



4th FRAMEwork

Asia-Pacific Communication Conference

🔍 Artificial Intelligence 🎤 🌐

**TROUBLESHOOTER
OR TROUBLEMAKER:**
Parameters, recalibrations,
and trajectories in AI-aided
communication and
new media

26-27 March 2026

Cavite State University (Indang Campus)
International Convention Center



CONFERENCE PROGRAM



FEU



DAY 1

08:00 - 09:00 AM

09:00 - 09:05 AM

09:05 - 09:20 AM

CONFERENCE PROGRAM

Registration

National Anthem and Opening Prayer

Welcome Messages



MARIA TERESA TRINIDAD TINIO, Ph.D.
Senior Vice President, Academic Affairs
Far Eastern University



MYRA LANDAGAN, Ph.D.
Dean, Institute of Arts and Sciences
Far Eastern University



MARIA AGNES NUESTRO, Ph.D.
President
Cavite State University



AMMIE FERRER, Ph.D.
Dean, College of Arts and Sciences
Cavite State University

09:20 - 09:35 AM

Opening Messages: Conference Partners

- University of the Philippines, Diliman
- University of Science and Technology of Southern Philippines
- University of the Philippines, Mindanao
- Philippine Association of Communication Educators
- PUP PhD Communication Society
- Asian Institute of Journalism and Communication
- National University Dasmariñas

09:35 - 09:45 AM

Conference Opening: Sounding of the Gong

09:45 - 10:35 AM

Keynote 1: Changing organizational landscapes in Southeast Asia through AI-induced systems and structures: Lessons for communication practitioners and researchers towards the achievement of UN SDG 9



Keynote Speaker

ANDREW PRAHL, Ph.D.
Nanyang Technological University, Singapore



Responder

JOEVEN CASTRO, Ph.D.
Philippine Association of Communication Educators & FEU



Moderator

BERNARD FERANIL, Ph.D.
Cavite State University

10:35 - 10:45 AM

Morning Break

10:45 - 11:35 AM

Keynote 2: Maintaining ethical practices in communication research in the time of AI



Keynote Speaker

MA. ROSEL SAN PASCUAL, Ph.D.
University of the Philippines, Diliman



Responder

LISA ESTI PUJI HARTANTI, Ph.D.
Atma Jaya Catholic University of Indonesia



Moderator

RODERICK EVANS BARTOLOME, D.Comm.
Far Eastern University

11:35 - 12:20 PM

Roundtable Discussion 1: Creatives and profits: Does AI sell?



Discussant

MERLE DAWN COMIDOY-ACOL
University of the Philippines, Mindanao



Discussant

JON BENEDIK BUNQUIN, Ph.D.
University of the Philippines, Diliman



Discussant

TYRONE BATTUNG
University of Science and Technology of Southern Philippines



Discussant

MONIQUE BUENSALIDO
Buensalido PR Agency



Moderator

ANANSA DIJAN
Far Eastern University

12:20 - 01:25 PM

Lunch Break

01:25 - 02:25 PM

Special Lecture 1

Public relations and the diminishing human labor

Special Lecture 2

The other side of the coin: AI for social and humanitarian good



Speaker

ANA PISTA, APR

Ardent Communications



Speaker

GEMMA MENDOZA

Rappler



Moderator

RENZ KEVIN ALCAZAR

Cavite State University

02:25 - 03:45 PM

Parallel Session 1

1A: Hyperconsumerism 2.0 through digital marketing and advertising

Promises and pitfalls of digital entrepreneurship

Collaborative energies for online vigilance against information fakery

Moderator: Arrah Shaine dela Torre

Venue: Graduate School Room 201-202

1B: AI-enhanced communication systems and new media pedagogies

Moderator: Rizhamae Abeya Rodil

Venue: Conference Room, 1st Flr Hostel Tropicana

Content Analysis on SkyFlakes TV Commercials And Its Audience Interpretation

Meliza Maluntag
New Era University

Artificial Intelligence in Advertising and Brand Communication: Understanding Hyper-Consumerism 2.0

Srashti Solanki and Dr. Risha Mudgal
Amity University Haryana

Caught in the Budol Trap: A Study on Social Media Marketing, Buyer Reactions, and Behavioral Shifts Among TikTok Shop Users (Online)

Keizha Krysteil Bayot; Jermae Capuyan; Jeremy Inalisan; Rochelle Morilla; Janaya Maria Villanueva
Leyte Normal University

Socializing AI Disruption: Empowerment of Filipino Creative Business Owners and Industry Leaders

