

PROGRAM

2017 Shanghai – Salzburg – Seminar – Series (SSSS-Conference)

Communication and Social Development II

Date: Thursday, 19 January 2017

Venue: Center for ICTS, Sigmund-Haffner-Gasse 18, 9.00-17.00

Speakers: Xu Jia, Yao Jianhua, Zheng Wen, Chang Chen-wei, Ursula Maier-Rabler, Thomas Herdin, Corinna Wenzel, Birgit Brenninger

Schedule

- 9:00 – 9:30** Opening
- 9:30 – 10:45** Topic 1: Social Media Culture and Interpersonal Relations
Birgit BRENINGER: Cultural Influences on Creativity and Innovation.
Analysing the Creative Mind at Work in Leadership
CHANG Chen-wei: Visiting Theories that predict college student's self-disclosure on Facebook
- 10:45 – 11.15** Coffee/Tea Break
- 11:15 – 12.30** Topic 2: Digital Divide, Equality and Development
XU Jia: Digital Divide in China
Ursula MAIER-RABLER: Balanced Societies: or why just societies do better
- 12:30 – 13:30** Lunch Break
- 13:30 – 14:45** Topic 3: Digital Communication, Governance and Society
ZHENG Wen: Big Data and Social Mentality Investigation in China
(Corinna WENZEL: De-Coupling Public Service From Public Service Media) not yet confirmed as result of sickness.
- 14:45-15:15** Topic 4: New Economies, Networks and Communication
YAO Jianhua: Publishing Industry in China: Digitization and Marketization
- 15:30** Final discussion with all presenters

I n v i t a t i o n

2017 Joint MCM&DCLead Students

Farewell Ceremony

International Master/Exchange Programs at the Department
of Communication, University of Salzburg

18:00 **Get Together**

18:30 **Opening 10 Years MCM**
(University Library Hall, Hofstallgasse 3, 1st Floor)

- ❖ Welcome
- ❖ MCM Student Addresses
- ❖ Certificate Awarding
- ❖ DCLead Farewell Addresses
- ❖ Buffet

[Please register at mcm@sbg.ac.at](mailto:mcm@sbg.ac.at)