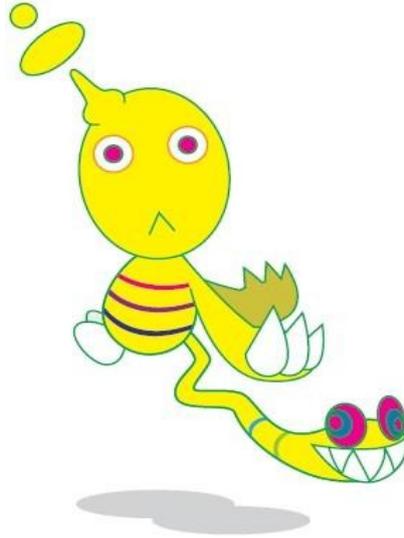


Media in Globalized Asia



Date

November 24-25, 2017

Venue

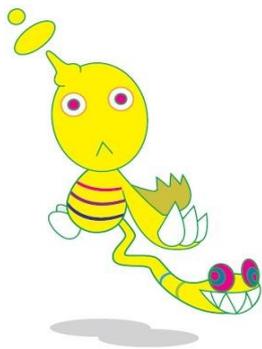
FUKUTAKE Hall, The University of Tokyo

Participating Universities

The University of Tokyo
Graduate School of Interdisciplinary Information Studies

Seoul National University
Department of Communication

National Chengchi University
College of Communication



Chimaira-kun (designed by GSII alumnus Takuya ABE), the character of III/GSII of the University of Tokyo, was created by the monster “Chimaira” in Greek mythology. Chimaira-kun is a mysterious creature living in the rainforest of information knowledge, designed based on “the philosophy of chaos” of III/GSII, which aims to maintain and expand its territory by blending diverse academic disciplines and cultural genes and ceaselessly moving while keeping a tightrope balance.

9:30 a.m. – 9:40 a.m.

OPENING ADDRESS

*Osamu SAKURA, Dean of the Graduate School of Interdisciplinary Information Studies,
The University of Tokyo*

.....

9:40 a.m. – 10:00 a.m.

PLENARY SPEECH

Speakers:

Myung-koo KANG, Professor, Seoul National University

Tsungjen SHIH, Assoc. Professor, National Chengchi University

Kaori HAYASHI, Professor, The University of Tokyo

.....

10:00 a.m. – 12:15 p.m.

FACULTY SESSION

Chair: Kaori HAYASHI, Professor, The University of Tokyo

Presenters:

Pai-lin CHEN, Professor, National Chengchi University
“Building Family History by Distributing Intelligence”

Eun-mee KIM, Professor, Seoul National University
“‘Share for You, Share for Me’: Understanding News-Sharing Behavior as an
Interpersonal Behavior”

Chuluu E. KHOHCHAHAR, Assoc. Professor, The University of Tokyo
“Modeling Asian Legal Cultures Through Early Modern Judicial Records”

Tingyu KANG, Assist. Professor, National Chengchi University
“‘Good Sex, Bad Sex’: Self-Sexualization, Slut Shaming, and the Boundary
Making Practices on Social Media”

Kyu-sup HAHN, Assoc. Professor, Seoul National University
“The Economic Cost of Ideological Indoctrination: Communism’s Shadow”

Commentators:

Osamu SAKURA, Professor, The University of Tokyo

Yukio MAEDA, Professor, The University of Tokyo

.....
12:15 p.m. – 1:15 p.m.

Lunch

.....
Venue: Learning Studio 2 & 3

1:15 p.m. – 3:30 p.m.

STUDENT POSTER SESSION

Group A, 1:15 p.m. – 1:35 p.m.

(A-1) Ruoning LIN, Master’s Student, National Chengchi University
“The Original Screenplay: ‘Amazing grace’”

(A-2) Yilin TSAI, Doctoral Student, National Chengchi University
“How People React to “The 19th Communist Party of China National Congress”
News Online?”

(A-3) Huaiyu CHEN, Master’s Student, National Chengchi University
“Analysis of Parasocial Interaction in the Web2.0:
The Case of Online Game Streamers on Facebook Fan Pages”

Group B, 1:35 p.m. – 1:55 p.m.

(B-1) Eun-young PARK, Master’s Student, Seoul National University
““Alphawomen of Korea-Japan’: Study on the Femininity in the Remake TV
Series”

(B-2) Dong-woo LIM, Master’s Student, The University of Tokyo
“Nationalism of Japan and South Korea in Media Reports and Social Media:
The Case of the 2018 Pyeongchang Olympics”

(B-3) Hyeok KIM & Seo-young LEE, Master’s Students, Seoul National University

“Limitations of the Coping Strategies for Sexual Harassment in Online Video Game: A Case Study of Overwatch”

Group C, 1:55 p.m. – 2:15 p.m.

- (C-1) Mai ISOYAMA, Doctoral Student, The University of Tokyo
“Public Diplomacy by U.S. Foundations and Japanese Educational Research in the Cold War Era”
- (C-2) Gil-whan HWANG & Yoon-jung OH, Master’s Students, Seoul National University
“An Exploratory Research on the Use of Big Data in Network Agenda Setting Theory: A Case Study on the Political Scandal of Soon Shil Choi”
- (C-3) Mengshan LEE, Master’s Student, National Chengchi University
“Taiwanese and Japanese Public Opinions toward Climate Change”
- (C-4) Kyung-ok KIM, Doctoral Student, The University of Tokyo
“Women's Mining Labor and Childcare in Wartime, 1937-45”

Group D, 2:15 p.m. – 2:35 p.m.

- (D-1) Weiwei HUANG, Master’s Student, The University of Tokyo
“The Role of Japanese Parliament Members in Japan-Taiwan Political Relations since 1972: A Case Study of Nikka Giin Kondankai”
- (D-2) Zhiyuan MA, Master’s Student, The University of Tokyo
“Research on Reports about Social Events of Petitions in China: Comparative Research of ‘China Youth News’ and ‘Radio Free Asia’”
- (D-3) Suh-woo AHN, Master’s Student, Seoul National University
“Portal’s Role of the News Media”

Group E, 2:35 p.m. – 2:55 p.m.

- (E-1) Soo-min KIM, Doctoral Student, Seoul National University
“Happy Faces Go Viral: Which Facial Emotions Get More Likes and Comments on Instagram?”
- (E-2) Jee-won LEE, Master’s Student, Seoul National University
“A Tattooed Body of Women: South Korean Women’s Tattoos and their Instagram Images”
- (E-3) Eu-gene JANG, Master’s Student, Seoul National University
“Representation of 'Male Body' in Korean Film and Female Spectatorship”
- (E-4) Han-na SUH, Doctoral Student, Seoul National University
“Yesterday's Enemy is Today's Friend?: Change of North Korean Characters in South Korean Films”

Group F, 2:55 p.m. – 3:15 p.m.

(F-1) Xindi QIN, Doctoral Student, The University of Tokyo
“Project on Affection, Romance and Relationship Development in and beyond
an MMORPG in China”

(F-2) Jee-hoe KOO, Doctoral Student, The University of Tokyo
“Amadera Eisho-ji and Priestesses from the Elite (buke) Families in the Edo
Period of Japan”

(F-3) Frederic SERAPHINE, Doctoral Student, The University of Tokyo
“Artificial Intelligence for Game Aesthetics”

(F-4) Noriko MORITA, Doctoral Student, The University of Tokyo
“The Practices of ‘Documentary’ within the Bunka-Eiga Industry in Wartime
Japan”

General Discussion, 3:15 p.m. – 3:30 p.m.

.....
3:30 p.m. – 3:45 p.m.

Coffee Break

.....
Venue: Fukutake Theatre

3:45 p.m. – 6:00 p.m.

WORKSHOP

Facilitator: Shin MIZUKOSHI, Professor, The University of Tokyo

“UT Neighborhood Storytelling Workshop”

The mission of the workshop is to explore a micro society near the Hongo Campus, UTokyo, and to collect and share neighborhood stories among the participants. Shin Mizukoshi, designer and facilitator of the workshop wish all the participants can be aware of the importance of intelligence with down-to-earth thinking.

