:00	CREATIVE QUARTER Adjacent 208 and 209	Barbeque lunch with Humanities Pro Vice Chancellor Professor Alan Dench
		14: 00– 15:30	Building 210, Room 104 Elizabeth Jolley case study room	<p>6 ECR/Graduate student presentations</p> <p>ZHANG Weiming SU Chunmeizi LIU Tingting LIU Shanshan CHEN Yunbo ZHAO Na</p>
		15:30 – 16:00	Building 210, Room 104 Elizabeth Jolley case study room	Break and presentations of awards to recipients
		16:00 – 17:00	Building 210, Room 104 Elizabeth Jolley case study room	Groups with mentors

Participants' Information

Guests from China

Name	Position	Institution
WANG Xiaobing	Director	Tencent Research Centre
LIU Jie	Research Fellow	Tencent Research Centre
DAI Bin	Deputy General Manager, Marketing and Public Relations	Tencent Research Centre
YI Na	Associate Professor/ U40	Chinese Academy of Social Sciences
ZHANG Xiaoming	Professor	Chinese Academy of Social Sciences
HONG Yu	Professor	College of Media and International Culture, Zhejiang University, Hangzhou
ZHANG Zhi'an	Professor, Dean	The School of Communication and Design, Sun Yat-sen University, Guangzhou
DING Zhaochen	Professor	Director of New Media Department and Director of International Office, School of Art & Design, Beijing Institute of Fashion Technology
WANG Jia	Associate Professor	Cultural Development Institute of Yunnan University, Kunming.

Guests from Australia

Name	Position	Discipline/area	Institution
Deborah TERRY	Prof/ Vice-Chancellor		Curtin University
Chris MORAN	Prof/ Deputy Vice-Chancellor Research		Curtin University
Allan DENCH	PVC Humanities		Curtin University
Paul Nicholls	Director Office of Research and Development		Curtin University
Henry LI	A/Prof/ Dean, China		Curtin University
Steve MICKLER	Prof/ Head of School	Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Matthew ALLEN	Professor/ Head of School	Faculty of Arts and Education	Deakin University
Jian XU	Dr./Lecturer	School of Communication and Creative Arts	Deakin University
Xianlin SONG	Prof/Director	Confucius Institute	University of Western Australia
Yu TAO	Dr.	School of Social Sciences	University of Western Australia
Michael KEANE	Prof	Centre for Culture and Technology (CCAT)/ Program leader Digital China Lab	Curtin University
John HARTLEY	D/Prof	John Curtin Distinguished Professor, Centre for Culture and Technology (CCAT)	Curtin University
Lucy MONTGOMERY	A/Prof/ Director CCAT	Centre for Culture and Technology (CCAT)	Curtin University
Erik CHAMPION	Prof/	UNESCO Chair of Cultural Heritage and Visualisation: School of Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Mike KENT	A/Prof	Centre for Culture and Technology (CCAT)	Curtin University
Artur LUGYMAR	A/Prof	School of Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Susan LEONG	Dr./Research Fellow	School of Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Katie ELLIS	A/ Prof	Centre for Culture and Technology (CCAT)	Curtin University
Eleanor SANDRY	Dr.	Centre for Culture and Technology (CCAT)	Curtin University
Tama LEAVER	A/Prof	Centre for Culture and Technology (CCAT)	Curtin University
Amy Dobson	Lecturer	School of Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Qian GONG	Dr./Lecturer	School of Education	Curtin University
Andrew WOODS	Dr./Manager HIVE	Hub for Immersive Visualisation and e-Research (HIVE)	Curtin University
Denise WOODS	Dr./ Lecturer	School of Media, Creative Arts, and Social Enquiry (MCASI)	Curtin University
Huan WU	Dr/ Research	School of Media, Creative Arts, and	Curtin University

	Fellow	Social Enquiry (MCASI)	
Stephanie Hemelryk DONALD	D/Prof/ARC Future Fellow	Visiting Professor iCinema (UNSW). and Distinguished Professor of Film and Head of School of Cultures and Civilisations (Lincoln)	UNSW/ University of Lincoln University (UK)
Gary SIGLEY	A/Prof	China-Australia Tourism	Independent scholar
Brian YECIES	Dr./ Senior Lecturer	School of the Arts, English and Media	University of Wollongong (UOW)
Elaine ZHAO	Dr. /Lecturer	School of the Arts and Media	UNSW, Sydney
Haiqing YU	A/Prof.	Vice-Chancellor's Principal Research Fellow: School of Media and Communication	RMIT, Melbourne
Ying JIANG	Dr./ Senior Lecturer	Media	University of Adelaide
Shanshan LIU	PhD candidate	Volunteer/ coordination/ liaison	Curtin University
He GONG	PhD candidate	Volunteer/ on site accommodation/ transport	Curtin University

Venue information

Conference venues marked on the map for your reference.

