

SSSS 2015 – Program

***Shanghai-Salzburg Seminar Series (SSSS)***  
*A Fudan University – Salzburg University cooperation*

**Internet Studies – Perspectives from East and West**

January 29-30, 2015, ICT&S Center, Sigmund-Haffner-Gasse 18

Department of Communication and ICT&S Center,  
University of Salzburg, Austria

The 1. Shanghai-Salzburg-Seminar will bring together academics and researcher from the two cooperating departments/Universities to discuss the general topic “Internet Studies” alongside four special sub-themes:

- a) Digital Economy
- b) Social Media
- c) eParticipation
- d) Culture & Values

Each theme will be introduced by two input statements, one from Western/European and one from Asian/Chinese perspective. The inputs will give an overview of the state-of-the-art of research in the respective field. After an academic discussion related to the two inputs, a workshop with invited discussants from both academic institutions aims for a joint research agenda according to existing competences, interests, and resources of the two partners. Goal of the workshops are sketches of joint research projects which enhances current research by integrating Western and Asian perspectives.

## Schedule

<b>Thursday, January 29, 2015</b>	<b>Friday, January 30, 2015</b>
<p>09:00 – 10:00  <b>Welcome</b> (Prof. <b>Josef Trappel</b>, Head of Department)  <b>Introduction:</b> Conference Chairs &amp; MCM Coordinators:  <b>Thomas Herdin</b>  <b>Ursula Maier-Rabler</b>  <b>Shaojing SUN</b></p> <p>10:00 – 11:00  <b>Sub-Thema A: Digital Economy</b>  <b>Input 1: Sergio Sparviero:</b> Digital Economy Research  <b>Input 2 : Le Tang:</b> Digital Marketing Communication in China: New Model and New Trends</p> <p>Discussion</p> <p>11:15 – 12:45  <b>Moderated workshop with invited discussants</b></p>	<p>09:00 – 10:00  <b>Sub-Theme C: eParticipation</b>  <b>Input 1: Ursula Maier-Rabler:</b> eParticipation research: questions and approaches  <b>Input 2: Guolin Shen:</b> How local governments communicate with people through social media in China</p> <p>Discussion</p> <p>10:15 – 11:45  <b>Moderated workshop with invited discussants</b></p>
<p>12:45 – 14:00  Lunch</p>	<p>11:45 – 13:00  Lunch</p>
<p>14:00 – 15:00  <b>Sub-Theme B: Social Media</b>  <b>Input 1 : Sascha Trültzsch-Wijnen:</b> Current issues in Social Media Research  <b>Input 2: Shaojing Sun:</b> Aggression research in the new media context: cyberbullying and victimization</p> <p>Discussion</p> <p>15:15 – 16:45  <b>Moderated workshop with invited discussants</b></p>	<p>13:00 – 14:00  <b>Sub-Theme D: Culture &amp; Values</b>  <b>Input 1: Thomas Herdin:</b> Challenges in cross-cultural comparison  <b>Input 2: Hong Guo:</b> The Constraints of Chinese animation content with the Internet considered</p> <p>Discussion</p> <p>14:15 – 15:45  <b>Moderated workshop with invited discussants</b></p>
<p>17:30 – 18:30  <b>Resumé</b></p>	<p>16:30 – 17:30  <b>Resumé</b> of the conference:  Presentation of potential research projects by members of the workshops</p>

	<p>18:30 <b>Official Farewell of the MCM Master Exchange Program.</b></p> <p>Rewarding of certificates to the participants of the 2014/15 MCM Master Exchange Program</p> <p>Location: Wallistrakt HS 301</p>
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