4:00 p.m. – 5:00 p.m. (During Students’ Fieldwork)

Business Meeting for Professors

(Venue: Meeting Room)

.....
Venue: Foyer of Fukutake Hall

6:30 p.m. – 8:00 p.m.

WELCOME DINNER

Master of Ceremonies: Yukio MAEDA, Professor, The University of Tokyo

DAY2 – SATURDAY, NOVEMBER 25

9:50 a.m. Meet at Entrance of Chiyoda 3331

10:00 a.m. – 11:30 a.m.

LECTURE

Lecturer: Ryan TAKESHITA, Editor in Chief, Huffington Post Japan
“Vertical Strategy of Digital Media: A Specific, Topic-Based Approach”

DISCUSSION

Chair & Commentator: Kaori HAYASHI, Professor, The University of Tokyo



Faculty Session

Building Family History by Distributing Intelligence

Pai-lin CHEN, Professor, National Chengchi University

“Share for You, Share for Me”: Understanding News-Sharing Behavior as an Interpersonal Behavior

Eun-mee KIM, Professor, Seoul National University

Modeling Asian Legal Cultures Through Early Modern Judicial Records

Chuluu E. KHOHCHAHAR, Assoc. Professor, The University of Tokyo

“Good Sex, Bad Sex”: Self-Sexualization, Slut Shaming, and the Boundary Making Practices on Social Media

Tingyu KANG, Assist. Professor, National Chengchi University

The Economic Cost of Ideological Indoctrination: Communism’s Shadow

Kyu-sup HAHN, Assoc. Professor, Seoul National University

Building Family History by Distributing Intelligence

Pai-lin CHEN

National Chengchi University

The core of communication work rests on human information processing, i.e., the gathering, arrangement, and presentation of information. In this study, I take the stand of distributed intelligence, considering human competence comes from the collaborative efforts of human beings and artifacts as well as social surroundings rather than human mind itself. Furthermore, I consider the use of technology depends upon not only materiality of artifacts, but also human necessity. Only when communication workers are invited by the materiality of artifact, he/she be able to make use of it.

This presentation is based upon my reflection in the field work in gathering data from local family to build pedigree. The huge volume of data requires collaboration between researcher and digital technology. In this process, I serve as both family historian as well as artifact designer. I design my data collection tools, so that they will fit my course of action in gathering data from ancient source. I will present several cases of artifact design to exemplify how materiality of artifacts “meet” the intention of my intention to build up my data. The implication of this study to communication education will be discussed in the end of the presentation.

“Share for You, Share for Me”: Understanding News-Sharing Behavior as an Interpersonal Behavior

Eun-mee KIM
Seoul National University

One of the changes that the digital and networked media environment have brought to the Journalism is that individuals are no longer only news consumers, but also “news participators” who are involved in news consumption as well as in news diffusion and reproduction process. Although this facet of news phenomenon has been capturing the research attention for a while, previous studies have approached online news sharing as the diffusion, dissemination, or transmission of information to a broader audience.

This paper interprets online news sharing behavior as an act of relational communication and examines how individuals actively manage and communicate their images accounting for their audience characteristics when they engage in news sharing. 400 individuals, aged between 20 and 49, who had ever shared news via both MIM and SNS participated in the online survey conducted in 2016. The results show that news-sharing behaviors reflected interpersonal motives of self-management. Individuals who have a high motivation for self-presentation share news more on both MIM and SNS than those with a low motivation. Sharers’ also took account of audience characteristics in terms of interest fit and communicative responsiveness. News-sharing was contingent upon the perception of each audience group. In addition, this study also discovered the difference between mobile instant messenger (MIM) and social networking sites (SNS). The effect of receptivity was notable in MIM, while it was connectivity on SNS. The difference suggests that news sharing in two media environments serves different self-presentational purposes.

This study combined the journalism and communication scholarship by providing a unique interpretation of news sharing behavior as an act of relational communication by focusing on the role of individuals as active communicators in the prevalent phenomenon of online news sharing. This line of research can be extended to assess how the future media environments would afford different news sharing behaviors on an individual and a collective levels.

Co-Researcher: So-Young Ihm (Kwangwoon University)

Modeling Asian Legal Cultures through Early Modern Judicial Records

Khohchahar E. Chuluu

The University of Tokyo

What are Asian legal cultures? What differences exist amongst them? To answer these simple yet fundamental inquiries—it is essential, first, to focus on Asia in the period before significant western influence, and second, to differentiate the most prominent legal characteristics of each Asian country of this period. This study examines the legal cultures of early modern Japan, Korea, China, and Mongolia with a different model for each of these legal cultures: a “well-organized” model (Japan), a “safety-oriented” model (Korea), a “bureaucratic” model (China), and a “utilitarian” model (Mongolia). I argue that these different models of legal culture are closely connected with and reflective of the state structure of each country. My primary sources are early modern judicial records—chiefly civil case judgments—produced in the local courts of these four countries. These local court records have long been neglected and even undervalued in scholarship, yet this project demonstrates that they are in fact quite valuable for exploring the legal culture of a society and the relationship between state and society. Through this study I hope to provide a global perspective of the historical origins of the various legal cultures of modern Asia.

“Good sex, bad sex”: Self-sexualization, Slut Shaming, and the Boundary Making Practices on Social Media

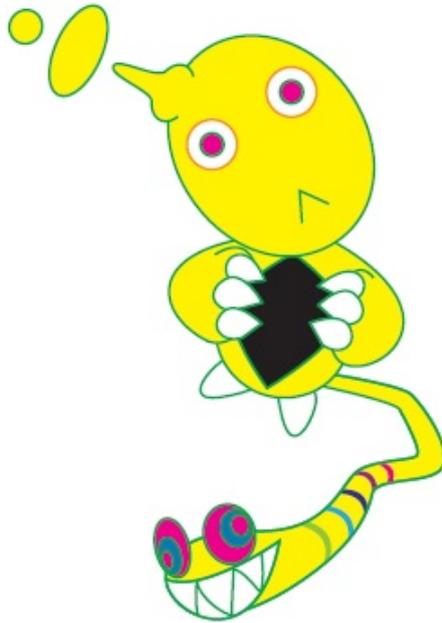
Tingyu KANG

National Chengchi University

This study examines the symbolic boundary-making practices among young female social media users in the era of “porno chic”. That is, an emerging trend in female sexuality where women sexualize their bodies as a way in which they express their sexual confidence and autonomy. On the one hand, existing studies have identified that this trend of porno chic has increasingly become a normative, hegemonic practice on social media platforms among young generations. On the other hand, women who choose to self-sexualize their own bodies continue to experience slut shaming, which monitors and seeks to silence their sexual expressions. This study explores how women negotiate the two seemingly conflicting demands regarding their bodies and sexuality. The findings are based on semi-structured interviews with 15 young female users who have participated in the sexualization of the self on social media. The data suggest that the interviewees develop various boundary-making techniques of self-sexualization in order to respond to both of the demands. Firstly, they tend to produce sexy photos with symbols that signify cultural capital. Sexy selfies with symbols that signify higher cultural capital are constructed as properly sexy whereas selfies lacking these symbols are viewed as “just slutty” and thus sexually deviant. These symbols include linkages with Western high fashion, cultivated writing styles, and credentials in artistic tastes. Secondly, the sterilization of (heterosexual men’s) sexual desires is also a crucial technique. Photos are portrayed as proper sexiness (i.e. not slutty) only when they are not considered linked to sexual desires. Overall, these techniques of self-sexualization reproduce rather than challenge the binary distinction between sluts and good women, thus internalizing and reifying a monitoring gaze upon young women’s sexuality. These techniques also serve to maintain a class distinction in the hierarchy of sexiness.

The Economic Cost of Ideological Indoctrination: Communism's Shadow

Kyu-sup HAHN
Seoul National University



Student Session A

(1:15 p.m. – 1:35 p.m.)

The Original Screenplay: “Amazing grace”

Ruoning LIN, Master’s Student, National Chengchi University

How People React to “The 19th Communist Party of China National Congress” News Online?