Day 1:

Building 211, Center for Original Studies

Building 100, Council Chamber

Building 216, Innovation Central

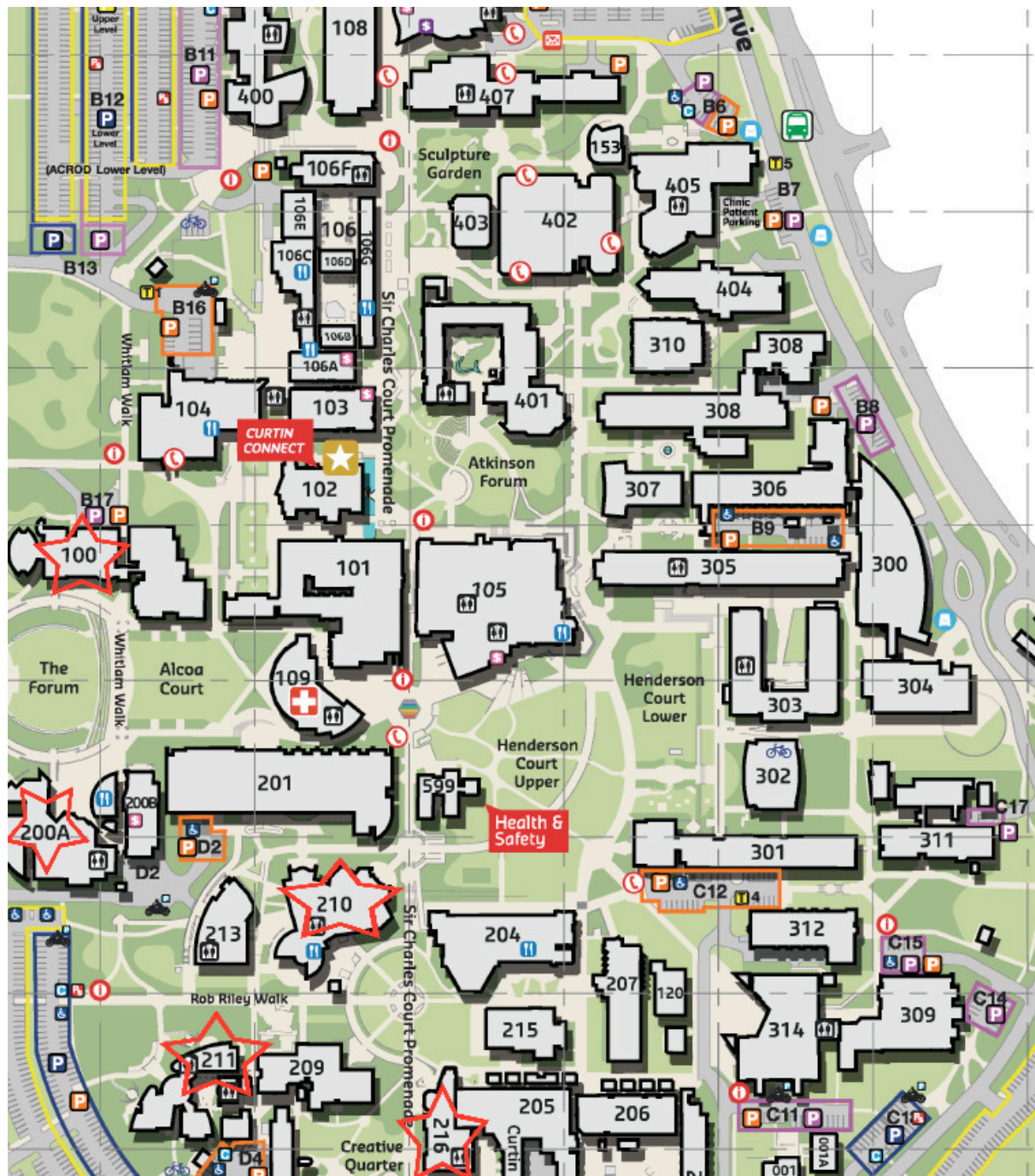
Building 200A, John Curtin Gallery

Day 2:

Building 100, Council Chamber

Day 3 :

