



StratComAPAC

Singapore 2019

THE 2019 WORKSHOP ON STRATEGIC COMMUNICATIONS ON SOCIAL MEDIA IN THE ASIA-PACIFIC

24 - 25 April 2019

8:15AM - 6:00PM

PROGRAM BOOKLET

PROGRAM OVERVIEW

The 2019 Workshop on Strategic Communications on Social Media in the Asia-Pacific aims to bring together policy makers, industry leaders, academic researchers from the United States, Europe, Australia, and Southeast and South Asia (Malaysia, Indonesia, Philippines, and Singapore) to understand the impact of information manipulation on social media. During the workshop, keynote speakers from all over the world will share their thoughts and experiences, showcase technological initiatives and share ideas on the detection and monitoring of information manipulation on social media in the Asia Pacific region (APAC). This workshop will enhance our understanding of the issues from a multi-disciplinary and transnational perspective.

This two-day workshop aims to:

1. Understand the unique challenges of information manoeuvres and disinformation in the APAC region
2. Understand the perceptions and reactions towards disinformation within the APAC region
3. Foster collaboration and dialogue between interested parties for the monitoring of information manoeuvres and against disinformation campaigns in the APAC region
4. Identify existing and new technologies for detection and monitoring of information manipulation on social media

The focus of the workshop is to initiate discussions and draw attention to the issues and challenges of understanding and monitoring information operations on social media. We believe these discussions will open doors to transnational collaborations where different disciplines converge to explore how different disciplines and methodologies such as public policy, machine learning and social sciences can converge to create innovative solutions.

EVENT VENUES

Day 1 (24th April 2019) will take place at **Facebook APAC HQ**, located at 9 Straits View, Marina One West Tower, Singapore 018937

Note: Registration required at *Level 3* (Building Lobby) and *Level 29* (Facebook Office Lobby) and event will be held at *Level 27* (Gardens by the Bay room)

Day 2 (25th April 2019) will take place at **Twitter Singapore**, located at 138 Market St, CapitaGreen, Singapore 048946.

Note: Registration required at *Ground Level* (Building Lobby) and event will be held at *Level 20*.

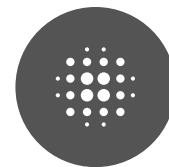
PLEASE TAKE NOTE:

Disclaimer Regarding Photo-Taking, Audio/Video Recording During Event

By participating in the this event, you consent to photography and its release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on web sites, or for any other purpose(s) that the organisers, its vendors, partners, affiliates and/or representatives deem fit to use. You release all persons involved from any liability connected with the taking, recording, digitising, or publication of photographs.

In addition, the event will be monitored for unauthorised recording. By attending the event or entering the event premises, you agree not to record or digitise any parts of the presentations, panels and talks.

PROGRAM SCHEDULE



DAY 1

Wednesday, April 24

8:15 - 9:30 AM

REGISTRATION

Facebook APAC HQ, 9 Straits View, MarinaOne West Tower,
Level 29

Event is held at **Level 27**. Breakfast will be served from 8:15 AM.

9:30 - 9:40 AM

WELCOME REMARKS

by Dr. Justin Dauwels

Associate Professor, Nanyang Technological University

9:40 - 9:50 AM

OPENING ADDRESS

by Dr. Rebecca Goolsby

Program Officer, Office of Naval Research [ONR]

9:50 - 10:50 AM

KEYNOTE: INFORMATION MANEUVER ASSESSMENT

by Dr. Kathleen Carley

Professor and Director of Computational Analysis of Social
and Organizational Systems (CASOS), Carnegie Mellon
University

10:50 - 11:05 AM

COFFEE BREAK

Light refreshments will be served.

11:05 - 12:20 PM

PANEL: EVOLUTION OF THE INFORMATION APOCALYPSE

Moderated by **Rebecca Goolsby**, Program Director, ONR

Panelists:

Björn Ommer (Professor, Heidelberg University)

Edson C. Tandoc Jr (Associate Professor, Nanyang
Technological University)

Nitin Agarwal (Distinguished Professor and Director of
Collaboratorium for Social Media and Online Behavioral Studies
[COSMOS], University of Arkansas at Little Rock)

Ulrich Ecker (Associate Professor, University of Western
Australia)

12:20 - 1:20 PM

LUNCH

Buffet lunch will be provided.