Yilin TSAI, Doctoral Student, National Chengchi University

Analysis of Parasocial Interaction in the Web2.0: The Case of Online Game Streamers on Facebook Fan Pages

Huaiyu CHEN, Master’s Student, National Chengchi University

The Original Screenplay: “Amazing grace”

Ruoning LIN
National Chengchi University

PTT, as known as the biggest bulletin board system in Taiwan, has been the headstream of public opinion, issues of agenda-setting and even social movements. This study attempt to use coding tasks and sequential analysis to observe how Taiwan netizens react to “The 19th Communist Party of China National Congress” news on PTT.

Data are collected from 2017.6.9(the first post of this event in this year) to 2017.10.25(the end of this event), including 96 posts and 3363 comments. I divided the posts into soft news and hard news and coded all the comments into six types of discussion behavior (Analysis, Anger, Joking, Declaratives, and Digressions). Results show that people tend to post soft new of this China event on PTT, but the discussion below hard news and soft news are almost the same, they use numerous of ironic sentences to express their opinion rather than seriously discuss the issue.

Furthermore, they don't show extremely hatreds like China netizens thought. Each type of discussion can hardly influence each other. This shows that Taiwan netizens on PTT are not so serious about this event. Tracing back the comments, I conclude two main reasons why people tend to talk about soft news in an ironic way: Netizens do not have a deep understanding of CCP politics, even they acquire the knowledge, it's all in vain actually because there is nothing they think they can do.

How People React to “The 19th Communist Party of China National Congress” News Online?

Yilin TSAI

National Chengchi University

The core of communication work rests on human information processing, i.e., the gathering, arrangement, and presentation of information. In this study, I take the stand of distributed intelligence, considering human competence comes from the collaborative efforts of human beings and artifacts as well as social surroundings rather than human mind itself. Furthermore, I consider the use of technology depends upon not only materiality of artifacts, but also human necessity. Only when communication workers are invited by the materiality of artifact, he/she be able to make use of it.

This presentation is based upon my reflection in the field work in gathering data from local family to build pedigree. The huge volume of data requires collaboration between researcher and digital technology. In this process, I serve as both family historian as well as artifact designer. I design my data collection tools, so that they will fit my course of action in gathering data from ancient source. I will present several cases of artifact design to exemplify how materiality of artifacts “meet” the intention of my intention to build up my data. The implication of this study to communication education will be discussed in the end of the presentation.

Analysis of Parasocial Interaction in the Web2.0: The Case of Online Game Streamers on Facebook Fan Pages

Huaiyu CHEN

National Chengchi University

Since 2015, the Otaku boom has been good for not only Japanese but also Taiwanese economy. Nowadays, thanks for the new technologies, such as live stream and social media, the Otaku economy combines with Internet celebrity economy has created a booming market. It also created the demand for online game streamers, especially young girls. In order to attract more fans and maintain good relationship with diehard fans, these girls strive to manage their facebook fan page. Therefore, this study will analyze the post collected from several Facebook fans pages of online game female streamers over a period of 3 months. By examining their post frequency, content type and rates of feedbacks, the research tries to understand how it works between those Internet celebrities and the Otaku in Taiwan, and uses the theory of parasocial interaction to discuss the interaction between the message producers and audience in the Facebook.



Student Session B

(1:35 p.m. – 1:55 p.m.)

“Alphawomen of Korea-Japan”: Study on the Femininity in the Remake TV Series

Eun-young PARK, Master’s Student, Seoul National University

Nationalism of Japan and South Korea in Media Reports and Social Media:

The Case of the 2018 Pyeongchang Olympics

Dong-woo LIM, Master’s Student, The University of Tokyo

Limitations of the Coping Strategies for Sexual Harassment in Online Video Game:

A Case Study of Overwatch

Hyeok KIM & Seo-young LEE, Master’s Students, Seoul National University

“Alphawomen of Korea-Japan”: Study on the Femininity in the Remake TV Series

Eun-young PARK
Seoul National University

Recently there has been an increase in the number of TV series that feature career women, especially the ‘alphawomen’, a coinage used to refer to a career woman with leadership, and skills far better than her co-workers.

This study focuses on the two remake-TV series of Korea and Japan - 미생 (HOPE ~期待ゼロの新入社員~ホープ ~きたいゼロのしんにゆうしゃいん~), and ハケンの品格 (직장의 신) It focused on the fact that despite the same storyline, the femininity of female characters become different according to the femininity pursued by each society. Both TV series has a main ‘alphawoman’ character. This study has set the following research problem.

1. The problem on the hierarchy between the ‘alphawoman’ and male careerworker characters.

1.1. How does the social hierarchy between the ‘alphawoman’ and male careerworker characters differ in Korea and Japan remake?

1.2. What is the difference between the number of occasions when the ‘alphawoman’ character psychologically or socially depend on the male characters, and vice versa?

2. The problem on the ‘femininity’ of the ‘alphawoman’

2.1. What is the difference between the number of occasions when the ‘alphawoman’ has a positive portrayal of being naive, passive, and weak, and of being authoritative, strict, and powerful?

As the research result, the Japanese and Korean seems to have less difference when it came to the hierarchy. However, Japanese remake did have more occasions when the ‘alphawoman’ depended on the male characters, especially psychologically.

As for femininity, Japanese alphawoman had much more number of and much more positive portrayal of being the traditional ‘woman’ - naive, passive, and weak.

Nationalism of Japan and South Korea in media reports and social media: The case of the 2018 Pyeongchang Olympics

Dong-woo Lim
The University of Tokyo

In 2017, nationalism is still alive even though globalization has progressed considerably. The United States of America elected Trump who declared 'America First' strongly as the president, and Putin and Xi Jinping make ethnocentric comments without concealment pursuing strong countries. In addition, there are movements of independence based on nationalism in Tibet, Taiwan, Ireland, and Catalonia. The notion of 'nation', defined as 'Imagined Community' by Benedict Anderson, has been studied for decades by numerous researchers. Recently, the development of the Internet and social networks has brought remarkable changes to nationalism and even the term of 'online nationalism' has been invented.

This paper focuses on Japan and South Korea's nationalism. Japan and South Korea are geographically close and profoundly linked politically and culturally. However there also has been a dispute regarding territorial issues and historical recognition between the two countries. Therefore people of both countries have a complex feeling toward each other and traditionally Japan and Korea have regarded the opposite country as rivals in soccer or baseball. This paper attempts to utilize the Pyeongchang Olympics as an opportunity to observe the nationalism. The first objective of this study is to analyze vocabularies used in reports of Japan and South Korea's media to describe the opposite country during the Pyeongchang Olympics. The second purpose of this paper is to analyze how internet users of Japan and South Korea are responding to news regarding each other during the Pyeongchang Olympics. A statistical analysis program R or Python will be used to conduct text mining and network analysis. Although it is expected that there will be a vestige of hostile sentiment toward each other, both in media reports and social networks, I also anticipate that there will be a possibility of finding a reflective mindset to overcome blind nationalism or to reject slander based on nationalism.

Limitations of the Coping Strategies for Sexual Harassment in Online Video Game: A Case Study of Overwatch

Hyeok KIM & Seo-young LEE

Seoul National University

Female players who were sexually offended in online video games take various coping strategies against such misbehavior. However, limitations of their coping strategies have been relatively less investigated although their methods are personal and temporary. Attempting to discover specific limitations of the coping strategies for sexual harassment in online video games, therefore, this research conducted a series of semi-structured, in-depth interviews with 20 participants. Our interview was based on experiences from Overwatch, a first-person shooting (FPS) game developed by Blizzard. Overwatch is known to be more favored by female gamers than the other FPS games and it offers ‘voice chat’ feature through which the gender cue of a player is easily exposed. After grounded approach data analysis, we found that female players mainly took following strategies: 1) verbal mirroring of male harassers, 2) being silent, 3) intentional courteous behavior, and 4) use of in-game reporting feature. Participants evaluated their strategies as temporal painkillers which barely improve chronic toxicity. 1) They could feel emotional relief by making even more severe verbal abuse, but they felt disgraceful of themselves as if they had become a harasser. 2) Once ignoring offensive behaviors, female players had to consistently persevere such misbehavior until the end of that game battle. 3) When they courteously reacted, not betterment of the situation but sacrifice of their gender-identity was followed. 4) Moreover, in-game reporting system, players’ only institutional approach, has been perceived to have no practical effect on harassers, and players could not find an appropriate reporting category for sexual harassment.