Building 210, Room 104



U40 presentation order

Presenter	Position	University	Abstract Title	Mentor
Dr. Huan WU (1)	Research Assistant	Curtin University	A Study on the Online Game Community Designed for People with Vision Impairment and Blindness	Katie Ellis (Curtin), Jian Xu (Deakin)
Chunfeng ZHENG (1)	PhD candidate	School of Journalism Fudan University	Political Project, Capital Logic and Technology Panopticism DingTalk APP	Tama Leaver (Curtin); Susan Leong (Curtin)
Chen GUO (1)	PhD student	Curtin University	Aging people's use of digital apps in China	Jian Xu (Deakin), Mike Kent (Curtin)
Hongming JIA (1)	Masters student	Institute of Cultural Industries, Shenzhen University	Cultural Capital Transformation of Animation Enterprise IP Resources under the Background of Open Innovation	Brian Yecies (UoW), Michael Keane (Curtin)
Zongyi ZHANG (1)	PhD Candidate	The Chinese University of Hong Kong	After the Rise: Network Production , Ambivalent Convergence and Plus live streaming Future of Live-streaming Platform in China	Elaine Zhao (UNSW), Ying Jiang (UoA)
Dr. Qian GONG/Dr. Joy ZHANG (2)	Senior Lecturer/Teaching Assistant	Curtin University	Crowdfunding and social trust in China	Michael Keane (Curtin), Brian Yecies (UoW)
Guanhua SU (2)	Master Student	Department of Anthropology, University College London	Design for/ of China in the age of Digital Innovation	John Hartley (Curtin) Michael Keane (Curtin)
Denis LEONOV (2)	PhD candidate	Curtin University	The uses of human digital capital: China-Australia	Brian Yecies (UoW)/ Susan Leong
Yi TAN (2)	Master student	College of Media and international Culture, Zhejiang University	Whose identity? The Media mirroring of AI	John Hartley (Curtin); Eleanor Sandry (Curtin)
Lu XU (2)	PhD candidate	School of Journalism Fudan University	Under "Eastern" Eyes: Romanticized Tibet and Post-Colonial Performances	Susan Leong (Curtin); Ying Jiang (UoA);
Fan ZHANG (2)	PhD candidate	Beijing Normal University	A Study on the development trend of Chinese sci-fi drama on the five biggest internet streaming platforms	Henry LI (Curtin); Elaine Zhao (UNSW)

Shan WANG (2)	Visiting scholar Curtin	Nanjing University/	Recurrent patterns of collaboration in the Chinese film industry	Stephi Donald (Lincoln); Qian Gong (Curtin)
He ZHANG (2)	PhD candidate	Curtin University	Digital stories/ overseas Chinese communities	Qian QONG (Curtin) Stephanie H. Donald (University of Lincoln/ UNSW)
A/Prof Yunbo CHEN (3)	Associate Professor	School of Journalism and Communication, Jinan University	Users gratifications, social, political and economic contexts of LBRTD gay platform: an empirical study of Blued in mainland China	Amy Dobson (Curtin); Haiqing Yu (RMIT)
Tingting LIU (3)	PhD candidate	Anthropology UQ, Australia	Wounded Subaltern Masculinities in China: the Contradictions Between Online Longings and Offline Realities	Haiqing YU (RMIT), Hong YU (Zhejiang U)
Dr. Weimin ZHANG (3)	Lecturer	School of Journalism and Communication, Lanzhou University	Analysis of “zhengnengliang” discourse in official online media @ Communist Youth League	Ying Jiang (UoA), Michael Keane (Curtin)
Chunmeizi SU (3)	PhD Candidate	Creative Industries QUT, Australia	The rise of BAT and its innovative power	Elaine Zhao (UNSW), HONG Yu (Zhejiang University)
Na ZHAO/Dr. Fanke PENG (3)	Lecturer/Assistant Professor	South China Agricultural University/ University of Canberra	Interactivity Drives Innovation: The Future of Chinese Internet + Television	Michael Keane (Curtin); Elaine Zhao (UNSW)
Shanshan LIU (3)	PhD candidate	Curtin University	Visual Social Media and Grassroots Environmental Activism in China: A Case Study of River Watchers	Jian XU (Deakin), Michael Keane (Curtin)
Xinyang ZHAO	PhD Candidate (attending not presenting)	Curtin University/ Shenzhen University joint PhD program	Immersive technologies in museum and art exhibitions China and Australia	
Qing WANG	PhD Candidate (attending not presenting)	Curtin University/ Shenzhen University joint PhD program	Grassroots innovation and creativity in Shenzhen	
Yao CAO	PhD Candidate (attending not presenting)	Curtin University/ Shenzhen University joint PhD program	Blockchain technology	

PRESENTATION ABSTRACTS: Day 1

10.30 – 11.00: WANG Xiaobing (Director Tencent Research) “CULTURE+ TECHNOLOGY: TENCENT PRACTICE AND STRATEGIES”

11.00 -11.40 A/Prof Mike KENT, A/Prof Katie ELLIS, A/Prof Haiqing YU

“DISABILITY, DIGITAL TECHNOLOGY AND ENTREPRENEURSHIP – MAKING THE CONNECTIONS”

The panel members discuss ground-breaking research conducted at Curtin, as well as UNSW/RMIT, concerning how people with disability use digital technologies and social media, and how policy makers, business leaders, and digital entrepreneurs can come together to assure a better future for persons with disability. Examples are drawn from China and Australia.

