

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	<u>Sub-theme 1: Non-traditional Data Sources: VR, Eye Tracking, and Synthetic Data</u> <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 <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 <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 <i>Open Floor Discussion</i> Moderator: Yuan-wei Yao Assistant Professor Department of Sociology Faculty of Social Sciences The University of Hong Kong
1145 – 1200	Tea Break 1

TIME	PROGRAMME
1200 – 1330	<u>Sub-theme 2: Media Technology and Mental Health</u> <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 <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 <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 <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 <i>Open Floor Discussion</i> Moderator: David Makram Bishai Director and Clinical Professor School of Public Health The University of Hong Kong
1330 – 1445	Lunch Break

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

TIME	PROGRAMME
1615 – 1730	<u>Sub-theme 4: AI, Media, and Public Health</u> <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 <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 <i>Preferences for AI Functionalities in Emotional Counselling among Youth and Young Adults</i> Alvin Junus Research Assistant Professor Department of Social Work and Social Administration The University of Hong Kong 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 <i>Open Floor Discussion</i> Moderator: Cecilia Cheng Professor Department of Psychology The University of Hong Kong
1730 – 1745	Closing Remarks King-wa Fu Professor at the Journalism and Media Studies Centre The University of Hong Kong
<i>End of Programme</i>	

September 3, 2025