Co-Researchers: Young-Jin Huh (Program in Cognitive Science, Seoul National University),

Wook-Jae Maeng (Graduate School of Convergence Science and Technology, Seoul National University)



Student Session C

(1:55 p.m. – 2:15 p.m.)

Public Diplomacy by U.S. Foundations and Japanese Educational Research in the Cold War Era

Mai ISOYAMA, Doctoral Student, The University of Tokyo

An Exploratory Research on the Use of Big Data in Network Agenda Setting Theory: A Case Study on the Political Scandal of Soon Shil Choi

Gil-Whan HWANG & Yoon-Jung OH, Master's Students, Seoul National University

Taiwanese and Japanese Public Opinions toward Climate Change

Mengshan LEE, Master's Student, National Chengchi University

Women's Mining Labor and Childcare in Wartime, 1937-45

Kyung-Ok KIM, Doctoral Student, The University of Tokyo

Public Diplomacy by U.S. Foundations and Japanese Educational Research in the Cold War Era

Mai ISOYAMA

The University of Tokyo

Public diplomacy is a kind of diplomacy in which a government conducts diplomacy toward another country's public in order to make diplomatic negotiations easier. In the Cold War period, the U.S. government conducted public diplomacy around the world in order to prevent the expansion of communism, using anti-communist radio broadcasting, disseminating American academic knowledge and dispatching English teachers around the world. However, recent research attaches importance to the significance of American foundations' grant activities within the rubric the U.S. government's public diplomacy. Focusing on the Asia Foundation's funding of the Institute for Student Affairs in Japan, this presentation clarifies the significance and limitations of the Foundation's grant activities, which aimed to build hegemony in the field of Japanese education. The Institute conducted sociological and psychological research on Japanese students from the late 1950s to the early 1960s, when the expansion of communism among Japanese students was a critical issue for the U.S. government and among Japanese liberals. Using the Foundation's archival records, plus official documents from the U.S. government and the Institute, including correspondence, internal memoranda, and academic literature, this presentation clarifies the significance and limitations of the Foundation's activities vis-à-vis US foreign policy.

An Exploratory Research on the Use of Big Data in Network Agenda Setting Theory: A Case Study on the Political Scandal of Soon Shil Choi

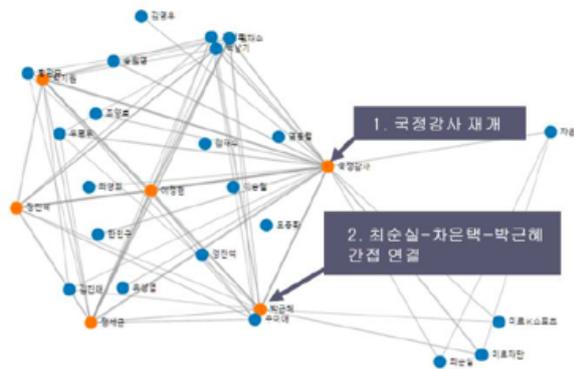
Gil-whan HWANG & Yoon-jung OH
Seoul National University

This research explores the effect of network agenda setting theory by creating an automated news network and comparing it to the actual flow of affair on a special case that happened in late 2016, South Korea: the political scandal of Soon-Shil Choi. As a result, the established news network based on big data appeared to adequately reflect the actual flow of events and relationships between main members of the scandal.

First suggested by Guo and McCombs (2012), network agenda setting theory attempts to analyze the traditional agenda setting theory from the network level. Network agenda setting theory explains that the network form of new reports suggested by the media influences the user's acquisition and storage of information. This research focuses on validating the network agenda setting theory by using a computational method. Using computational methods to examine existing theories have been rising in the field of communication, and carries its significance on potentially alleviating problems of limited samples and reliability issues in traditional content analysis.

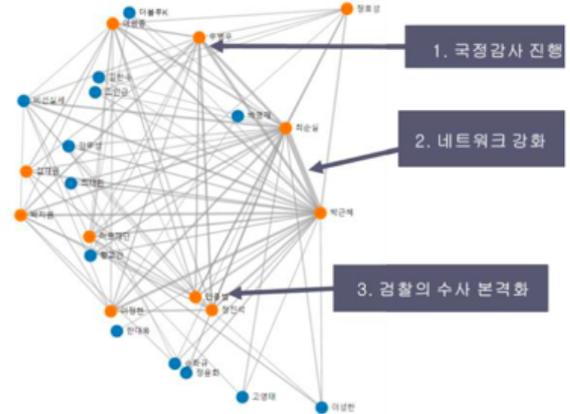
In order to test the effect of Network Agenda Setting theory using a computational method, we focus on a political scandal that happened in Korea late 2016. This case not only involves many figures but complicated network form in accordance of interest between figures. This research established an automated news network by using the morpheme analyzer named Konlpy with the program Python. We gathered approximately 70,000 news reports of last October, the month that attracted the most attention of the scandal. In the process of analysis, this research examined 1) the flow of actual event and 2) figures involved, to judge whether the network is adequately reflecting the actual case.

As a result, established network correctly reflected the relationship of the central figures such as "Choi Soon-Sil", "Park Geun-Hye", "Woo Byong-Woo", "Cha Eun-Tek", etc., including the relationship variation according to the flow of case. Following figures are networks of first and third week of October, which presents the results of variation of central cases and complex relationship between characters in a temporal order. Future work on comparing this network analysis with actual public opinion will help confirm the validity of automated news networks for validating the Network Agenda Setting Theory.



〈그림 2〉 1주차 네트워크

국정감사	박근혜	이정현	정진석	박지원
최경희	미르재단	우병우	최순실	백남기
정세균	정진석	이상호	김진태	유성엽
염동렬	이승철	송원영	도종환	김계수
추미애	미르 ·K스포츠	차은택	김계수	한민구
조양호	황광모	김영우		



〈그림 4〉 3주차 네트워크

이원종	우병우	정호성	김재원	미르재단
정진석	안종범	이정현	박지원	최순실
박근혜	조인근	최태민	김한수	더블무K
한대욱	황교안	정윤희	김무성	고영태
이성한	비선실세	손학규	박명제	

Co-Researcher: Ji-Yeon BAECK

Taiwanese and Japanese Public Opinions toward Climate Change

Mengshan LEE

National Chengchi University

Climate change (or called global warming) issue is overwhelming. Predictions about the fate of the planet carry endless caveats and asterisks. People all over the world seem to know the climate change issue, including Taiwan and Japan.

In Taiwan, there were about 72 percent of people think of climate change as a serious problem, which was an impressive figure by international standards. Compared to Taiwanese, Japanese people also seem to focus on the issue. According to 2016 Japanese government survey, it showed that nearly 75 percent of Japanese people ages 18 to 29 expressed interest in climate change, which was a little higher than Taiwan. Japanese government is trying to change “behaviors” in addition to changing attitudes on climate change, and from that, to change the whole society. However, it was a noticeable drop from the close to 90 percent interest stated by the same age group just a few years ago. Japanese people, particularly young people, seem have lower their focus on the issue gradually. A survey by the Pew Research Center showed similar results: 75 percent of Japanese citizens over the age of 50 said global warming was a major threat to the country, compared with 59 percent of those ages 18 to 34.

Opinions about global warming vary by country. The poster will show the climate change opinions between Taiwan and Japan. Also, it will compare the differences of how the mass media reports climate change news, and the government policy for climate change between these two countries.