11:40- 12.00

Prof DING Zhaochen: Beijing Institute of Fashion Technology

“Urban Sleep Sanctuary A SLEEP DESIGN PROJECT FOR CHINESE YOUNG PEOPLE”

Launched in Beijing Institute of Fashion Technology in 2014, Urban Sleep Sanctuary is the first university research project on "Sleep Design", which includes design subtopics of lifestyle, food, digital entertainment, space, book, film, information visualization, smart home, and furniture. We hope to enhance happiness of young urban dwellers by guiding them to form healthy sleep habits. In 2016, Urban Sleep Sanctuary created a physical bedroom, which aims to find out people's sleep problems and thus help create healthier lifestyle accordingly. In this space, a large number of technological sensors are embedded within furniture and electronic appliances. Users get tips from the feedbacks of the smart furniture and to improve their quality of daily life. In 2017, Urban Sleep Sanctuary includes series of subtopics, all of which are based on the core concept of "Eat Well, Play Well, then Sleep Well". These design subtopics on sleep mainly focus on the design of food, space, books, film, information visualization, smart device, and furniture.

12.00 – 12.30

CHINESE DISCUSSION SESSION: Prof ZHANG Xiaoming, A/Prof YI Na, A/Prof WANG Jia

“CHINA'S CULTURAL CREATIVE INDUSTRIES IN THE DIGITAL AGE”

This panel discussion (in Chinese) looks at recent developments in policy, following 13th Five Year Plan (2016 -2020) and the 19th National Congress (2017) as they impact on the cultural industries and cultural diversity.

13.30- 14.15

“HOW CAN DIGITAL TOOLS HELP US UNDERSTAND THE PAST AND CREATE A BETTER FUTURE?”

Paul NICHOLLS, Dr Andrew WOODS, Prof Erik CHAMPION , A/Prof Lucy Montgomery (chair)

This panel discussion (held in Perth Innovation Central space), introduces the concept of visualization and shows how it is used in heritage related projects (the projects will be further introduced during the HIVE visit). The panel will also discuss how fundamental science is driving value for industry, and introduce related Curtin projects, including 'greater Curtin', mining analytics, public health analytics predictive maintenance.

Graduate presentations day 1 (14:30 – 15:30)

1.Huan WU: *Online games and players in darkness: A study on the blind gaming community 'Ting You'*

This study investigates a blind gaming community 'Tingyou', which was established in 2011 in China with the purpose of sharing and developing video games for people with vision impairment or blindness. Guided by the theory of participatory culture and social capital, this research focuses on exploring whether and how Tingyou members change their identities and the structure of their social network through participating in the online blind gaming community.

2.Chunfeng ZHENG: *Political project, capital logic and technology panopticism: the DingTalk APP*

This article specifically analyzes trends in technology alienation with the prevalence of mobile Internet in China, and explores how these have formed, and why and how they have spread to the political sphere within China's current political and economic structure. It is argued that technology panopticism, as one of the latest forms of technology alienation, is becoming an important knot connecting the party-state system (on the one end) and capital (on the other) in mainland China. Meanwhile, the asymmetric mechanism of mutual embeddedness of political and economic interests is fostering the intersectional permeation of technology panopticism among the party-state system, the capital, and people's everyday life, where a new monitoring strategy is being constructed and a new surveillance network is being reconstructed.

3.Hongming JI: *Cultural capital transformation of animation enterprise IP resources and open innovation*

Based on the Internet and mobile internet, a pan-entertainment ecosystem has formed with openness, synergy and symbiosis. Animation is an important part of pan-entertainment. If China's animation industry wants to integrate into the pan-entertainment system, the relatively closed enterprise system should be broken. Taking open innovation as theoretical background and Tencent animation as an example, this paper explores relationships among animation companies as well as external enterprises and resources, and operating mechanisms. Under this operating mechanism, it also studies selected process of IP resources, how to transform into cultural capital through animation, and transformation between cultural capital as well as economic capital or social capital. Ultimately, it affects the value creation of animation companies.

4.Chen GUO: *Reconsidering the third age in China-- mobile phone and APPs use in a third-tier city, Zhengzhou, Henan Province*

The purpose of the article is to explore the role of smart phone and mobile APPs in helping the population who are around their retired age re-build their own identity. The findings show there is an increasing number of people who are around retired age are able to use smart phone and mobile apps, and in doing so are creating new possibilities of being 'old' in Zhengzhou. This group population shows some similar characteristics of the third age group which be regarded as the new image and identification for 'elderly people' in western world. This part population is trying to re-build their new image through using smart phone and mobile apps.

5.Zongyi ZHANG: *Network production, ambivalent convergence and live-streaming platforms in China*

The paper examines the status quo after the rise of online live streaming platform. After a general review on the rise of live streaming platforms, the paper explores how the Chinese live streaming industry has achieved huge success by learning from and upgrading the MCN production of western video industry. The paper also investigates the predicament live streaming platforms encounter using the framework of convergence culture (Jenkins). Live streaming platforms are used to analysis 'ambivalence; in media convergence, participatory culture, and the transitions from UGC to PGC content. The paper argues for the "+live streaming" future to relocate the live streaming platform. It predicts the future of the live streaming platform may depend on the gaming in content (MCN + entertainment), social (new scene) and business model (live streaming with short video embedding).

