THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES

Research Mixer Salon #11

Date: November 27, 2025 (Thursday)
Time: 3:00 p.m. – 4:00 p.m.
Venue: Social Sciences Function Room, 11/F, The Jockey Club Tower

Speakers: **The Role of Attention and Norm Perception in Online Comments' Impact on Attitudes Towards Sunscreen: An Eye-Tracking Approach**
Professor Junhan Chen
Assistant Professor, Journalism and Media Studies Centre

The Art and Science of Fear Modulation
Professor Charlene Lam
Assistant Professor, Department of Psychology

The Distinctive Features of Digital Interaction
Professor Xiaoli Tian
Associate Professor, Department of Sociology

Moderator: Professor King-wa Fu
Professor, Journalism and Media Studies Centre
Member, Faculty Research Advisory Panel

November 18, 2025