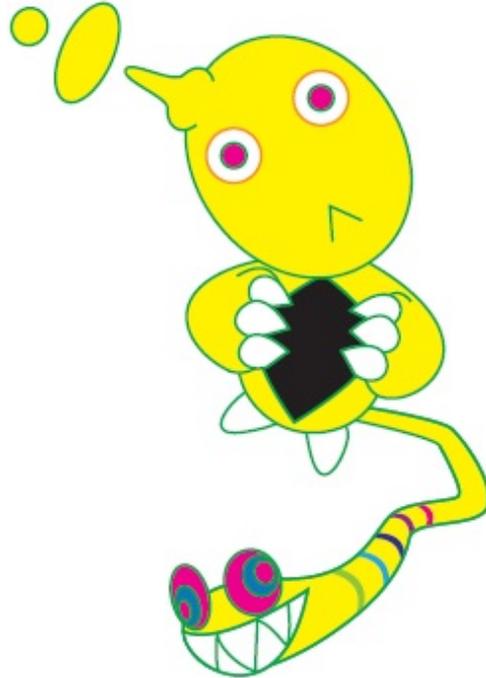
Women's Mining Labor and Childcare in Wartime, 1937-45

Kyung-ok KIM
The University of Tokyo

The Asia-Pacific War clearly had a vast social and psychological impact on Japanese women. They were treated as objects of government labor mobilization schemes, and so played a crucial role in mines during the war. In 1939, the Japanese government alleviated the regulation of female labor to solve a serious shortage of labor in mines. At the same time, childcare centers have functioned as an instrument to mobilize female labors in mines. In wartime, the mines were regarded as a key industry so that they could support the war along with munitions companies.

This research examines the Hanaoka mine in Akita Prefecture, which produced mainly copper, and was designated as a munitions company on 25 April 1944. This mine built a kindergarten in 1935 and a childcare center in the mine site in 1937 to hire more female workers. Previous studies on the Hanaoka mine have focused on only the Hanaoka incident, which was caused by Chinese draftees on 30 June 1945. They have overlooked childcare and labor of the female workers who worked there. Moreover, these studies have not focused on mobilization of female workers who had children and the role of these female workers in mines during the Asia-Pacific war (1937-1945).

The aim of this research is to analyze what the role of female workers was and what the function of the childcare center was in the Hanaoka mine in wartime. The Japanese government required childcare centers to be charged with keeping a role as a buffer zone between decreasing population and labor shortage. This research will also show the relationship between the region where the mine was located, the Hanaoka childcare center and female workers.



Student Session D

(2:15 p.m. – 2:35 p.m.)

**The Role of Japanese Parliament Members in Japan-Taiwan Political Relations
since 1972: A Case Study of Nikka Giin Kondankai**

Weiwei HUANG, Master's Student, The University of Tokyo

**Research on Reports about Social Events of Petitions in China:
Comparative Research of “China Youth News” and “Radio Free Asia”**

Zhiyuan MA, Master's Student, The University of Tokyo

Portal's Role of the News Media

Suh-woo AHN, Master's Student, Seoul National University

The Role of Japanese Parliament Members in Japan-Taiwan Political Relations since 1972: A Case Study of Nikka Giin Kondankai

Weiwei HUANG
The University of Tokyo

Since the normalization of China-Japan diplomatic relations in 1972, Japan has no longer considered Taiwan (Republic of China) as a sovereign state. However, it has still maintained political engagement through a series of semi-official and civil channels. Japanese parliament members are the leading forces to improve Japan-Taiwan relations for the reasons that Japan is a parliamentary and cabinet state and Parliament is the top law-making body. The Prime Minister and most of the cabinet members are composed of parliament members. However, the identity of parliament members is regarded as non-governmental and thus they can work as mediators between Japan and Taiwan.

After Japan and Taiwan broke off diplomatic relations, the Japan-Taiwan Exchange Association (Japan) and the Taiwan-Japan Relations Association (Taiwan) were set up as civil channels to maintain communication between Japan and Taiwan, but these two associations had limited political function. With this realistic demand, Nikka Giin Kondankai (or Nikka-kon), a pro-Taiwan parliamentary caucus was established in 1973. Nikka-kon is the most influential pro-Taiwan group in the Japanese Parliament but has not been thoroughly analyzed.

This paper aims to take Nikka Giin Kondankai as an example, analyzing the essence, function and limitation of parliament members' role in Japan-Taiwan political relations in different historical periods, and further explain its implication for Cross-strait and Japan-China relations. With methodology of textual analysis and case study, this paper argues that the essence of Nikka-kon is not "parliamentary diplomacy" because its counterpart in Taiwan is the Taiwan government rather than Parliament. Parliament members have functions as well as limitations in relation to politics in Japan-Taiwan relations, and these functions and limitations turn out to have different characteristics in different historical periods.

Research on Reports about Social Events of Petitions in China: Comparative Research of “China Youth News” and “Radio Free Asia”

Zhiyuan MA
The University of Tokyo

The petition system in China has been implemented since the 1950s. Millions of people petition the government every year which causes a major social problem. Petitioners, who are mainly from the bottom of the Chinese society, usually attempt to lodge appeals as their last resort to resolve their plight. It is widely believed that they are facing injustice such as under-compensated land exploitation or forced resettlement from the local government or powerful individuals. However petitions are rarely resolved and result in a variety of violent incidents. News about petitions and petitioners from mass media have a number of limitations and are generally considered as a problematic and sensitive issue. Therefore, few studies have focused on the reports on petitions or petitioners and there is no research about news of social events arising from petitions.

In view of this situation, this paper will focus on news of petitions and petitioners in China, and the purpose of this article is to probe the current situation of reports on petitions and petitioners in China by comparing the news of “China Youth news” and “Radio Free Asia”. Furthermore, this paper aims at identifying problems with reports on social incidents which result from petitioners and the reasons behind those problems. This research also seeks to identify how restrictions on reporting situation have changed in recent years. Firstly, content analysis will be utilized to analyze reports on petitions in China Youth News and reports on the website of Radio Free Asia. Specifically, content, reporting time, amount of reports, forms of reports, news source, and other factors will be analyzed and counted to ascertain macro situations of reports on petitions. Secondly, this research will use case study to analyze news reported by China Youth News and Radio Free Asia.

Portal's Role of the News Media

Suh-woo AHN
Seoul National University

This study examines portal's role of news media by empirically analyzing the agenda-setting and gate-keeping function of it. It is argued that portal acts as news media by selecting specific articles and exposing them to the top screen on the news section that users easily access. Also, portal bundles news articles according to the topic and then attaches subtitles to the news bundle. Those are the news agenda portal sets itself. The bundles that portal thinks important are displayed on the major news section. Just as news editors decide which articles to put on the front page, portal sets key issues and arrange articles according to them.

To explore this, I compared portal's agenda with the newspaper's agenda. I collected 7,000 subtitles on the portal during August 2017 and compared them with newspaper's agenda. The subtitles were matched with the titles of the lead articles on the newspaper's front page. It is found that the agenda of the portal is not consistent with that of the newspaper. It means that what the portal and the newspaper think key issues is different, which shows the agenda-setting function of the portal. Second, I collected 20,000 articles posted on portal's top screen page and 1.5 million articles that media companies provided to the portal during August 2017. It was proved that the more politically progressive the articles are, the more likely they appeared on the top screen. Also, the articles produced by the news company that young people prefer are more likely to be posted on Naver's top screen than others. However, the probability of the articles being placed on the top screen was no significant relationship with sales or circulation of the media companies. It shows portal's gate-keeping role.



Student Session E

(2:35 p.m. – 2:55 p.m.)

Happy Faces Go Viral: Which Facial Emotions Get More Likes and Comments on Instagram?

Soo-min KIM, Doctoral Student, Seoul National University

A Tattooed Body of Women: South Korean Women's Tattoos and their Instagram Images

Jee-won LEE, Master's Student, Seoul National University

Representation of 'Male Body' in Korean Film and Female Spectatorship

Eu-gene JANG, Master's Student, Seoul National University

Yesterday's Enemy is Today's Friend?: Change of North Korean Characters in South Korean Films

Han-na SUH, Doctoral Student, Seoul National University

Happy Faces Go Viral: Which Facial Emotions Get More Likes and Comments on Instagram?