DAY 2

09:00 – 09:45

Prof Stephanie Hemelryk DONALD, A/Prof Artur LUGYMAR, Prof Michael Keane (chair)
“FROM USE TO IMMERSION: DIGITAL RESEARCH IN CHINA AND AUSTRALIA”

This panel looks at the evolution of critical frameworks in cultural and communication studies and discusses how these frameworks align with methods now available to researchers through the convergence of social media, information science, visualization and data analysis. For instance, how do we understand communication studies in an era when most people on the planet are connected by mobile phone, if not the internet? The panellists will begin by introducing key changes in the way they have conducted research from the beginning of their research careers. The panel will attempt to refresh the (inter-disciplinary) field and offer some observations about future trends for discussion among the audience.

09:45- 10:30: D/Prof John HARTLEY, A/Prof Lucy MONTGOMERY, A/Prof Henry LI, Dr. Huan WU

“CHINA NEEDS TO LEARN MORE FROM ITS CHILDREN (OFFLINE AND ONLINE)”

Schooling in China is competitive, time-consuming and rigid. But children and young people rarely appear in their own right in formal knowledge systems or in public policy. They are subject to control, surveillance and management, typically by disciplines and agencies in which they have no voice. Childhood is not a democracy! But, by contrast, children are *all over* social media, popular culture and the internet as avid consumers, creative users and active producers; and as representations in discourse. They are the collective source of innovations from new slang and crazes to new technical applications or fashion mixes. They play a decisive role not only in consumer culture but also in advocacy, including medical, environmental and social causes.

Meanwhile, public trust in institutions of ‘correction and protection’ – from churches and schools to sports agencies and detention centres – diminishes further with each new revelation of abuse, exploitation or corruption. What can public policy learn from young people’s creative culture and digital knowledge practices? What should formal education learn from what kids do outside school? Children band together with peers to use media and technologies for purposeless play and exploit, thereby forming new groups, codes and identities that will shape the future. Even though they are not treated as responsible or productive, they are important in the dynamics of change.

What would happen if the controls exercised over children were lifted and limited, not imposed and extended? Encouraging children’s purposeless and playful – even piratical – use of available technologies and systems does not result in failure and breakdown but in increased resilience, creativity, confidence and the ability to navigate the systems in which they are immersed, which also benefit by adaptation to change. ‘Inconsequential’ social media and consumer entertainment are good at building trust and accelerating innovation among large-scale populations of users. Public policy, formal education and disciplinary knowledge could learn a lot from that!

11:00 – 11:30: Dr. Ying JIANG

“CHINESE -LANGUAGE SOCIAL MEDIA AND COMMUNITY OPINION SHAPING: THE CASE OF WECHAT AND THE 2016 AUSTRALIAN FEDERAL ELECTION”

During the 2016 Australian federal election, Australian Chinese community rallied against ALP after a couple of local Chinese news channels operating on WeChat published two articles highlighting some of ALP’s policy proposals. The message of “never vote for ALP” was then spread on WeChat Moments, WeChat Subscription Channels, and many Australia-related WeChat groups. This research investigates how the opinion was shaped and how the campaigners leveraged the power of WeChat with Chinese community in Australia during federal election 2016. This research is not to reflect any personal view on the election itself nor the policies in question, but to analyze how WeChat has been actively used in opinion shaping in Australian Chinese community.

11:30 – 12:00: Dr. Gary Sigley

“SOCIAL MEDIA AND THE RE-IMAGINING OF YUNNAN: A REPORT FROM THE DIGITAL FIELD”

Yunnan was once considered an undesirable destination, a repository of backwardness and possible danger. Yet as the pollution, congestion and stresses of life in eastern China continue to fester, growing numbers of Chinese citizens are moving to the small basin cities of the province ‘south of the clouds’. These are the ‘mountain changers’. They are the first waves of a new form of migration, namely, ‘lifestyle migration’ (or ‘ecological migrants’ *shengtai yimin*). This shift in how Yunnan is ‘imagined’ is strongly reflected in the images and texts circulated in social media. Here I will examine how these trends have influenced the development of old stereotypes and new possibilities.

Graduate presentations day 2 (13:30 – 15:30)

1.Lu XU: *Under “eastern eyes”: romanticized Tibet and post-colonial experiences*

My work is situated in the field of sociology of tourism intersected with network theory. The issues that I want to write about are the travelling experiences in Tibet posted on WeChat moment and their further indication about touristic experiences in this digitalized world. With the advent of social networking media, Tibet gains more visibility in the commodified networks. However, it is also believed by many that those WeChat moments are just the manifestation of tourists’ trivial, superficial, frivolous pursuit of vicarious, contrived performances. It follows from these assumptions that commoditization, engendered by tourism, allegedly destroys not only the meaning of cultural products for the locals but, paradoxically, also for the tourists. It thus emerges that, the more tourism flourishes, the more it allegedly becomes a colossal deception. To the contrary, empirical studies showed the agency of tourists both in their adventure and digital networks. The theoretical framework will combine performance theory by Jeffrey Alexander and phenomenology of tourist experience by Cohen. The method that will be used are context analysis and interviews.