Jester Vince De Torres; Irish Carl Mancilla; Sarah Celesta Raymundo; Nathalie Diane Sandoval; Gabriel Luis Sebastian
University of the Philippines, Diliman

Echo Chambers in the Age of Algorithmic Curation: Selective Exposure and AI-Shaped News Consumption Among AB Communication Students

Alliana Ablan
National University, Philippines

The Effect of Advertising on Filipinos' Cultural Values and Behaviors

Ma. Enolita Faustino
New Era University

AI Literacy Competencies for Higher Education Curricula: Readiness, Challenges, and Requirements

Lisa Esti Puji Hartantanti (Atma Jaya Catholic University of Indonesia); Finsensius Yuli Purnama (Universitas Katolik Widya Mandala Surabaya); Mario Antonius Birowo (University of Atma Jaya Yogyakarta); Pupung Arifin (University of Atma Jaya Yogyakarta); Paskalia (Atma Jaya Catholic University of Indonesia); Elizabeth F. Warikar (Soegijapranata Catholic University); Lukas (Atma Jaya Catholic University of Indonesia); Innosensia E I Ndiki Satu (Universitas Katolik Widya Mandira, Kupang)

From Talk Now to Know-How: Exploring the Role of Academic Communication in AI Familiarity Among Teachers with Diverse Professional Fields Using the SECI Model

James Patrick Aquino
Asian Institute of Journalism and Communication

Future-Proofing Foundational Reading Instruction: Unveiling Teachers' Experiences and Perspectives on AI Integration

Catherine Esguerra
Department of Education
Sorsogon, Philippines

eSulti: A Knowledge Management-Driven Digitalized Barangay Feedback System as Basis for Program Creation and Enhancement for Active Citizenship (Online)

Jhezierae Rhya Enif Alcantara; Carl D Velez; Pamela Cuizon; Amira Al Hamadani; Jane Ignacia Abragan; Ralph Matthew Aclao; Julmar Buyoc
University of Science and Technology of Southern Philippines

1C: Replacement or reinforcement:
Changing work conditions in the
age of AI

AI journalist, anyone?

Digital shortcuts and
compromised integrity

Moderator: Blessy Kaye Borcillo
Venue: Veranda, 2nd Flr Hostel Tropicana

**An Exploratory Study of Text and
Image Generative AI Adoption in the
Creative Ideation Process by Filipino
Advertising Copywriters and Art
Directors**
*Normandy Manalaysay
Mapua University*

**School Paper Advisers' Practices in
the Age of Artificial Intelligence: A
Narrative Inquiry**
*Alvin Advincula
Abuyog Community College*

**The Multi-Disciplinary Artist: An
Autoethnographic Design Thinking
Approach to Digital Shortcuts in the
Philippine Multimedia Arts
Education**
*Joel Cesar Sandejas
Mapua University*

**Unmitigated and unregulated: AI use
and community journalism in the
Northern Philippines**
*Jethro Bryan Andrada and
Leia Fidelis Gisela Castro-Margate
University of the Philippines Baguio*

**Understanding the Reporting
Practices of Citizen Journalists on
Facebook in Dagupan City**
*Carl Jayson Paraan; Princess Joy Arenas; Dylan
Ivan Esguerra; Aya Loraine Garcia
Universidad de Dagupan*

**Dynamic Interests and Audience
Consumption towards News and
Public (Current) Affairs Content
(Online)**
*Romwel Sumague and Ma. Cezanne
Dimaculangan
Laguna State Polytechnic University*

1D: Changing filmmaking practices
with AI

Online noise, activism, and wake-
up call

Faces or shadows of online
authenticities and deceptions

Moderator: Leslie Carl Labajoy
Venue: ICON

**AI as Tool or Threat? Student
Filmmakers' Insights on AI
Integration in Capstone Filmmaking
(Online)**
*Eduard Riparip
University of Makati*

**Livin' La Vida Scientia: Lived
Experiences of Select DOST-SEI's
Indie-Siyensya Winners in the Age of
A.I.**
*Seymour Sanchez
Far Eastern University*

**The Narcotizing Dysfunction of
Social Media**
*Andina Dwifatma
School of Communication, Atma Jaya Catholic
University of Indonesia*

**The Digital Self and the Professional
Path: A Phenomenological Inquiry
into Young Professional Footprints**
*Princess Ashley Dela Pena
Cagayan State University - Carig Campus*

**Visual Deception in the Digital Age:
An Analysis of How AI-Generated
Graphics Content in Facebook
Misleads Older Adults**
*Lin Mark Vios Ayao
Mapua University*

**The Modern Brain Rot: Baudrillard's
Hyperreality and Its Influence on
Inauthenticity**
*Spencer Dave Cario
Holy Cross of Davao College*

04:00 - 04:45 PM

**Plenary Session 1: Survival or extinction: Future of AI-supported
(broadcast) journalism**



Speaker
**JAMELA
ALINDOGAN**
Al Jazeera



Moderator
**JOSEPH RYANN
JALAGAT**
Far Eastern University

04:45 - 05:30 PM

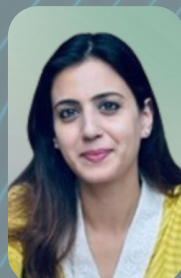
Roundtable Discussion 2: Proliferation of and fight against online deceptions



Discussant
**ANDINA DIAN
DWIFATMA, Ph.D.**
Atma Jaya Catholic
University of
Indonesia



Discussant
**DHANARAJ
KHEOKAO, LL.B.,
LL.M.**
Asian Network for
Public Opinion
Research, Thailand



Discussant
**RUSHA
MUDGAL, Ph.D.**
Amity University
Haryana, India



Moderator
**REYJANE DEL
CAMPO**
Far Eastern
University

05:30 - 06:00 PM

06:00 - 07:30 PM

DAY 2

09:00 - 09:10 AM

09:10 - 09:20 AM

09:20 - 09:30 AM

09:30 - 10:20 AM

10:20 - 10:30 AM

10:30 - 11:15 AM

11:15 - 12:30 PM

Networking Session

Fellowship with Conference Partners

Day 1 Hosts

MA. MONICA LOURDES OLLET, D.Comm.
Department of Communication
Far Eastern University

REGEL L. MOZOL
Department of Communication
Cavite State University

Opening Messages

Atma Jaya Catholic University of Indonesia
Amity University Haryana
University of the Thai Chamber of Commerce
Asian Network for Public Opinion Research

Recap of Day 1



AUGUSTUS CEASAR LATOSA, Ph.D.
Far Eastern University

Intermission Number: STudent ARTists Society (STARS)

Keynote 3: Definitely not a Troublemaker: Augmenting Scientific Discourse through Generative AI



Keynote Speaker
ALVIN WILLIAM ALVAREZ, D.V.M.
Cavite State University



Responder
ROBBIE JAN VINCENT BUELO, Ph.D.
National University
Dasmariñas



Moderator
PRINCESS CATHERINE PABELLANO
Asian Institute of Journalism
and Communication

Morning Break

Plenary Session 2: Filmmaking and AI: Promises and issues



Speaker
CHANGSONG WANG, Ph.D.
Xiamen University
Malaysia



Moderator
CHRISTINA STELLA USTARIS
Far Eastern University

Parallel Session 2

2A: AI-enhanced communication systems and new media pedagogies

Moderator: Arrah Shaine dela Torre
Venue: Graduate School Room 201-202

AI and Media Convergence: The Participatory Nature of Contemporary Media Ecosystems

Mac Khenlee Oli
University of the Philippines

Generative AI Tools in Multimedia: How Multimedia Students Perceive and Accept ChatGPT as a Generative AI Tool and Its Outputs

Christrey Paul Andales; Shandara Anacaya; Irish Orquia; Keithley Marie Rizaldo; Cathlea Rosales; Marvie Salvaña; Bea Simudlan
University of Science and Technology of Southern Philippines - Cagayan de Oro

Parental Guidance: A Textual Analysis on How the Portrayal of Parents Change in Selected Filipino Films About Online Gaming as the Age of A.I. Influences the Industry

Seymour Sanchez
De La Salle-College of Saint Benilde

Information Disorder in Social Networking Platforms and Its Implications for Sustainable Societies: A Global Bibliometric Review

April Rose Uykieng; Ariel Lunzaga; Eva Rosal
Leyte Normal University

Artificial Intelligence and Pastoral Communication: AI Use in Parish Social Communications

Roderick Evans Bartolome, D.Comm.
Far Eastern University

2C: Rebuilding or destruction: Crisis, politics, and lies in digital platforms

Moderator: Blessy Kaye Borcillo
Venue: Veranda, 2nd Flr Hostel Tropicana

"Bring Him Home!": Digital Narratives of Post-Arrest Image Repair within the Duterte Camp

Ren Louise Angelo Calixterio and Marga Frances Relos
University of the Philippines, Diliman

Shaking Up Strategies: A Participatory Approach to Earthquake Preparedness in Calle Crisologo, Vigan City, Ilocos Sur, Philippines

Keno Winston Rabe
Benguet State University

The Effectiveness of Crisis Communication Strategy Through Mortification and Transcendence Messages on Purchase Intention (A Study at McDonald's Indonesia) (Online)

Nia Sarinastiti and Siti Enjang Amanah Sani,
Atma Jaya Catholic University of Indonesia/
Universitas Indonesia

Troubleshooter or Troublemaker? AI, Misinformation, and the Restructuring of Crisis Communication in Digital India (Online)

Ritika Bhagchandani and Dr. Rusha Mudgal
Amity University Haryana

Affective Expressions, Networked Storytelling, and the Constructs of Corruption in Flood Control Discourse on X

Joseph Ryann Jalagat
Far Eastern University

The Role and Risk Messages on COVID-19 Towards the Social Amplification of Risk, Risk Perception, and Risk-Related Behavior in the Workplace: The Case of UP Mindanao, Davao City

Cayamanda, Karen Joyce G.; Ged Xavier A. Fruto

2B: Replacement or reinforcement: Changing work conditions in the age of AI

Moderator: Rizhamae Abeya Rodil
Venue: Conference Room, 1st Flr Hostel Tropicana

Case Study: The Integration of Generative AI in Professional Music Production

Laurian Joshua Jeiel Bardaje
Mapua University

From Troublemaker to Troubleshooter: An Autoethnographic Case Study of AI as Creative Partner (Katuwang) in the Philippine Animation Industry

Ivan Patrick Verzoz; Charissa Villanueva
Mapua University

Project FurniScale: An AI-Driven AR Framework for 1:1 Spatial Validation to Prevent Failed Deliveries and Minimize Logistical Waste of Bulky Goods

Mark Arnold Galvez
Mapua University

The Perceived Influence of Generative Artificial Intelligence Tools on Faculty Productivity: Navigating Digital Integration in the University of Science and Technology of Southern Philippines

Montgomery Sevilleña; Eduardo Gabriel Anito; Juniel Dalangin; Victor Rocky Obedencio; Yuan Bryze Puerto; David Josh Reambonanza; Ingie Christopher Simene;
University of Science and Technology of Southern Philippines - Cagayan de Oro

2D: AI journalist, anyone?

Moderator: Leslie Carl Labajoy
Venue: ICON

Evaluating RAI: A Qualitative Analysis of Rappler's AI Chatbot in Delivering News Accuracy, Relevance, Transparency, and Engagement

Betty Ann Estrada
National University Dasmariñas

Writing Peace by Piece: A Conflict Sensitive Analysis of ChatGPT-Generated News about Mindanao

Stephanie Camille Hayag and Vanessa Joy Homez
University of the Philippines Mindanao

Perceptions of AI in Philippine Media (2023–2025): A Qualitative Content Analysis of Opinion Articles

Merle Dawn Comido-Acol
University of the Philippines Mindanao

Leveraging AI in Solutions Journalism for Development Stories in Mindanao

Jupiter Cabig, Jr.
University of the Philippines Mindanao

Automation in the Newsroom: Attitudes of Campus Journalists Toward GMA Network's Generative AI Sportscasters

Princess Catherine Pabellano
University of the Philippines Los Banos

Perception of Campus Journalists in Utilizing Chatgpt in News Writing at Gordon College

Elhanan Pamesa; Paolo Adriano; Prince Charles Agustin; Ramil Coronel, Jr.; Jasmine Bundalian; Michelle Anne Angel
Gordon College, Olongapo City

12:30 - 01:30 PM

01:30 - 02:15 PM

Lunch Break

Plenary Session 3: Management of communication classroom through advanced pedagogical tools



Speaker

MARCO POLO, Ph.D.
De La Salle University -
Dasmariñas



Moderator

ULDERICO ALVIOLA, Ph.D.
Visayas State University

02:15 - 03:35 PM

Parallel Session 3

3A: AI-enhanced communication systems and new media pedagogies

Rebuilding or destruction: Crisis, politics, and lies in digital platforms

Moderator: Arrah Shaine dela Torre
Venue: Graduate School Room 201-202

Algorithmic Devotion: AI, Livestreamed Rituals, and the Performance of Authenticity in Filipino Catholic Digital Spaces

*Susana Dalmao-Dimatira,
National University Manila*

A.I. Assisted Written Communication Skills: The Effects of Grammarly's Grammar Checker Tool on the Perceived Factors of Ease of Use, Usefulness, and Learning Among UST Second-Year Communication Students

*Ronnie Pangan; Remus Macasero; Angela Patrice Batac
University of Santo Tomas*

Algorithmic Suspicion: AI Detection and the Question of Trust in Creative Writing Pedagogy (Online)

*Jha Aarya and Dr. Rusha Mudgal
Amity University Haryana*

Communicating Disaster Through AI-Generated Facebook Video Reels During Typhoon Uwan