Soo-min KIM
Seoul National University

Image-based social media has emerged as a representative channel for sharing photos. However, little is known about what makes online images attract attention and go viral. We examine how content features, especially facial expressions of emotion, can shape social engagement. Specifically, we posit the following research questions: 1) Do images with positive or negative facial emotions drive social engagement?, 2) How do discrete emotions affect social engagement differently?

We analyzed 100k Instagram images by applying two APIs (Amazon Recognition and Face++) based on deep learning for image analysis to examine how facial emotions are associated with the extent to which photos with faces induce likes and comments. The number of likes and the number of comments on Instagram image were applied as indicators to assess social engagement. Our results reveal that images with positive sentiment invite more frequent likes and comments than those with negative sentiment in both APIs. Although emotion affects virality differently depending on the type of emotion and the API, happy faces get more likes and comments, angry faces get more comments and surprised faces get fewer likes and comments in both APIs.

Our results demonstrate that virality is more complex than valence alone and that discrete emotions affect social engagement. This study contributes to the development of existing works by identifying the role of emotion in social diffusion in image-based social network settings. Also, to our knowledge, this is the first study that investigates the effect of a visual image's emotional expression based on actual large-scale behavioral data. The further development of facial emotion recognition algorithms will enable more accurate investigations of emotion.

A Tattooed Body of Women: South Korean women's tattoos and their Instagram images

Jee-won LEE

Seoul National University

This study attempts to analyze women's practice of tattoo in South Korea in the context of female body studies. Since tattoo is a practice of engraving letter, image, or pattern permanently on skin, it has a close relationship with a discussion of body. Particularly, female body has been a main focal point of feministic discussion in regard to socio-cultural discourse on gendered body. Thus, increasing number of tattooed women could refer to a significant change in gender dynamics. In order to analyze this phenomena of South Korean women's tattoo, this studies takes two step approach. First, I interviewed six South Korean women in their 20s, which revealed that tattoo means an active denial of socio-cultural domination on female body, particularly to parental dominance, assertion of one's identity, and self-objectification against or for gazes of others. However, the image analysis of Instagram tattoo images of women shows that such practical meanings of tattooing is not well represented in social media platform. Since tattoo operation by non-medical expert is still illegal in South Korea, many tattooists use Instagram, which is major picture based social platform, to advertise their designs. Thus, this study uses images of women's tattoo from Instagram to examine media representation of female tattoo. The analysis shows that female body represented in the tattoo images lack diversity in shape, age, skin texture inferring that tattoo is a practice for young woman with smooth body line and skin. Even though the body mainly serves as a canvas of a tattooist's design, woman's pose on revealing her tattoo hidden under her cloth seems to reproduce the traditional erotic sexual objectification of women. Therefore, there is a clear discrepancy between practical meaning of tattoo of women and its representation in Instagram, which should be consciously narrowed down with an awareness of tattoo's feministic values.

Representation of 'Male Body' in Korean Film and Female Spectatorship

Eu-gene JANG

Seoul National University

Since the 2000s, there has been an increased number of Korean films and TV series that exhibit male body as an erotic object. Can this be seen as a sign of change in the traditional power relationship between the spectator(men) and spectacle(women)? Or is this just another representation strategy that contributes to consolidation of hegemonic masculinity? Unfortunately, there are few studies that offer an answer to this question. This research examines how male body is visually represented in Korean movies, and contemplates whether or not such representation method extends the possibility of 'female gaze', empowering women spectators. Unlike earlier studies which usually examined Korean boy bands or commercial advertisements, this study focuses on film which has a broader target audience and thus reflects the dominant discourse of a society. In particular, this research examines three pieces of Korean action genre film respectively selected from the 1990s, 2000s, and 2010s. Research results suggest that these films use *mise-en-scène* techniques to objectify the 'built body' of the male hero and in some cases eroticize it. An interesting finding was that all three films include a scene showing the reflection of a male body through a mirror which results in two effects. On the one hand, mirror reflection of naked male body grants female audience visual pleasure through scopophilia. On the other hand, the mirror prevents the male hero from losing hegemonic masculinity. Since the male hero is looking right into the mirror, it seems as if he is willfully 'exhibiting' his body instead of being passively 'exhibited'. In this way, the male hero can disavow passivity and feminization. Although the representation of male body in Korean action films does offer some visual pleasure to women spectators, elaborate disavowal strategies are used to preserve the hegemonic masculinity of male heroes.

Yesterday's Enemy is Today's Friend?: Change of North Korean Characters in South Korean Films

Han-na SUH
Seoul National University

The end of the Second World War created two divided countries: Germany in Europe and Korea in Asia. Although Germany has successfully achieved its reunification, the Korean Peninsula is still divided into North and South Korea. According to the Korean statistical information service, more than 91% of the total population was born after the division. So, not many people have an experience meeting with a North Korean face to face in person.

In short, Korea has been divided for more than seven decades to date and no direct contact with the north is allowed, which makes the division even stronger. Although ethnic homogeneity has played an important role in maintaining a national identity as one Korean during the Japanese colonial rule, it is interesting to see how the two Korea developed their own identity after its division. North Korea adopted anti-colonialism / anti-imperialism, while South Korea focused on anti-communism. This paper examines how South Korean films have portrayed North Koreans including stereotypical representations of North Koreans in South Korean films from 1953 to the present, focusing on how North Korean characters have changed in South Korean films from the hostile enemies fighting against each other on the battlefield to the special agents working together in cooperation. This will be the first step to objectively and scientifically investigate the North Korean image discourse that South Korean media produced and distributed in South Korean society (compositional and contextual factors are analyzed including the policy history of Korean films in different periods such as politics and policy-oriented period, the transitional period and the market and technology-oriented period on the basis of changes in politics, film policies, media markets, and media technologies.)



Student Session F

(2:55 p.m. – 3:15 p.m.)

Project on Affection, Romance and Relationship Development in and beyond an MMORPG in China

Xindi QIN, Doctoral Student, The University of Tokyo

Amadera Eisho-ji and Priestesses from the Elite (buke) Families in the Edo Period of Japan

Jee-hoe KOO, Doctoral Student, The University of Tokyo

Artificial Intelligence for Game Aesthetics

Frederic SERAPHINE, Doctoral Student, The University of Tokyo

The Practices of “Documentary” within the Bunka-Eiga Industry in Wartime Japan

Noriko MORITA, Doctoral Student, The University of Tokyo

Project on Affection, Romance and Relationship Development in and beyond an MMORPG in China

Xindi QIN

The University of Tokyo

This project seeks to explore the development of romantic relationships in and beyond the context of online gameplay through a case study of Jian Xia Qing Yuan Online III (JXIII). A 3D massive multiplayer online role-play game (MMORPG) known for its fan culture, fan-made derivative works, JXIII is said to “do better than all the online dating websites in matchmaking” – a meme coined by its fan community and later adopted by its producer to be a promoting point. In China nowadays, finding mates online has increasingly been accepted especially by young people born after 1980s. According to a report released by China Women’s Federation in 2015, people who find/meet their marriage partners online have outnumbered those who utilize traditional offline matchmaking agencies.

In this project, I will first look at matchmaking and the online dating market as well as the online gaming industry in China, in order to present a general background against which the changing perception of “finding a mate through online games” is evolving. Next, I will examine the initiation and development of intimate relationships in the context of online gaming, using *JXIII* as an example. On the one hand, online games could be viewed as a social media platform, a venue that allows a variety of forms of computer-mediated communication to take place and promises the opportunity to meet people outside of one’s existing social network; on the other hand, it is also a form of multimedia that features a hybridity of narrative and mechanics, mediated by both player and computer, and governed not only by social rules but also algorithms. Accordingly, through this study, I will explore how an assemblage of social, cultural and technological factors revolving around the game has facilitated the initiation and development of romantic relationships through examination of the game’s features as a communication and social platform as well as the narratives, structures and mechanisms of the game itself.

