

THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES
HKU Research Hub of Population Studies

Symposium on Public Health in a Ubiquitous Media Environment:
Big Data and Innovative Methods

Tentative Programme

Date: October 10, 2025 (Friday)

Venue: Social Sciences Chamber, 11/F, The Jockey Club Tower, The University of Hong Kong

TIME	PROGRAMME
0915 – 0930	Registration
0930 – 0945	Welcoming Remarks Ming Wen, Dean of Social Sciences, The University of Hong Kong
	Group Photo
0945 – 1030	Keynote Presentation <i>Data for Good: How Ubiquitous Media and Big Data can Shift Norms, Change Behaviours, and Improve Health</i> Rajiv N. Rimal Professor Department of Health, Behavior & Society Johns Hopkins University <i>Speaker Introduction</i> King-wa Fu Professor at the Journalism and Media Studies Centre The University of Hong Kong

TIME	PROGRAMME
1030 – 1145	<p><u>Sub-theme 1: Non-traditional Data Sources: VR, Eye Tracking, and Synthetic Data</u></p> <p><i>Virtual Bar, Real Alcohol: Using VR to Understand Biopsychosocial Influences on Drinking Topography (via Zoom)</i> Jeff Boissoneault Associate Professor Department of Anesthesiology University of Minnesota</p> <p><i>The Role of Attention and Norm Perception in Online Comments' Impact on Attitudes towards Sunscreen: An Eye-Tracking Approach</i> Junhan Chen Assistant Professor Journalism and Media Studies Centre The University of Hong Kong</p> <p><i>Data Absenteeism in LLM-Generated Synthetic Health Surveys: A Comparative Study across ASEAN Countries</i> Edmund W. J. Lee Associate Professor Department of Media and Communication City University of Hong Kong</p> <p><i>Open Floor Discussion</i> Moderator: Yuan-wei Yao Assistant Professor Department of Sociology Faculty of Social Sciences The University of Hong Kong</p>
1145 – 1200	Tea Break 1

TIME	PROGRAMME
1200 – 1330	<p><u>Sub-theme 2: Media Technology and Mental Health</u></p> <p><i>Prefrontal Cortex Responses and Connection to Game Rewards and Losses: Evidences from fNIRS during Mobile Gameplay (via Zoom)</i> Haibo Yang Dean of the Faculty of Psychology Tianjin Normal University</p> <p><i>Going Beyond Self-report Assessments of Technology Use: Investigating Objective Screen Time Use in the Context of Depression, Anxiety, and Personality</i> Christian Montag Distinguished Professor of Centre of Cognitive and Brain Sciences Associate Director of Institute of Collaborative Innovation University of Macau</p> <p><i>Rewiring Social Brains: How AI and Social Media Target and Transform Evolutionary Shaped Social and Reward Circuits</i> Benjamin Becker Professor Department of Psychology The University of Hong Kong</p> <p><i>Mapping Digital Mental Health Discourse in Hong Kong's Online Forums: A Mixed-Methods Study of Stigma, Disclosure, and Peer Support for AI-Enabled Public Health Interventions</i> Celine Song Professor Division of Emerging Interdisciplinary Areas The Hong Kong University of Science and Technology</p> <p><i>Open Floor Discussion</i> Moderator: David Makram Bishai Director and Clinical Professor School of Public Health The University of Hong Kong</p>
1330 – 1445	Lunch Break

TIME	PROGRAMME
1445 – 1600	<p><u>Sub-theme 3: Health Information and Misinformation</u></p> <p><i>Utilising GenAI in Personal Health Contexts: Investigating Information Seeking Motivations, Information Processing Behaviours and Behavioural Transformations Post-Information Exposure</i></p> <p>Sihui Chen PhD Student The Department of Chinese and Bilingual Studies The Hong Kong Polytechnic University</p> <p><i>Navigating the Media Ecosystem of Health Information: Cross-Platform Coordination of Real and Mis-information in China’s Online Environment</i></p> <p>Ye Sun Associate Professor Department of Media and Communication City University of Hong Kong</p> <p><i>Tailored Dialogues with Large Language Models to Counter Health Misconceptions: A Randomised Controlled Trial</i></p> <p>Hao Zhang MPhil Student Department of Psychology The University of Hong Kong</p> <p><i>Open Floor Discussion</i> Moderator: Junhan Chen Assistant Professor Journalism and Media Studies Centre The University of Hong Kong</p>
1600 – 1615	Tea Break 2

TIME	PROGRAMME
1615 – 1730	<p><u>Sub-theme 4: AI, Media, and Public Health</u></p> <p><i>Friend or Foe: AI Imaginaries in Youth Narratives</i> Donna S. C. Chu Associate Professor School of Journalism and Communication The Chinese University of Hong Kong</p> <p><i>Government Response and Public Sentiment in Major Public Health Crisis: Based on Generative AI Methods and the Big Data from Governmental Online Platform</i> Hui Jin Associate Professor and Executive Director of Economics School of Economics and Management Zhejiang Sci-Tech University</p> <p><i>Preferences for AI Functionalities in Emotional Counselling among Youth and Young Adults</i> Paul S. F. Yip Professor Director, HKJC Centre for Suicide Research and Prevention Chair Professor, Department of Social Work and Social Administration Associate Dean (Institutional Advancement & Knowledge Exchange) Faculty of Social Sciences The University of Hong Kong</p> <p><i>Open Floor Discussion</i> Moderator: Cecilia Cheng Professor Department of Psychology The University of Hong Kong</p>
1730 – 1745	<p>Closing Remarks King-wa Fu Professor at the Journalism and Media Studies Centre The University of Hong Kong</p>
<i>End of Proqramme</i>	

September 3, 2025