

THE EAST ASIAN MEDIA CULTURE IN THE AGE OF DIGITAL PLATFORMS CONFERENCE

October 4-5, 2024

OCTOBER 3: RECEPTION

DAY 1: 10AM - 4:30PM

DAY 2: 9:30AM - 12PM

SFU HARBOUR CENTRE,
555 W HASTINGS ST,
VANCOUVER, BC

SPONSORS:

- ACADEMY OF KOREAN STUDIES
- SFU DAVID LAM CENTRE
- THE PUBLIC HUMANITIES HUB-OKANAGAN

Organizers

DAL YONG JIN
SIMON FRASER UNIVERSITY

KYONG YOON
UNIVERSITY OF BRITISH COLUMBIA
OKANAGAN



Day 1 OCTOBER 4



HCC 7000 Earl & Jennie Lohn Policy Room

09:40-10:00

Welcome Reception

10:00-10:10

Opening Remarks

10:10-11:50

Session 1

KOREAN DIGITAL PLATFORMS AND GLOBAL EXPERIENCES

Chair: Ji-yoon An (University of British Columbia)

- Dal Yong Jin (Simon Fraser University)
 - “Disparity of Distribution Power: The Platformization of Distribution Networks in the Post-COVID-19 Era”
- Kyong Yoon (University of British Columbia Okanagan)
 - “Transnational Space of User-Generated-Content: Mukbang Influencers Go Global on YouTube”
- Benjamin M. Han (University of Georgia)
 - “Conflicting Imaginaries of the ‘Global’: Original Korean Series on Netflix and Disney+”

12:00-13:00

Lunch

13:00-14:40

Session 2

CHINESE DIGITAL PLATFORMS: NARRATIVES, IMAGINARIES, AND CULTURAL POLITICS

Chair: Siyuan Yin (Simon Fraser University)

- Guobin Yang (University of Pennsylvania)
 - “Narratives as Platforms”
- Micky Lee (Suffolk University)
 - “Hong Kong's Re-appearance in Online Mediated Deep Travels After the Bubble Burst”
- Siyun Pan (University of British Columbia)
 - “Fans as Affective Army: Neoliberal Politics, Digital Platform and Fandom Governance in China”

14:40-14:50

Break

14:50-16:30

Session 3

JAPANESE STREAMING AND GAMING EXPERIENCES IN GLOBAL CONTEXTS

Chair: Hyung-Gu Lynn (University of British Columbia)

- David Humphrey (Michigan State University)
 - “TVer, Advertising and Attention’s Timing in the Era of Streaming”
- Sarah Ganzon (Simon Fraser University)
 - “Policing Women’s Bodies: Adult Games, Nintendo’s eShop and the Case of Butterfly’s Poison: Blood Chains”
- Susan Noh (Oglethorpe University)
 - “Diffusions and Walls: Comparing Branding Approaches in Gaming between Multimedia Streaming Services”



Day 2 OCTOBER 5

HCC 2270 Sauder Industries Policy Room

9:30-11:10

Session 4

KOREAN DRAMA GENRES AND INDUSTRIES TOWARD GLOBAL PLATFORMS

Chair: Benjamin M. Han (University of Georgia)

- Hyung-Gu Lynn (University of British Columbia)
 - “Sampling and Adaption: Intertextuality of Korean Thriller Series in the Age of Digital Platforms”
- Taeyoung Kim (Loughborough University)
 - “Changes and Continuities of the K-Classroom Drama Genre in the Netflix Era: A Case Study of Hierarchy and The Heirs”
- Woochul Kim (Simon Fraser University)
 - “Platform Imperialism and its Reconfiguration of the Global-Local Nexus: The Transition of the Korean Production System into Global Value Chain”

11:10-11:20

Break

11:20-12:00

Roundtable & Publication Planning:
Future of East Asian Media Culture

12:00

Lunch