Amadera Eisho-ji and Priestesses from the Elite (buke) Families in the Edo Period of Japan

Jee-hoe KOO
The University of Tokyo

There have been many previous studies about the relationship between women and temples focusing on women's religious roles. However, there have been few previous studies about elite women's entering amadera (Buddhist convents) and their life because there are few historical documents written by those women. Therefore, this study investigates the relationship between priestesses of Eishō-ji and elite families using historical documents about temples and domains.

The purpose of this study is to examine the unique characteristics of amadera Eishō-ji and the role of priestesses. Establisher Eishō-in was a concubine of Tokugawa Ieyasu and a stepmother of the first feudal lord of the Mito domain. Furthermore, she sponsored the first feudal lord of the Takamatsu domain and her origin family namely the Ota family. For that reason, Eisho-ji was placed in the Ota family's former residence, and a princess of the Mito family or an adopted daughter from the Takamatsu family began to be appointed the chief priestess of Eisho-ji. Moreover, the Mito family provided financial support and dispatched officials to Eisho-ji. On the other hand, the Ota family maintained a relationship with the living space of the priestess by giving tribute and making greetings. Eishō-ji had a special characteristic because it was established for memorializing Eisho-in, not for her to spend the rest of her life. The priestess of Eisho-ji was the heir of Eishō-in and she had the role of representing the prestige of the Mito domain. The priestess was also not related to religious work of the temple and Eisho-ji functioned as a living space for her.

Because of Eisho-in's human network, Eisho-ji was supported by some elite families during the Edo period. However, in the late Edo period, these relationships became weak. After the Meiji Restoration, all the pre-modern relationships of Eisho-ji expired, and it followed the path of decline.

Artificial Intelligence for Game Aesthetics

Frederic SERAPHINE
The University of Tokyo

Artificial intelligence is currently about to be the trigger that will bring us to the brink of a new era. With the advent of processor units more powerful than ever, biomimetic techniques like artificial neural networks become more and more available to consumer level computers. This means that soon such techniques should start to be used in the electronic entertainment industry. While extremely efficient for game-playing, these new techniques have shown a tremendous amount of applications for content generation. Between artificial intelligences that are good at surpassing humans intellectually and artificial agents that can learn to imitate an input for various content generation, stands a gray area between natural language processing and goal-driven artificial intelligence. This gray area is artificial intelligence for aesthetics, and especially game aesthetics. While it is simple to train an artificial intelligence for obtaining good scores at a game. The necessary features to train an AI to imitate the decision making of an art director probably lie in language and the way we label objects and interactions in an environment.

At the crossroad between semiotics, ludology, and artificial intelligence, this paper proposes possible artificial intelligence implementations of the Ludic Framework, a new aesthetic framework for game design. Despite building upon the Mechanics-Dynamics-Aesthetics (MDA) Framework, the Ludic Framework envisions an emotion-based approach to game design. As the essential building block of gameplay, this article proposes ludics, a taxonomy of interactions-as-signs, based on Peircean semiotics, in place of the classic – rule-based – game mechanics. This paper explores possible implementations of ludics within the data structure of videogames in order to enhance the efficiency of AI agents in finding semiotic patterns within the interactions and the objects of a simulated world.

The Practices of “Documentary” within the *Bunka-Eiga* Industry in Wartime Japan

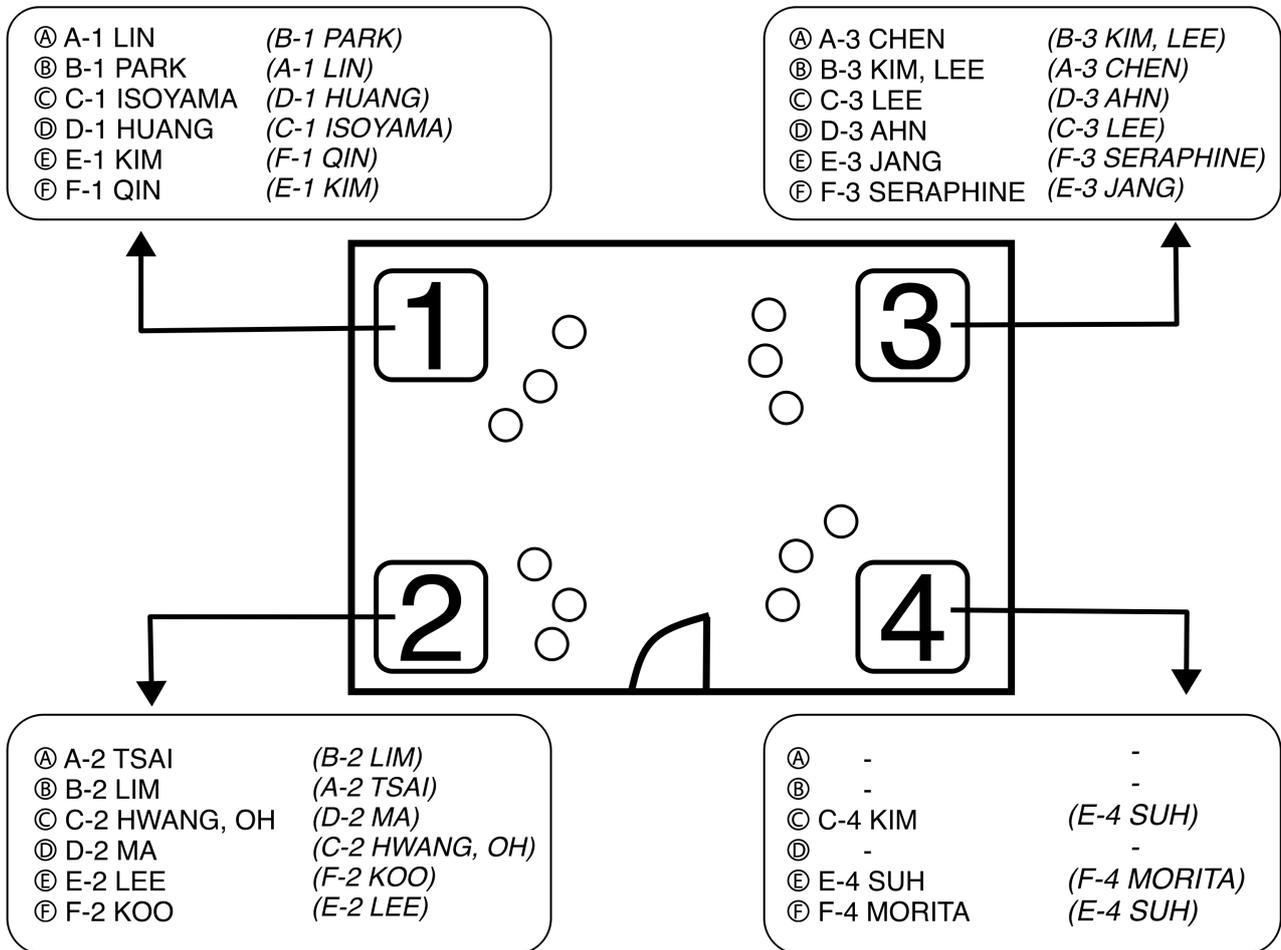
Noriko MORITA

The University of Tokyo

Documentary images are accepted widely among people and influence the construction of reality in modern society. Therefore, film studies have addressed historical and theoretical research about documentary expressions as typified by Bill Nichols and Michael Renov. However Japanese documentary studies have discounted producers and products of the prewar and war eras. Abe Mark Nornes argues that the Japanese film scene introduced the concept of British “documentary” through Paul Rotha’s *Documentary Film* (1935) in 1930s. However, his research gives little consideration to reactions of producers because he focuses on the theoretical aspect.

In contrast, this paper focuses on the Bunka-Eiga industry which assumed a role of nonfiction films in those days and explores how their producers practiced the concept of “documentary”. The research object is a film production company called Geijutu-Eiga-sha. The company advocated the method of Rotha’s “documentary” within the Bunka-Eiga industry from the late 1930s to the early 1940s in Japan. Their producers regarded the “documentary” as an approach of Marxist social science and pursued surveys, observations, analyses and records by making their films. These accumulations of practices resulted in productions such as *Snow Country* (1939), *Train C57* (1941) and *Record of a Nursery* (1942). This research discovers the appearance of new documentary expressions within the Bunka-Eiga industry in Wartime Japan through the practices by Geijutu-Eiga-sha.

