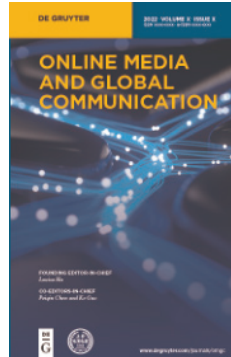


ICA Preconference Call for Papers

# Generation Z and Global Communication



**Affiliate ICA Divisions:** Children, Adolescent and the Media & Mobile Communication

**Thursday, 25 May 2023**

**Sheraton Centre Toronto Hotel (Hybrid, On-site and online)**

**Abstract/Full Paper Submission Deadline: 1 March 2023**

**Organizer:** [Online Media and Global Communication](#)

**Sponsor:** Shanghai International Studies University, China

Generation Z (Gen Z), the first to have been born after the mass-adoption of the Internet, is the most electronically connected generation in history. Growing up with many high-tech devices, these digital natives are used to having access to a vast number of diverse information, doing real-time communication with their friends and others regardless of physical location and generating content instantaneously to all kinds of international digital platforms.

Exposed fully to the Internet-based world, how are the attitudes and beliefs of Gen Z influenced by the virtual world, especially the world of social media? How are the media use of Gen Z similar or different between countries? What are differences between Gen Z and previous generation in terms of their perceptions and knowledge of their own countries and other countries? How does video games, the most globalized content around the world affecting the young generation?

We welcome innovative and original research studies addressing the theme on Generation Z and authenticity in global communication from all disciplines, methodologies, and professions, including case studies, quantitative and qualitative research, data and network science, etc.

Some possible topics related with Gen Z include but are not limited to:

- Media use and Gen Z's global perception
- Media use and the Gen Z's perception of national and city images
- Social media Use and the consumption of news

- Social media use and Gen Z's perception of gender and self-identity
- Social media use and Gen Z's political participation
- Gen Z and the effects of video games
- Gen Z and Covid-19 information seeking
- Gen Z's bodily presence and embodiment in media
- Media literacy and Gen Z
- Differences of media use of Gen Z and other generations
- Cross-country comparisons of media consumption of Gen Z and the impacts.

The preconference will have paper awards for full paper submissions but welcome extended abstract submissions (up to 500 words). All full papers and abstracts will go through double-blind review. First Place paper will receive USD300 cash award, Second Place paper will receive USD200 cash award, and Third Place paper will receive USD100 cash award. [Online Media and Global Communication](#) will reserve the first right of refusal for publishing the award-winning submitted papers in the themed issue. [Online Media and Global Communication](#) is an open access English language journal free to authors and readers with eight language abstracts (Arabic, Chinese, English, French, German, Japanese, Spanish, Russian).

Authors who cannot participate in the conference onsite can request presentation online via zoom.

Full papers can use any common citation styles in submission and should be no more than 10,000 words including references and tables. Extended abstracts are encouraged to use the structured abstract style of journal with title, purpose, design/methodology/approach, findings, theoretical and practical implications, social implications, originality/value.

Registration fee is USD10 for the preconference on-site in Toronto. Online attendance will be free but must be pre-registered on ICA web site.

Abstract submission and full paper deadline: 1 March 2023

Submit abstracts and papers to [OMGC@shisu.edu.cn](mailto:OMGC@shisu.edu.cn)

Subject line: ICA Preconference Submission

Inquiries of submissions for the preconference from China should contact Dr. Peiqin Chen 陈沛芹, Shanghai International Studies U, China [1630@shisu.edu.cn](mailto:1630@shisu.edu.cn).

Inquiries of submission other than China should contact Dr. Louisa Ha, Bowling Green State U, U.S.A. [louisah@bgsu.edu](mailto:louisah@bgsu.edu).