2.Yi TAN: *Whose identity? The media mirroring of AI*

Google Artificial Intelligence AlphaGo beat international Go champion Li Shishi in 2016, triggering a discussion of artificial intelligence. This paper analyzes the concept of artificial intelligence in the mainstream media and We-Media by means of text analysis. Research questions is how the media discusses AI, what problem will be reflected, and what is the reason. The study found that the core discussion of AI in the mainstream media and We-Media lies in the relationship between AI and human beings. Secondly, the mainstream media and We-Media focus on different points. With the promotion of AI in the past two years to the national strategic level, the mainstream’ article discussed the relationship between AI and economic development has a marked increase. However, the issue of AI and human unemployment which is more closely related to the lives of people is concerned in We-Media. Finally, this paper argues that the AI “heat” is the result of capital and power, which also led to the controversy of identity between human and technology. Once invented, technology may not necessarily respect the wishes of human beings. Under the logic of technology, Human beings are likely lost its identity.

3.Guanhua SU: *Design for/ of China in the age of Digital Innovation*

Design, without a question, is a pervasive global cultural phenomenon, but the definition and content of design are never without controversy. In the common scenario, modern design is regarded as the birth child of modern industry, and now has a large number of practitioners and a great range of subfields (Otto & Smith, 2013). Design Culture — which

including products, designers' community, design education, design celebrities and ideologies toward design — has now been celebrated globally as the crucial element of modern life, wellbeing and innovation, it not only exists as the add-value of consumer goods and services, but also dominates the public imagination of a better future, since design is always future-oriented. Meanwhile, the celebrations of design culture are not limited into single subfields such as fashion, product or architecture

4.He ZHANG: *Formation of migrant voices in digital story-telling*

This article examines how the participatory video production practice of digital storytelling might provide international migrants with opportunities to have a voice in the destination country. It looks into the project of stay-themed digital storytelling workshops that I carried out for Chinese international migrants in the city of Perth, Australia. Seeing voice as always mediated, I drew upon participant observation and interview to identify three types of narratives that emerged during video production, namely, first-person migrant narrative, researcher narrative and technology user narrative.

5.Qian GONG: *Lending a hand through social media: Crowd-funding and social trust in China*

Donation-based health crowdfunding in China is emerging with the rapid adoption of mobile-enabled digital platforms such as WeChat. The moral reasoning behind giving, however, has not become easier with the advance of technology. Whether to entrust a stranger, who shares no blood ties with oneself, with one's money has become an increasingly common moral dilemma and the decision is closely linked with social and moral transformation in Chinese society. In this paper, by interviewing both the fundraisers and supporters of medical-aid digital crowdfunding campaigns, we try to demonstrate the practices and dynamics of moral reasoning behind the donation and whether digital technological platform empowered and facilitated this personal medical aid. We found that as China transforms from a society bound by kinship and family to one that's increasingly urbanised and modernised, new media provide a platform for more freedom and individual-based philanthropic decisions, although this technology facilitated "individualism" is often limited by culture-bound collectivism. Specifically, narrated crowdfunding stories and donors' social capital are critical for the success of the crowd-funding campaigns. We argue that new media has helped the formation of a new kind of sociality. We also provide critical discussions on the normalisation of individuals to take on state's social responsibility.

6.Shan WANG: *Do Repeated Interactions in Fluid Teams Help or Hinder the Outcomes——Business attributes and artistic attributes?*

Many creative and marketing activities take place within teams, especially as a fluid team in creating art works, such as making a movie. The fluid teams are more and more commonly used by a variety of organizations to perform similar and repetitive but highly critical and knowledge-intensive tasks. There are some features of fluid teams: no permanent memberships, operating as a team only for a limited time or for a specific task; normally have clear hierarchies, roles, and task responsibilities as a cross-function team; job over, teams dissolve; but many members may work again with each other on a new task as part of another team. Our study offers a new perspective to clarify whether, what types and under what conditions of team repeated interaction influences team performance, which is divided into artistic and business attributes.

7.Denis LEONOV: *The uses of human digital capital in Australia and China*

Changes to the global economy and China's eagerness to move away from its traditional manufacture-based economy and become technologically advanced, innovative, and driven by knowledge-based economy, encourages the Chinese government to establish appropriate policy and environment for innovation. Overseas Chinese entrepreneurs are

seen as the driving force of innovation. By providing necessary programs, entrepreneur parks and incubators to assist returnee entrepreneurs to start their businesses, China has become a global hotspot for innovation and a magnet for overseas Chinese people returning to China.

8.Fan ZHANG: A Study on the development trend of Chinese sci-fi drama on the five biggest internet streaming platforms

This article examines the development of Chinese Sci-fi drama on the five biggest internet streaming platforms: as Iqiyi, Tencent, Sohu, LeTV and Youku. Using the three labels of "domestic product", "Yearly" and "Science Fiction elements", and focusing on the statistics and analysis of the audience, the sci-fi culture of the contents, the paper reflects on the present state of GDP development of Sci-fi drama in China. Comparing Chinese sci-fi movies, it points out the different characteristics: 1) The number of Sci-fi drama shows an increasing trend year by year -high input, big production, Chinese idols participating, the budget costs become higher and higher; 2) The Sci-fi elements in sci-fi drama present the phenomenon of polarization, the popularity of mash up, the parallelism of the traditional elements with the vanguard; 3) From the point of view of user groups, the number of Internet users and mobile users has increased rapidly, and the online video market has been booming; 4) The mobile terminal technology is easy to use. The streaming media platform utilizes the advantages of internet and big data statistics to guide the production of online drama through the analysis of big data collection, analysis, user usage and search habits; 5) The Transformation of sci-fi IP is more successful than sci-fi movie industry; 6) In the development and operation of the original IP of sci-fi drama provides a diversified and rich incubation channel for sci-fi IP.

DAY 3

09:00 – 09:35: Prof. Yu HONG

“NETWORKING CHINA: STATE DIGITAL CAPITALISM IN TRANSITION”

This talk draws upon Yu Hong's 2017 book *Networking China: The Digital Transformation of the Chinese Economy*. It outlines how the Chinese state recast the communications system to facilitate an economic restructuring in the post-2008 era and how this strategic focus accelerates the formation and transition of China's state-led digital capitalism. After sharing conceptual implications from the research for *Networking China*, this talk ends by pondering the global implications of digital China.

09:40 – 10.15: DAI Bin

“THE BASIC REGULATION AND DEVELOPMENT OF IP IN THE PAN-ENTERTAINMENT ERA”

This presentation will provide the audience with an understanding of IP taking account of the emotional orientation of groups, the exploitation of IP across platforms and genres. The presentation will showcase Tencent's pan-entertainment business matrix and IP creation strategy, including the reactivation of traditional culture.

10:45 – 11:15: Prof. Zhang Zhi'an

“SOCIAL MEDIA AND RECONSTRUCTION OF CHINESE JOURNALISM”

Social media are profoundly reconstructing Chinese journalism. The original media ecology was dominated by professional (traditional) media institutions, while the new media ecology consists of multiple types of media, such as professional media, agency media, We Media and platform media. So today's studies on journalism need a new vision and new problem consciousness.

11:15 – 12:00 A/Prof Tama LEAVER, Dr. Amy DOBSON/ Dr. Eleanor SANDRY/ Dr. Qian GONG

“HOW IS SOCIAL MEDIA USE AND THE AI REVOLUTION CHALLENGING TRADITIONAL SOCIAL AND FAMILY STRUCTURES?”

Our discussion will look at the way social and family relationships are shifting in an era dominated by online sociality. From birth, and even before, parents are being encouraged to use wearable devices and online tools to monitor, measure and record young people's interactions. Yet, how does measuring everything in digital forms, and sharing that data with companies and third parties, transform the parenting process and experience? Later in life, artificial intelligences (AIs) in the form of chatbots and other social interactive entities are populating our social landscape, but how do we interact with these bots, and what do these interactions mean to us? Similarly, as social media becomes more central to young people's relationships, how do these create new norms, new expectations and new challenges to navigate? How can intimacy work in online interactions and how can this be confused and misunderstood across individuals, genders and generations.

12:00 – 12:45: Prof Michael KEANE/ Dr. Susan LEONG/Dr. Elaine ZHAO/ Chair Dr. Brian YECIES

“IS CHINA'S CULTURE REALLY GOING OUT: EXAMINING THE EVIDENCE BASE.”

Many reports have recently argued that Chinese culture is going global, largely thanks to the government's massive financial support of the campaign, everything from Confucius Institutes to China Central Television, China Radio International, and overseas Chinese online news media. The government refers to this as 'cultural empowerment'. This panel looks at the question: Is Chinese culture really going out? How is the digital revolution facilitating 'going out'? We look at the leading platforms and the challenges facing

researchers to really understand the reception and influence of Chinese culture outside the mainland, and we show how we are calibrating China's 'cultural power;' using social media.

Graduate presentations day 1 (14.00 – 15:45 pm)

1.Weiming ZHANG: *Analysis of “zhengnengliang” Discourse in media construction of 2017 “Two Sessions” in @ the Center of Communist Youth League*

Media convergence as a forceful trend of contemporary media development, substantively impacting on each part in the social system; however online media, as a major form of media convergence, faces challenges in grasping discursive power of ideological shaping. Within the context of Chinese media, required to disseminate *zhengnengliang* meaning positive momentum, it is seen that official organs deploy advantages from both online platform and availability of news sources to deliver nationalistic values. This study conducts a case study of @ the Communist Youth League to investigate how Chinese official micro-blog constructs integrative discourse of *zhengnengliang* in covering the “Two Sessions” of 2017. It maintains that nation building performs a major source of storytelling for shaping *zhengnengliang* discourse in official Chinese online media.

2.Chunmeizi SU: *The Rise of BAT and its innovative Power*

The Chinese online behemoths Baidu, Alibaba and Tencent (also known as BAT) dominate their competitors within the Chinese mainland in fields including e-commerce, digital entertainment, e-finance and AI. This paper provides a historical background of BAT, questions include: What are the competitive advantages of these tech giants? How are they different from western services? In what way and how is their innovative power identified? By investigating the history and development of BAT, the first section argues the difference between the Chinese and western market, that the convergence fever – the omnipresent tendency of building service hub, is a form of platform capitalism. In the conclusion, the political implication of BAT is underlined by the theoretical framework of ‘Digital Capitalism’.

3.Tingting LIU: *Wounded Subaltern Masculinities in China: the Contradictions Between Online Longings and Offline Realities*

This article focuses on the contradictions between the ideals that rural-to-urban migrant male workers hold as ‘true men’, and the difficulties (if not impossibilities) of fulfilling those gendered ideals in post-socialist China. The empirical data was mainly gathered during the author’s thirteen-month ethnographic fieldwork in Southeast China, examining digital technologies, leisure practices and emerging sexualities among young Chinese rural-to-urban migrant labourers (2014-2016). The article will firstly demonstrate the ideals held by these men by showing the online discussions among them on sharing experience of using aphrodisiac, consuming paid sex and playing a mobile digital game called *Me Being an Emperor in the Qing Dynasty* (我在大清当皇帝). My research finds that the elements constituting a ‘true man’ include a financially secure job, a warm and healthy families conforming to heteronormative notions of romance and commitment, and some long-held yearnings of male chauvinism. The article is also based upon and aims at contributing to pre-existing literature drawing connections between love, affect, emotions, traditions, gender relations and capitalism (Berlant, 2011; D'Aoust, 2013; Gregg & Seigworth, 2010; Hardt, 2011; Illouz, 2012).

4.Shanshan LIU: *Visual Social Media and Grassroots Environmental Activism in China: A Case Study of River Watchers*

To protect the drinking water resource in Hunan Province, the grassroots environmental NGO (ENGO) Green Human mobilizes volunteers to measure the water quality from main rivers in local areas and post the results on social media. These volunteers are called River Watchers. Through analyzing the case of River Watchers, this article mainly focuses on how

volunteers engage in the activities of water resource protection by utilizing visual social media tactically. The article examines how ordinary people use social media to construct a collective identity, albeit one which might be temporary and fragile, located in the grassroots environmental activities. It also studies the role of visual social media as part of participation in engaging with environmental issues in China. Finally, this article addresses the obstacles in disseminating environmental information on social media that the volunteers are facing. In this article, all data was collected by conducting face-to-face in-depth interviews with volunteers and analysing the content that the participants have posted on social media.

5. Yunbo CHEN: *User gratifications, social, political and economic contexts of LBRTD gay platforms, an empirical study of BLUED in Mainland China*

Given the increased popularity of the LBRTD gay platform and the overwhelming user number in China, the current literature examining these platform usages and Chinese SMM practices is limited. Gay platform use among SMM remains poorly understood. To fill this gap in the literature, the purpose of the current study is to describe the specific user gratifications of these gay platforms in mainland China and expand to reflect the broader range of social, economic, and political issues that are present among the LBRTD platforms. The current research adopted a two-study approach to answer the two research questions. Adopting a uses and gratifications approach, study 1 conducted a pilot study and an online survey. Motivations for Blued use reported in the pilot study through open-ended descriptions were coded into 32 items in the online questionnaire. An exploratory factor analysis with varimax rotation revealed seven uses and gratifications: sexual sensation seeking, social approval, social networking, interactive fantasy, killing time, romantic relationships, and health information search. Three items were dropped from the factor structure due to low primary factor loadings. In study 2, using ethnographical lens, factors of user satisfaction obtained in the above study is closely associated with the relevant political, economic and cultural background.

6. Na ZHAO: *Interactivity drives innovation: the future of Chinese internet + TV*

“Internet +” has brought a strong driving force and vehicle to the development of China’s economic society, and directly or indirectly affected the transformation of the media industry. Many media scholars have analysed the context and development of Chinese TV from macro perspectives and put forward the opportunity brought by “Internet +” to Chinese TV. This article analyses the change that the “Internet +” has brought to Chinese TV from a micro perspective via three case studies. “Internet +” brought not only the change of platforms and channels, but also program content and business models. In the past, the main revenue of Chinese TV was advertising, “Internet+” generated more revenue streams to Chinese TV, such as “Focus to Online” (F2O) as witnessed in the “A Bite of China (She Jian Shang De Zhong Guo)” series, “TV to Online” (T2O) in the “The Goddess (Nv Sheng De Xin Yi)”, and “IP Commercialisation Revenue (Bian Xian)” of “The Great Shokunin (Liao Bu Qi De Jiang Ren)” and so on. This article focuses on the analysis of how Internet + optimized the traditional Chinese TV to achieve “Internet Thinking”, while enhancing its interaction with users and turning the TV IP into new sources of revenue streams.\