

Impact of New Media on General Election 2011



4 October 2011, Tuesday
9.00 am to 5.30 pm
Orchard Hotel, Ballroom 1 & 2 (Level 3)

Programme

(as at 29 September 2011)

8.30 am – 9.00 am

Registration

9.00 am – 9.15 am

WELCOME REMARKS

Mr Janadas Devan
Director
Institute of Policy Studies

9.15 am – 10.30 am

SESSION I

MEDIA MYTHS AND REALITIES: FINDINGS OF NATIONAL SURVEY OF MEDIA USE IN THE GENERAL ELECTION

Chairperson:

Mr Janadas Devan

Presentation:

Main Findings of National Survey of Media, Political Traits and the Election

Mr Tan Tarn How
Senior Research Fellow
Institute of Policy Studies

Mr Arun Mahizhnan
Deputy Director
Institute of Policy Studies

Professor Ang Peng Hwa
Director
Singapore Internet Research Centre
Nanyang Technological University

Question-and-Answer Session

10.30 am – 11.00 am

Tea Break

11.00 am – 12.30 pm

SESSION II
**USE AND ABUSE OF NEW MEDIA:
REGULATION AND CONTENT**

Chairperson:

Associate Professor Milagros Rivera
Head
Department of Communications and New Media
Faculty of Arts and Social Sciences
National University of Singapore

Presentations:

**Editorial Stances and Strategies of Alternative Online
Media**

Dr Cherian George
Adjunct Senior Research Fellow
Institute of Policy Studies and
Associate Professor
Division of Journalism and Publishing
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Question-and-Answer Session over Skype (for Cherian George)

Content Regulation and Its Impact on the Election

Associate Professor Tey Tsun Hang
Director
Centre for Commercial Law Studies
Faculty of Law
National University of Singapore

**Party Websites and Blogs: The Good, The Bad and The
Toxic**

Assistant Professor Debbie Goh
Division of Journalism and Publishing
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Assistant Professor Natalie Pang
Division of Information Studies
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Question-and-Answer Session

12.30 pm – 1.45 pm

Lunch

1.45 pm – 3.15 pm

SESSION III
**INPUT AND OUTPUT:
AGENDA-SETTING AND VOTER RESPONSE**

Chairperson:

Professor Ang Peng Hwa

Presentations:

Agenda-Setting: What and How

Dr Paul Wu
Head of Programme
Technology Management
School of Science and Technology
SIM University

Associate Professor Randolph Tan
Academic Administrator (Interim)
School of Business
SIM University

Dr Carol Soon
Instructor
Department of Communications and New Media
Faculty of Arts and Social Sciences
National University of Singapore

Voter Knowledge and Media Use

Assistant Professor Debbie Goh

Voter Response to Conflicting Information

Assistant Professor Natalie Pang

Political Talk During Election Time

Assistant Professor Zhang Weiyu
Department of Communications and New Media
Faculty of Arts and Social Sciences
National University of Singapore

Question-and-Answer Session

3.15 pm – 3.45 pm

Tea Break

3.45 pm – 5.15 pm

SESSION IV
GEN Y AND THE INSTANT WEB:
YOUTH AND SOCIAL MEDIA

Chairperson:

Mr Siew Kum Hong
Vice President
MARUAH and
Member
The Online Citizen core team

Presentations:

Youth, New Media and Political Participation in the Election

Assistant Professor Trisha Lin
Division of Broadcast and Cinema Studies
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Professor Alice Hong
Graduate Institute of Mass Communication
College of Communication
Fu Jen Catholic University
Chinese Taipei

Facebook, Mobile Phones and Political Participation in the Election

Assistant Professor Marko Skoric
Division of Communication Research
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Political Parties Contesting on Twitter: Who Won The Battle?

Assistant Professor Xu Xiaoge
Division of Journalism and Publishing
Wee Kim Wee School of Communication and Information
Nanyang Technological University

Question-and-Answer Session

5.15 pm – 5.30 pm

CLOSING REMARKS

Mr Tan Tarn How

5.30 pm

END