Presentation Order

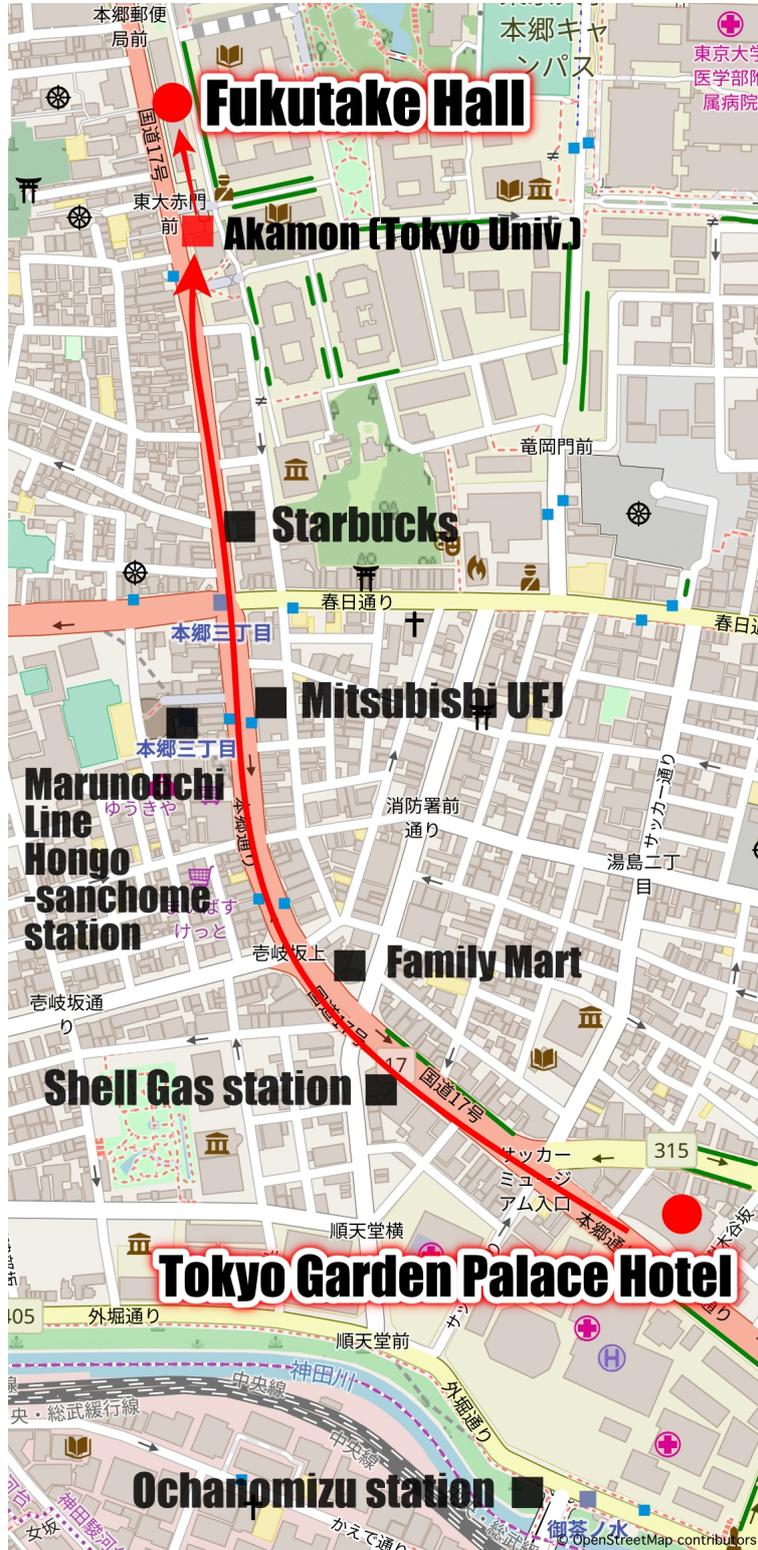


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- Ⓑ 1:35 p.m. ~ 1:55 p.m. PRESENTER's name (*PARTNER's name*)
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- Ⓕ 2:55 p.m. ~ 3:15 p.m. PRESENTER's name (*PARTNER's name*)

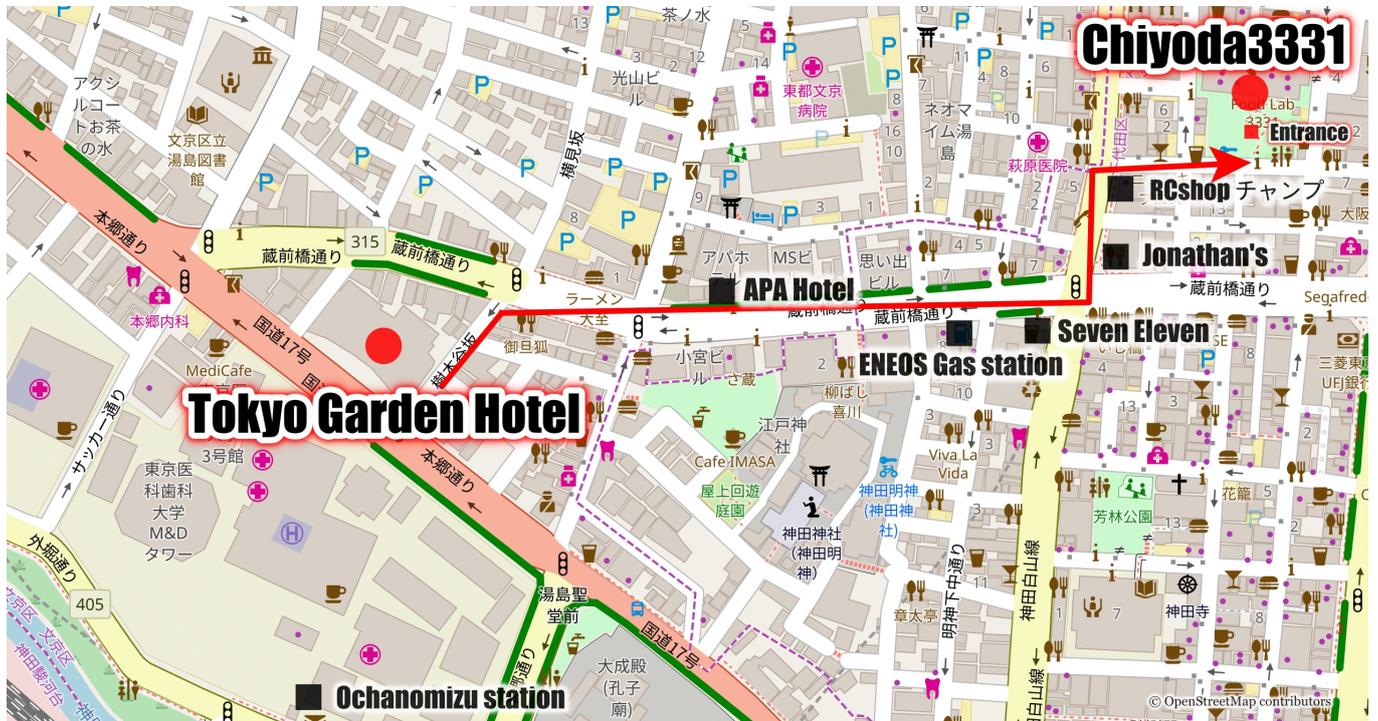
The Role of "Partners" During the Poster Session

In the poster session, each presenter is matched with a "partner". Partners are matched according to their proposed presentation topics, and are supposed to support each other during the presentation. To be specific, the staff will prepare post-its and marker pens with which partners can use to note comments from the audience and post them on the presenter's poster. This feedback, interpreted and represented by the partner, will provide the presenter with meaningful perspectives.

Guide Map to FUKUTAKE Hall (15 minutes on foot)



Guide Map to Chiyoda3331 (10 minutes on foot)



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