1:20 - 1:50 PM

TALK: DISINFORMATION IN THE DUTCH CONTEXT*Ms. Judith van de Kuijt*

Research Scientist, TNO Defence, Security and Safety
Netherlands

1:50- 2:20 PM

**TALK: HEALTH OF THE PUBLIC CONVERSATION -
A VIEW FROM TWITTER***Mr. Philip Chua*

APAC Senior Public Policy Manager, Twitter

2:20 - 2:35 PM

COFFEE BREAK

Light refreshments will be served.

2:35 - 3:50 PM

**PANEL: INNOVATION TO DEPLOYMENT: EFFORTS,
CHALLENGES AND INITIATIVES**

Moderated by **Michel Birnbaum**, *Entrepreneur-in-Residence, NTUitive Pte Ltd.*

Panelists:

Eley Querner (Vice President of Digital Service Centre of Excellence, Tüv Süd)

Jakab Pilaszanovich (Innovation Strategist, Telefonica Innovacion Alpha)

Philip Chua (APAC Senior Public Policy Manager, Twitter)

Pierre Robinet (Senior Consulting Partner, Ogilvy Consulting Asia and Founder of Live with AI)

3:50 - 4:05 PM

COFFEE BREAK

Light refreshments will be served.

4:05 - 4:35 PM

**TALK: INNOVATIONS IN CONCEPTUALISING
DIGITAL DISINFORMATION***Dr. Jason Vincent Cabañes*

Associate Professor, De La Salle University

4:35 - 5:05 PM

**TALK: DEEP SELF-SUPERVISED DISENTANGLEMENT
FOR VISUAL SYNTHESIS: GREAT POTENTIAL &
GREAT CHALLENGES***Dr. Björn Ommer*

Professor, Heidelberg University

5:05 - 5:35 PM

TALK (TBD)*Mr. Pierre Robinet*

Senior Consultant, Ogilvy Consulting Asia, Singapore

DAY 1

Wednesday, April 24

5:35 - 5:45 PM

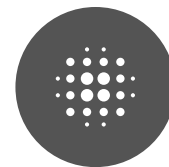
WRAP UP OF DAY 1

7:15 - 9:00 PM

DINNER RECEPTION

By Invite Only

PROGRAM SCHEDULE



DAY 2

Thursday, April 25

8:15 - 9:30 AM

REGISTRATION

Twitter APAC HQ, 138 Market St, CapitaGreen, Level 20
Breakfast will be served from 8:15 AM.

9:30 - 9:40 AM

FOLLOW UP ADDRESS

by Dr. Justin Dauwels
Associate Professor, Nanyang Technological University

9:40 - 10:40 AM

KEYNOTE: THE PSYCHOLOGY OF MISINFORMATION

by Dr. Ullrich Ecker
Associate Professor, University of Western Australia

10:40 - 10:55 AM

COFFEE BREAK

Light refreshments will be served.

10:55 - 12:10 PM

PANEL: AI-ENABLED MANIPULATION AND NATIONAL SECURITY IN SEA

Moderated by Ben Heap (Senior Expert, NATO Strategic Communications Centre of Excellence)

Panelists:

Benjamin Ang (Senior Fellow, Centre of Excellence for National Security [CENS], RSIS, NTU)

Camber Warren (Assistant Professor, Naval Postgraduate School)

James Rosie (Principal Anthropologist, Defence Science and Technology Laboratory [Dstl], UK MoD)

Jason Vincent A. Cabañes (Associate Professor, De La Salle University)

12:10 - 1:10 PM

LUNCH

Buffet lunch will be provided.

1:10 - 1:40 PM

TALK: FAKE VS. NEWS - HOW DOES FAKE NEWS LOOK LIKE COMPARED TO REAL NEWS?

Dr. Edson C. Tandoc Jr.
Associate Professor, Nanyang Technological University

1:40 - 2:10 PM

TALK: BEHAVIOURAL ANALYTICS: BRINGING TOGETHER THE HUMAN & DATA SCIENCES*Mr. James F. Rosie*

Principal Anthropologist, Defence Science and Technology Laboratory [Dstl], UK MoD

2:10 - 2:40 PM

TALK: PROTECTING ELECTIONS INTEGRITY ON FACEBOOK*Mr. Roy Tan*

Politics & Government Outreach Manager for Asia-Pacific, Facebook

2:40 - 2:55 PM

COFFEE BREAK

Light refreshments will be served.