*Maria Sharlene Anne Rabusa; Justin Angelo Encarnado; Angeline Guevarra; Ma. Julia Carmier S.Nacario; Alyana Berlyn Navarro
Far Eastern University*

BAHA: A Reception Analysis of Students' Feedback to Participatory Designed Posters for Flood Awareness

*Karen Joyce Cayamanda and Quincy Feliscuzo
University of the Philippines-Mindanao*

3B: Replacement or reinforcement: Changing work conditions in the age of AI

Brewing health consciousness with smart technology

Moderator: Rizhamae Abeya Rodil
Venue: Conference Room, 1st Flr Hostel Tropicana

The Impact of Digital Divide : Students' Disclosure of Mental Health Concerns to a Faculty through Computer-Mediated Communication

*Karen Joyce Cayamanda; Hannah Eden Obligar
University of the Philippines-Mindanao*

Negotiating Generative AI in Agricultural Communication: Trust, Authorship, and Institutional Culture

*Junephrey Ocampo
Polytechnic University of the Philippines*

Communication behavior of Cagayano Netizens on Artificial Intelligence as Digital Health Companion (Online)

*Paulene Raposas
Cagayan State University - Carig Campus*

A Phenomenological Study on the Lived Experiences of Millennials Using ChatGPT for Health Concerns

*Maria Anawen Martus; Michael Robert Edosma; Shayne Elizabeth Flores; Nashly Fae Mondejar; Isabella Francesca Regala
Far Eastern University*

GIYA: A Digital Communication Tool for Streamlining Non-Clinical Healthcare Communication in Outpatient Services as a Baseline for Enhancing Patient Experience in a Public Hospital (Online)

*Rave Arao; Justin Balamán; Elgy Dianito; Kent Joahs Escabarte; Hannah Gumban; Angeli Monsanto; Disney Zcalcy Pabayo; Kristine Valenzuela
University of Science and Technology of Southern Philippines - Cagayan de Oro*

Kalinga Sa Selda Ni Inay: Lived Experiences of Reproductive Autonomy on Pregnancy, Childbirth, and Mothering among PDL Mothers

*John Henry Guantero; Rikki Airene Grace Borbon; Gail Ysabelle Cajulao; Ma. Felicity Ramos
Our Lady of Fatima University - Antipolo Campus*

3C: (Trans)formed and drowned voices in digital spaces

Online noise, activism, and wake-up call

Faces or shadows of online authenticities and deceptions

Moderator: Blessy Kaye Borcillo

Venue: Veranda, 2nd Flr Hostel Tropicana

Sexual Scripts in queer Filipino adult content creation, navigating social interactions in digital sex work

*John Joseph Tablizo
University of the Philippines, Diliman*

The Role of Digital Freedom Wall in Empowering Student Voices (Online)

*Trixia Jane Villarta; Rovilyn Tigtig; JM A. Gamulo; Donna Mae Ricaborda
Tangub City Global College*

Silent Resistance: Workplace Memes as Subversive Communication (Online)

*Sanober Zakir and Satnam Singh
Amity University Gurugram*

Resisting Intellectual Automation: A Philosophical Inquiry into the Cognitive Concerns of AI Veganism and Authentic Human Knowledge

*Arman Jay Loremas
Holy Cross of Davao College*

Typing Through Tears: A Mother's Post, A Father's Reaction, A Relationship in Circus

*Christal Pearl Ragobrio; Blue Reugine Ruthielle Nicolas; Marielle Hernali; Alexa Patawaran; Ricardo Todio, Jr.; Princess Jean Calderon
Leyte Normal University*

Love Beyond Labels in Algorithmic Publics: Recalibrating Gender Discourse in AI-Mediated Social Media Environments

*Ariel Lonzaga
Leyte Normal University*

03:35 - 03:45 PM

Afternoon Break

03:45 - 04:00 PM

Awarding of Best Papers and Presentations

04:00 - 04:15 PM

Closing Remarks



ROWENA CAPULONG REYES, Ph.D.
Far Eastern University

Day 2 Hosts

REDMUND JOSEPH TOCLE
Department of Communication
Far Eastern University

RACQUEL AGUSTIN, Ph.D.
Department of Communication
Cavite State University

End of the Conference

FEU ORGANIZERS



ROWENA CAPULONG REYES, Ph.D.



AUGUSTUS CEASAR LATOSA, Ph.D.



CHRISTINA STELLA USTARIS



NIKKO VISPERAS, Ph.D.



AMMIE FERRER, Ph.D.

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MA. VERONICA P. PEÑAFLORIDA

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