2:55 - 4:10 PM

PANEL: FOSTERING EFFECTIVE COLLABORATIONS TO COMBAT DIGITAL DISINFORMATION IN ELECTORAL & POLITICAL ENVIRONMENTS

Moderated by **Aim Sinpeng**, Lecturer and Co-Founder of Sydney Cyber Security Network, University of Sydney

Panelists:

Gayathry Venkiteswaran (Assistant Professor, University of Nottingham Malaysia)

Gulizar Hacıyakupoglu (Research Fellow, Centre of Excellence for National Security, RSIS NTU)

Ritu Gill (Defence Scientist, Toronto Research Centre, Defence Research and Development Canada)

Yvonne Chua (Assistant Professor, University of the Philippines Diliman and Co-Founder of VERA Files)

4:10 - 4:25 PM

COFFEE BREAK

Light refreshments will be served.

4:25 - 4:55 PM

TALK: DEVIANT MOBS OF THE INTERNET: TACTICS, TECHNIQUES, AND PROCEDURES*Dr. Nitin Agarwal*

Jerry L. Maulden-Entergy Endowed Chair & Distinguished Professor, University of Arkansas at Little Rock

4:55 - 5:25 PM**TALK: USERS' BEHAVIOR AND TRUST IN SOCIAL MEDIA***Dr. Aim Sinpeng*

Lecturer and Co-Founder of Sydney Cyber Security Network,
University of Sydney

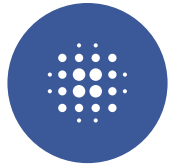
5:25 - 5:55 PM**TALK: DISINFORMATION VIA SOCIAL MEDIA***Dr. Ritu Gill*

Defence Scientist, Toronto Research Centre, Defence
Research and Development Canada

5:55 - 6:10 PM**CLOSING REMARKS**

DIRECTIONS

DAY 1, FACEBOOK APAC HQ



GETTING THERE

Wednesday, April 24

ADDRESS

9 Straits View, WEST TOWER, Level 29, Marina One Singapore 018937

NEAREST MRT

Downtown Station



Downtown Line

OR

Marina Bay Station



Circle Line

TAXI/DROP OFF POINT:

Marina One, 9 Straits View, West Tower Level 1

NOTE: Facebook Office is located at WEST tower of Marina One.



Available at Marina One and hourly charges for Mondays to Fridays are as follows:

FOR CARS

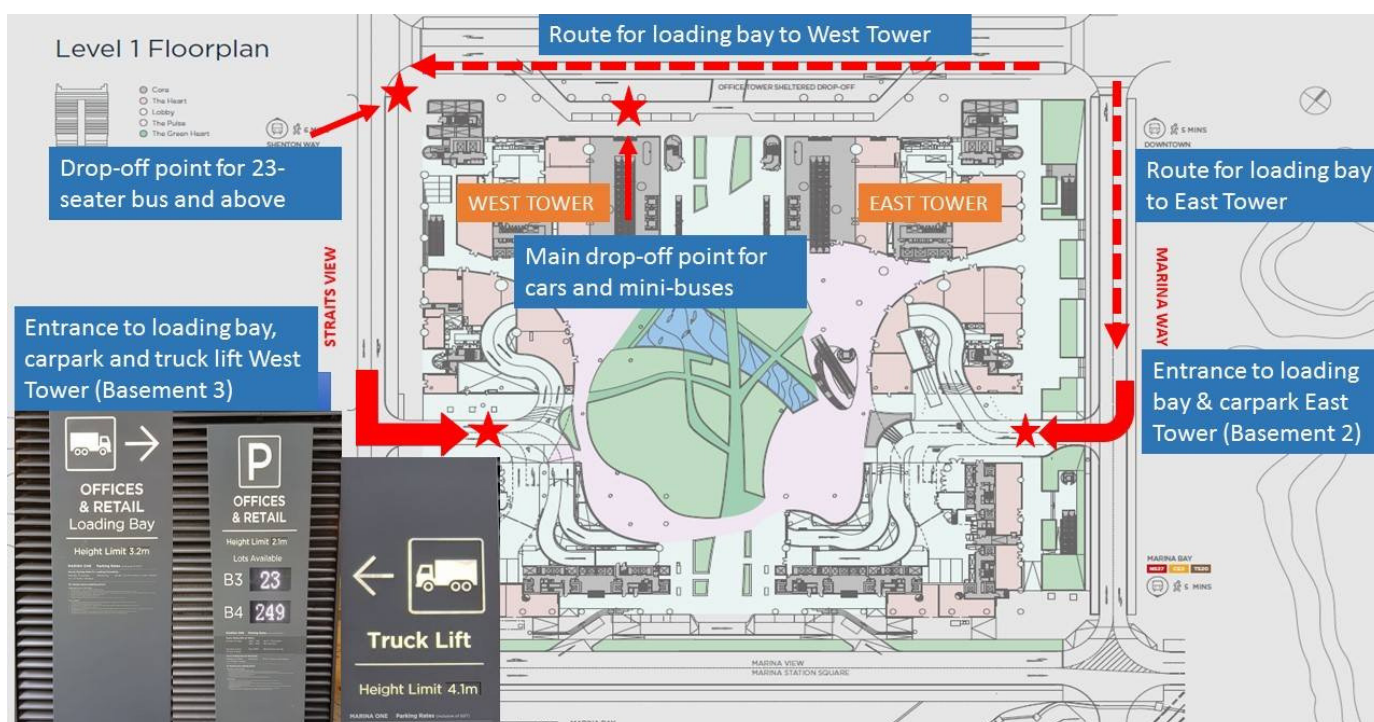
6:00 AM to 5:59 PM: \$1.07 / 10 mins block

6:00 PM to 5:59 AM: \$3.21 for 1st 4 hours, subsequent \$0.27 / 10 mins block or part

FOR MOTORCYCLE

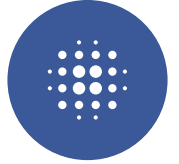
Whole Day: \$1.07 / 2 hours or part thereof

10 minutes grace parking period



REGISTRATION INSTRUCTIONS

DAY 1, FACEBOOK APAC HQ



PROCEDURE

Wednesday, April 24

Registration will start at 8.15 AM, please arrive latest at 8.45 AM.

Please allow sufficient time for heavy traffic and registration procedures.

1. Proceed to escalator to MarinaOne West Tower Main Lobby at **Level 3**.
2. Register at concierge at Level 3 and collect event ID cards with the ushers.
3. Proceed to lift lobby next to concierge. Ushers will direct you to designated lift.
4. Proceed to **Level 29** for registration with Facebook.
5. Ushers will bring you to event venue (Gardens by the Bay room) at **Level 27**.

Breakfast will be served at Level 27 from 8.15 AM.

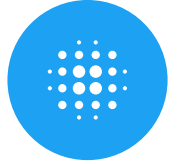
REQUIRED!

Wednesday, April 24

Please bring along your **photo ID** and **electronic copy of your Eventbrite tickets (if applicable)** for registration purposes.

DIRECTIONS

DAY 2, TWITTER HQ



GETTING THERE

Thursday, April 25

ADDRESS

138 Market Street, Level 20, CapitaGreen, Singapore 048946

NEAREST MRT

Telok Ayer Station



OR

Raffles Place Station



TAXI/DROP OFF POINT:

CapitaGreen, 138 Market Street, Level 1



Available at CapitaGreen and hourly charges for Mondays to Fridays are as follows:

FOR CARS

7:00 AM to 5:59 PM: \$3.10 / 30 mins block

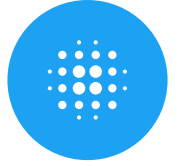
6:00 PM to 6:59 AM: \$3.70 per entry

FOR MOTORCYCLE

Per entry: \$5.90

REGISTRATION INSTRUCTIONS

DAY 2, TWITTER OFFICE



PROCEDURE

Thursday, April 25

Registration will start at 8:15 AM, please arrive latest at 9:00 AM.

Please allow sufficient time for heavy traffic and registration procedures.

1. Register at concierge at Level 1 and collect event ID cards with the ushers.
2. Proceed to lift lobby next to concierge. Ushers will direct you to designated lift.
3. Proceed to **Level 20**. Ushers will direct you to event venue.

Breakfast will be served at Level 20 from 8:15 AM.

REQUIRED!

Thursday, April 25

Please bring along you **photo ID** and **electronic copy of your Eventbrite tickets (if applicable)** for registration purposes.

Note: **Attendees from Day 1**, please bring along your **event ID card** issued to you on Day 1.



StratComAPAC

Singapore 2019

FOR MORE INFORMATION ON PANEL
THEMES, ABSTRACTS OF TALKS AND BIOS
OF SPEAKERS, MODERATORS AND
PANELISTS, GO TO:

WWW.STRATCOMAPAC2019.COM

OR SCAN THIS CODE:

