

# 9th GLOBAL CHINA DIALOGUE AND 1st INTERNATIONAL FORUM ON CROSS-MEDIA INTELLIGENT COMMUNICATION

AI and Global Society: Building, Governance  
and Communication

## 第九届全球中国对话 暨

首届跨媒介智能传播国际论坛

人工智能与全球社会：建设·治理·沟通

Programme 手册

Date: 29 November, 2024

Dialogue venue: 501 Conference Hall, Sino-French Center, Tongji University, China

Dinner and network venue: Kingswell Hotel Tongji, Shanghai, China

日期：2024年11月29日

对话地址：中国同济大学中法中心会议厅

晚宴和交流会地址：中国上海同济君禧大酒店

# GCD Global China Dialogue 全球中国对话

## Organizers and co-organizers 主办与协办单位



COLLEGE OF ARTS & MEDIA  
TONGJI UNIVERSITY  
同济大学艺术与传媒学院

**GCA** Global China Academy  
全球中国学术院



同濟大學法學院  
LAW SCHOOL OF TONGJI UNIVERSITY

## Sponsors 赞助单位



上海市人工智能社会治理协同创新中心  
Shanghai Collaborative Innovation Center of AI Social Governance



**GCP** Global Century Press  
全球世纪出版社

**UIC**  
英国移民签证中心  
UK Visa & Immigration Centre

Wuxi Institute of New Culture  
无锡新文化研究院

敏捷智库  
gile think tank



易才纵横  
顾问 | 教练 | 咨询



美亚联创  
M.Y. UNION

## Supporters 支持单位



社会理论研究中心  
Research Centre  
for Social Theory



社会学理论与方法研究中心  
Research Centre for Studies of  
Sociological Theory and Methods



南京财经大学管理学院  
School of Business Administration



浙江工商大学中外话语研究院  
Institute of Corpus Linguistics  
and Discourse Studies



清华大学新闻与传播学院  
School of Journalism and Communication, Tsinghua University



Society for Anglo-Chinese Understanding



Chopsticks Club  
筷子俱樂部



**9th Global China Dialogue  
and  
1st International Forum on Cross-Media  
Intelligent Communication**

**AI and Global Society: Building, Governance and Communication**

**第九届全球中国对话  
暨  
首届跨媒介智能传播国际论坛  
人工智能与全球社会：建设·治理·沟通**

**Programme 手册**

Date: 29 November 2024

Dialogue venue: 501 Conference Hall, Sino-French Center at Tongji University  
Dinner and networking venue: Kingswell Hotel Tongji, Shanghai, China

**Organizers and Co-Organizers**  
Global China Academy, UK  
College of Arts and Media, Tongji University, China  
Law School of Tongji University, China  
ESRC Centre for Corpus Approaches to Social Science, Lancaster University, UK

# Contents

I	Introduction: The Global China Dialogue series and 9th Global China Dialogue (GCD IX) . . . . .	3
II	Organizers and Organizing Committee . . . . .	6
III	Supporters and Sponsors. . . . .	7
IV	Speakers and Chairs . . . . .	8
V	Programme outline . . . . .	11
VI	Programme in detail . . . . .	12
VII	Speakers' and Chairs' biographies, abstracts and contributions (in order of appearance). . . . .	16
VIII	Perceptions of academician and fellowship systems in China and the international context and their Chinese translations. . . . .	40
IX	Participants (in alphabetical order) . . . . .	44
X	Outcomes and publications . . . . .	48
XI	Essential information, registration and contacts. . . . .	49
XII	Venue and maps. . . . .	51

# I Introduction

## The Global China Dialogue series and 9th Global China Dialogue (GCD IX)

### **World in turmoil**

The road to peace and development is strewn with numerous risks and challenges. The international system and order are in constant flux, and as part of that flux we are seeing profound shifts in the balance of power.

All countries, whether developing or developed, are having to adapt to this ever-shifting international and social environment, while the process of modernization in some countries has been interrupted or has spilled out to create global turmoil as a result of the conflicts and contradictions brought about by cultural, religious and social transformation.

At the same time, rapid developments in technology and society have had a profound impact on patterns of thinking, behaviour and interaction as well as on the moral principles of different countries and groups.

They have also constantly challenged established ideas of good governance, including the functions of government in the era of globalization and the pros and cons of the participation of non-government organizations.

The changes and challenges are myriad: digital technology, mobile communications and the popularization of the internet, the coexistence of cultural homogenization and diversity, ethnic and religious conflicts, the collision between giant multinational corporations and national sovereignty, changes in social norms as a result of scientific innovations, the decisive influence of regional economies on national economic development, the constraints of climate change and the discovery and adoption of new energy sources. Cultural diversity and transculturalism have become part of people's daily life.

Confronted with such challenges, national leaders devise development strategies that reflect both the status quo and their long-term goals. Business leaders and entrepreneurs also invest substantial resources in studying the impact of the changing international economy and financial order on the development of enterprises. Experts and scholars focus on the efficiency of global governance and cultural factors that have quietly exerted great influence and explore how culture and ideology enhance global and social governance.

Such efforts and initiatives are moves in the same direction: towards reaching an in-depth understanding of the knowledge systems of the human community and the development of a 'global cultural sphere' beyond any single culture, state or nationality, under the condition of global governance. Thus, the theme of the development and governance of China, Europe and the world has gradually become one of the key research interests of scholars worldwide.

### **China in a changing world**

China and the Chinese people are making an important contribution to the world order and are shaping global society. In this context we need to ask a series of questions. What are the important global issues that concern China? What are the Chinese ways of thinking and doing things with respect to global issues? We wish to engage Western audiences in dialogues on topics that arise from these questions, including development, education, economics, migration, the family, the environment, public health, human security and global governance.

For nearly three decades, China has been implementing a 'going out' (走出去) policy to encourage its enterprises to invest overseas. The policy embraces not only the economy but also finance, language, culture, sciences, technology, social sciences, publishing and the media, and under its provisions an international investment bank (亚投行) has been established.

Through his visits to 55 countries, President Xi Jinping himself has promoted the Belt and Road (B&R 一带一路) regional development strategy and China's governance model (治国理政). In his visit to the UK in 2015, he said, 'As our capabilities grow, we shall shoulder more responsibilities to the best of our ability and contribute China's wisdom and strength to the world's economic growth and global governance'. In his key-

note speech at the United Nations Office in Geneva in January 2017, Xi Jinping clarified the basic principles of China's participation in global governance. They are: to stay committed to building a world of lasting peace through dialogue and consultation; to build a world of common security and common prosperity through win-win cooperation; to create an open and inclusive world through exchanges and mutual learning; and to make our world clean and beautiful by pursuing green and low-carbon development.

However, in 2020, the COVID-19 virus emerged in Wuhan, China, and rapidly spread worldwide, having multifaceted impacts on both China and the world. These included a global public health crisis, leading to worldwide infections and deaths, with nations implementing lockdowns and social distancing measures. The debates over the origin of the virus and response strategies heightened tensions between some countries. The global economy suffered greatly, particularly in sectors like tourism, aviation and hospitality, resulting in increased unemployment rates and altering people's work and lifestyles. However, the pandemic fostered the development of remote work and online education, accelerated medical technology advancements, especially in vaccines and medical equipment, and hastened the digital transformation in healthcare, education and retail sectors.

Reflecting on the effects, the COVID-19 pandemic has been a substantial challenge for both China and the world, forcing a reconsideration of aspects like globalization, the public health system, economic development and the way we engage in international cooperation

### **The Global China Dialogue series**

The Global China Dialogues are a series of high-end forums centred on the concepts of 'transculturality' and social creativity, using China as a comparator or through interactions with the Chinese to explore and study global governance and advance the sustainable development of human society. In addition to universities, research institutions and professional think tanks, the GCDs also work closely with Chinese and other governments, international organizations, media and publishing units to track global hot topics over the long term.

The GCDs provide a platform for the global public interests of China and Chinese participation in building a global society and the comprehensive governance of such a society. We embrace interdisciplinary, cross-professional, cross-industry, cross-border and international perspectives. Through open dialogues among academics, scholars, intellectuals, political and business leaders, industry elites, professionals and social activists, we address the challenges faced by today's world. Our goal is to identify solutions and reach a consensus or understanding.

The GCDs are an ongoing creative knowledge transfer activity, bringing Chinese and Western scholars and opinion leaders together to explore transculturality and cultural generativity, contributing to the development of a 'global cultural sphere' beyond any single culture, state or nationality. Not every contribution will be directly related to China or reflect intimate knowledge of China, but all will present a perspective on what could be China's role in global governance, comparing and contrasting China with theories, methods or measures that pertain in other countries and in the world.

The GCDs also develop the rules of 'civilized dialogue', encouraging both sides to listen to the other, understand cultural differences, respect local customs, accept different perspectives and acknowledge the common destiny of humanity. In particular, it explores new global governance, encompassing national governments, international organizations, multinational companies, NGOs and citizens, with a mission to build a harmonious, symbiosis-based shared human community.

The past and future programmes of the series have been developed working within the framework of the UN's Sustainable Development Goals (SDGs), which accord with UNESCO's mission of defending peace and the conditions for building sustainable development in the world through creative intelligence, as follows:

- 2014 GCD I: The Experience of China's Modernization from a Comparative Perspective
- 2015 GCD II: Transculturality and New Global Governance
- 2016 GCD III: Sustainability and Global Governance for Climate Change
- 2017 GCD IV: The Belt and Road (B&R) – Transcultural Cooperation for Shared Goals
- 2018 GCD V: Governance for Global Justice
- 2019 GCD VI: Governance for World Peace

- 2021 GCD VII: Reforming Global Governance
- 2023 GCD VIII: Governance for Global Health
- 2024 GCD IX: AI and Global Society: Building, Governance and Communication
- 2025 GCD X: Governance for Global Education

### **The 9th Global China Dialogue (GCD IX) and the 1st International Forum on Cross-Media Intelligent Communication**

The 9th Global China Dialogue is scheduled to take place on November 29, 2024, at Tongji University in Shanghai. This marks the first time the forum will be held in China, following the first eight sessions hosted at the British Academy in the UK.

According to the 2024 QS World University Rankings by Subject, Tongji University ranks first in China in the field of Data Science. The Shanghai Collaborative Innovation Center of AI Social Governance, based at Tongji University's School of Law, will assist the College of Arts and Media in organizing this year's Global China Dialogue. The theme of this dialogue is 'AI and Global Society: Building, Governance, Communication', which builds upon Tongji University's existing strengths in AI research and incorporates global, societal, and media perspectives.

Adding 'and the First International Forum on Cross-Media Intelligent Communication' after 'the 9th Global China Dialogue' aims to enrich and deepen the theme of this event. Leveraging the high-level platform of 'the 9th Global China Dialogue', this addition incorporates perspectives on cross-media and intelligent communication to foster multidimensional discussions on global social governance and communication. It is expected to attract greater participation from both academia and industry, promote the integration of academic insights and practical applications and enhance the impact of the dialogue's outcomes in the fields of international business and communication.

GCD IX and the First International Forum on Cross-Media Intelligent Communication will feature a series of diverse panels and discussions, bringing together experts from academia, technology, policy and business sectors. These panels will explore AI's transformative role in various domains, including healthcare, the economy, ethics and international collaboration. The event will emphasize the ethical implications of AI, the importance of data privacy and the crucial balance between innovation and regulation. GCD IX will include the following four panels:

- Panel 1: Ethical Frameworks and Accountability in Artificial Intelligence
- Panel 2: Artificial Intelligence in Society Building and Governance
- Panel 3: Global Shifts in Perceptions and Attitudes in the AI Era
- Panel 4: Applications of Artificial Intelligence in Health, Media and Communication

## II Organizers and Organizing Committee

### Organizers

- Global China Academy, UK
- College of Arts and Media, Tongji University, China

### Co-organizers

- Law School of Tongji University, China
- ESRC Centre for Corpus Approaches to Social Science, Lancaster University, UK

### Organizing committee

#### *Chairs*

- Professor Tony McEnery FAcSS FRSA FGCA, Distinguished Professor of English Language and Linguistics at Lancaster University; Council Member of Academy of Social Sciences; Chair of Global China Academy Council and Founding Fellow
- Professor LI Linxue FGCA, Dean of College of Arts and Media, Tongji University, China
- Professor Xiangqun Chang FRSA FGCA, President of Global China Academy; Honorary Professor of University College London (2015-20); Distinguished Professor of Nankai University of China

#### *General Secretaries*

- Professor LI Boyi, School of Business Administration, Nanjing University of Finance and Economics, China
- Mr Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy, UK

### Members (in alphabetical order)

- Professor BING Zheng FGCA and Chinese Chair of Global China Academy Council, Former Vice-President of Jilin University, former Vice-President of Chinese Sociological Association, China
- Dr Yuan Cheng, Trustee of the Board of Trustees, Global China Academy; Country Head of Russell Reynolds Associates Greater China
- Professor Martin Jacques FGCA, Senior Fellow at the Department of Politics and International Studies, University of Cambridge, UK; Visiting Professor at Tsinghua University, China
- Professor Wei Li FAcSS FRSA FGCA, Non-Executive Chair of Global China Academy Council, UK; Director and Dean of UCL's Faculty of Education and Society, UK
- Mr Barnaby Powell, Council Member, Society for Anglo–Chinese Understanding, UK
- Professor Peter Schröder FGCA and Vice-President of Global China Academy; Professor of Department of History and European and International Social and Political Studies, UCL, UK
- Professor Elena Semino FAcSS FRSA, Professor at Department: Linguistics and English Language, Director of ESRC Centre for Corpus Approaches to Social Science (CASS), Lancaster University, UK
- Professor WANG Xin, Associate Fellow of Global China Academy, UK; Head of Communication Department, College of Arts and Media, Tongji University, China
- Professor XIE Lizhong FGCA and Chinese President of Global China Academy, UK; Former Head of Department of Sociology, Peking University, China; former Vice-President of Chinese Sociological Association, China
- Professor ZHANG Xiaodong FGCA and Non-Executive Chinese Chair of the Global China Academy; CEO of the Agile Think Tank; and Professor and former Director of the Innovation and Entrepreneurship Research Institute at Nanjing University of Finance and Economics, China



### III Supporters and Sponsors

#### Supporters

- Centre for European Reform, UK
- China–Europa Forum, France
- Chopsticks Club, UK
- Institute of Corpus Linguistics and Discourse Studies, Zhejiang Gongshang University, China
- Research Centre for Social Theory, Peking University, China
- Research Centre for Studies of Sociological Theory and Methods, Renmin University of China
- Research Institute of Big Data, Wuhan University, China
- School of Business Administration, Nanjing University of Finance and Economics, China
- Society for Anglo–Chinese Understanding (SACU), UK
- Tsinghua School of Journalism and Communication, China
- The British Postgraduate Network for Chinese Studies (BPCS), UK

#### Sponsors

- Beijing Yicai Zongheng Management Consulting Center, China
- Global Century Press, UK
- Shanghai Centenarian Mystery Cell Technology Group Co., Ltd. China
- Agile Think Tank, China
- Linguistics Institute at Sun Yat-sen University, China
- M.Y.Union Software Company, China
- Shanghai Collaborative Innovation Center for AI Social Governance, Tongji University, China
- UVIC Group, UK
- Wuxi Institute of New Culture, China
- Xueshuwan (Academic Harbour), China

## IV Speakers and Chairs

(by programme structure)

### Chair of the Opening Session of GCD IX

Professor LI Linxue FGCA, Dean of College of Arts and Media, Tongji University, China

### Opening greetings

- ZHAO Qizheng, former Dean of the School of Journalism at Renmin University of China, former Director of the State Council Information Office, and former Vice Mayor of Shanghai, China
- Professor Lü Peiming is the Executive Vice President of Tongji University in China
- Professor WANG Lei, Professor at the School of Electronics and Information Engineering, Tongji University; Council Member of the Chinese Association for Artificial Intelligence; Secretary-General of the Shanghai Artificial Intelligence Society
- Professor Xiangqun Chang FRSA FGCA, President of Global China Academy; Honorary Professor of University College London (2015–20), UK

### Keynote speakers

- Professor Tony McEnery FAcSS FRSA FGCA and Chair of Global China Academy Council, Council Member of Academy of Social Sciences, Distinguished Professor of English Language and Linguistics at Lancaster University, UK
- Professor JIANG Huiling, Dean of the School of Law at Tongji University and Director of the Shanghai Collaborative Innovation Centre for AI Social Governance, China

### Plenary chairs and speakers (in alphabetical order)

- Dr Gavin Brookes, Reader in Linguistics and a UKRI Future Leader Fellow with expertise in corpus linguistics, discourse analysis, and health communication at Lancaster University, UK
- Professor Joe Burton, Professor of International Security, Department of Politics, Philosophy and Religion (PPR) at Lancaster University, UK
- Dr Niall Curry FRSA SFHEA, Senior Lecturer in TESOL and Applied Linguistics within the Department of Languages, Information, and Communications at Manchester Metropolitan University, UK
- Mr DU Yichao, PhD Researcher at the Institute of Advanced Studies and Department of Anthropology at University College London, UK; Director of the Wuxi Institute of New Culture, China
- Mr Martin Garthwaite, Account Excellence Manager, Co-Chair of the Social Mobility Network PwC, UK
- Professor GONG Weigang, Director of Media Big Data Research Centre, School of Sociology, Wuhan University, China
- Ms Lara Groves, Senior Researcher at the Ada Lovelace Institute, UK
- Professor GU Yueguo FGCA, Emeritus Research Professor of Linguistics and Head of Contemporary Linguistics Institute in the Chinese Academy of Social Sciences (CASS); Former Pro-Vice-Chancellor, Beijing Foreign Studies University, China
- Mr Ed Holroyd Pearce, co-founder and president of Virtual Internships in the UK
- Mr HU Yi, Director of Wuxi Municipal Data Bureau, Jiangsu Province, China

- Dr HUANG Hui, Honorary President of the Shanghai Information Society; CEO of Shanghai Tenly Software Incorporated, China
- Mr Elliot Jones, Senior Researcher at the Ada Lovelace Institute, UK
- Professor LI Benqian, Distinguished Professor at the School of Media and Communication, Shanghai Jiao Tong University, China
- Professor LI Boyi, School of Business Administration, Nanjing University of Finance and Economics, China (Chair)
- Professor LI Linxue FGCA, Dean of College of Arts and Media, Tongji University, China
- Mr Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy, UK (Chair)
- Professor LIN Sijie, Professor at the College of Environmental Science and Engineering; Deputy Director of the Graduate School, Tongji University, China (Chair).
- Professor QIAN Yufang, Director of Institute of Corpus and Discourse Studies, School of Foreign Studies, Zhejiang Gongshang University, China; Editor of the Journal of Corpus Approaches to Chinese Social Sciences (Chair)
- Professor SHEN Yang, Dual-appointed Professor of School of Journalism and School of Artificial Intelligence, Director of the Metaverse Culture Lab and New Media Research Center at Tsinghua University, China
- Professor ZHANG Xiaodong FGCA and Non-Executive Chinese Chair of the Global China Academy in the UK; CEO of the Agile Think Tank; and Professor and former Director of the Innovation and Entrepreneurship Research Institute at Nanjing University of Finance and Economics, China
- Professor Shuhua Zhou, Distinguished Chair Professor of Media and Communication at City University of Hong Kong; former President of the Chinese Communication Association (CCA), China

#### **Chair and closing remarks at the Closing Session**

- Professor WANG Xin, Head of Communication Department, College of Arts and Media, Tongji University, China (Chair)
- Professor Madeline Carr, Professor of Global Politics and Cybersecurity at University College London, UK (Remarks)
- Professor BING Zheng FGCA and Chinese Chair of Global China Academy Council, Former Vice-President of Jilin University, former vice-President of Chinese Sociological Association, China (Remarks)

#### **Presentation of certificates to GCA Fellows**

- Professor HAO Shiyuan FGCA, Academician and former Associate President and former Director of the Institute of Ethnology and Anthropology at Chinese Academy of Social Sciences, China (Presenter)
- Professor XIE Lizhong FGCA and Chinese President of Global China Academy, UK; Former Head of Department of Sociology, Peking University, China; former vice-President of Chinese Sociological Association, China (Presenter)

#### **Presentation of the Young Scholars' Paper Awards**

- Professor Xiangqun Chang FRSA FGCA, President of Global China Academy; Honorary Professor of University College London (2015–20), UK (Presenter)
- Ms ZHANG Yanli, The Party Secretary of the College of Arts and Media at Tongji University, China

### **Chair and addresses at the Dinner**

- Ian Stafford, a multiple award-winning English sports journalist, author and broadcaster; Founder of the Sporting Club, UK (Chair)
- Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy; UK (interpreter)

### **Greetings and special addresses**

- Professor LI Yang, Academician and Former Vice-President of Chinese Academy of Social Sciences, China
- Professor ZHU Guanglei FGCA, Former Vice-President of Nankai University; Vice President of the Chinese Political Science Association, China
- Professor CHEN Qiwei, Director of the Yangtze Delta FinTech Institute at East China Normal University; Founder of Asia Business Group and Asia Business Capital

### **Short videos playing from absent speakers**

- Dr Yuan Cheng, Chair of Russell Reynolds Associates Greater China; Member of the Board of Trustees, Global China Academy, UK
- Professor Patrick Baert, Professor of Social Theory at the University of Cambridge and a Fellow of Selwyn College, Cambridge
- Professor LIU Shaojie, Former Director of Research Centre for Studies of Sociological Theory and Methods, Renmin University of China; Chair Professor of School of Social Sciences and Political Science, Anhui University
- Professor Martin Lockett, Department of International Business and Management, former Dean of Faculty of Business at University of Nottingham Ningbo China
- Professor YU Guoming, Executive Dean of the School of Journalism and Communication at Beijing Normal University, China
- Matthew Burney CMG, Consul-General, Shanghai, Embassy of the United Kingdom in China (tbc)

## V Programme outline

### Friday, 29 November 2024

**08:30-17:20**    **The Global China Dialogue**

**08:30-09:00**    **Registration**

**09:00-10:00**    **Opening Session:** greetings and keynote speeches

10:05-10:10    Group photo

10:10-11:20    Panel I: Ethical Frameworks and Accountability in Artificial Intelligence

11:20-11:35    Coffee/tea break

11:35-12:45    Panel II: Artificial Intelligence in Society Building and Governance

**12:45-13:45**    **Lunch**

13:45-14:55    Panel III: Global Shifts in Perceptions and Attitudes in the AI Era

14:55-15:10    Coffee/tea break

15:10-16:20    Panel IV: Applications of Artificial Intelligence in Health, Media, and Communication

**16:20-17:20**    **Closing Session:** Closing remarks and presentation of certificates

16:20-16:55    Closing remarks

16:55-17:10    Presentation of certificates to GCA Fellows

17:10-17:20    Presentation of the Young Scholars' Paper Award

**17:20-18:30**    **Break / GCA Board of Trustees meeting (online)**

**18:30-22:00**    **Dinner:** Addresses, networking, screening of videos from absent speakers and GCA Fellows

18:30-18:45    Addresses

18:45-21:30    Networking

21:30-21:55    Special addresses and screening of videos from absent speakers and GCA Fellows

21:55-22:00    Group photo

**22:00**            **Close**

## VI Programme in detail

08:30-09:00 Registration

**09:00-10:00 Opening Session of GCD IX**

Room: C501 Conference Hall, Sino-French Centre

Chair: Professor LI Linxue FGCA, Dean of College of Arts and Media, Director of Centre of Energy and Thermodynamic Architecture, Tongji University, China

09:00-09:20 Greetings (5 minutes each):

- Professor ZHAO Qizheng, former Dean of the School of Journalism at Renmin University of China, former Director of the State Council Information Office, and former Vice Mayor of Shanghai, China
- Professor Lü Peiming is the Executive Vice President of Tongji University, China
- Professor WANG Lei, Professor at the School of Electronics and Information Engineering, Tongji University; Council Member of the Chinese Association for Artificial Intelligence; Secretary-General of the Shanghai Artificial Intelligence Society
- Professor Xiangqun Chang FRSA FGCA, President of the Global China Academy, UK

09:20-10:00 Keynote speakers (15 minutes each):

- *AI, Ethics and the Humanities in the UK*, Professor Tony McEnery, Chair of Global China Academy Council; Distinguished Professor at Lancaster University, UK [pre-recorded]
- *Judicial Reform in China in the Age of Artificial Intelligence: The Contest between Justice and Efficiency*, Professor JIANG Huiling, Dean of the School of Law at Tongji University and Director of the Shanghai Collaborative Innovation Center for AI Social Governance, China

10:00-10:05 Group photo

**10:10-11:20 Panel 1: Ethical Frameworks and Accountability in Artificial Intelligence**

Chair: Professor LIN Sijie, Professor at the College of Environmental Science and Engineering; Deputy Director of the Graduate School, Tongji University, China

Speakers (12 minutes each):

- *Irresponsible AI: Deconstructing the Responsible AI Narrative*, Professor Joe Burton, International Security, Department of Politics, Philosophy and Religion (PPR) at Lancaster University, UK [pre-recorded]
- *Generative AI: Ethics, Reliability, and Representation*, Dr Niall Curry FRSA SFHEA, Senior Lecturer in TESOL and Applied Linguistics within the Department of Languages, Information, and Communications at Manchester Metropolitan University, UK
- *Auditing Work: Exploring the New York City Algorithmic Bias Audit Regime*, Ms Lara Groves, Senior Researcher at the Ada Lovelace Institute, UK
- *Smart Governance: Starting from the Logic of the 'D-Industry'*, Professor ZHANG Xiaodong FGCA and Non-Executive Chinese Chair of the Global China Academy in the UK; CEO of the Agile Think Tank; and Professor and former Director of the Innovation and Entrepreneurship Research Institute at Nanjing University of Finance and Economics, China

Q&A

**11:20-11:35 Coffee/tea break**

**11:35-12:45 Panel 2: Artificial Intelligence in Society Building and Governance**

Chair: Professor LI Boyi, Secretary of GCA Chinese Council, Professor of Management, School of Business Administration, Nanjing University of Finance and Economics, China

Speakers (12 minutes each):

- *Governance in the Age of AI: Exploring New Paradigms*, Mr Martin Garthwaite, Account Excellence Manager, Co-Chair of the Social Mobility Network PwC, UK
- *The Wuxi Case of AI Empowering Modern Urban Governance*, Mr HU Yi, Director of the Wuxi Municipal Data Bureau, China
- *The Rise of Data-ism and the Digital Transformation of Urban Governance*, Dr HUANG Hui, CEO of Shanghai Tianlv Software incorporated and the Honorary President of the Shanghai Information Society, and Mr DU Yichao, PhD Researcher at the Institute of Advanced Studies and Department of Anthropology at University College London, UK; Director of the Wuxi Institute of New Culture, China
- *Ethical Evaluation and Governance of Generative AI (AIGC) Algorithms*, Professor LI Ben-qian, Director and Distinguished Professor of the Institute of Intelligent Communication, Shanghai Jiao Tong University, China

Discussion, Q&A

**12:45-13:45 Lunch**

**13:45-14:55 Panel 3: Global Shifts in Perceptions and Attitudes in the AI Era**

Chair: Mr Kai Laing, Event Officer of Global China Academy; Director of Business Development of MEL Science, UK

Speakers (10 minutes each):

- *Under the radar? Examining the evaluation of foundation models*, Mr Elliot Jones, Senior Researcher at the Ada Lovelace Institute, UK
- *The Evolution and Logic of Western Attitudes and Perceptions of China over the Past 200 Years – Analysis Based on AI Large Models and Internet Archive Data*, Professor GONG Weigang, Director of the Media Big Data Research Centre at the School of Sociology, Wuhan University, UK
- *AI-Driven Workplace Transformation and the Skill Development of Graduates*, Mr Ed Holroyd Pearce, Co-Founder and President of Virtual Internships, UK
- *Artificial Intelligence or Human Anchors? Audience Perception of News Broadcasting*, Professor Shuhua Zhou, Distinguished Chair Professor of Media and Communication at City University of Hong Kong, China

Q&A

**14:55-15:10 Coffee/tea break**

**15:10-16:20 Panel 4 AI Applications of Artificial Intelligence in Health, Media and Communication**

Chair: Professor QIAN Yufang, Associate Fellow of the Global China Academy, Professor at the School of Foreign Languages, Zhejiang Gongshang University, and Director of the Corpus and Discourse Research Institute, China

Speakers (12 minutes each):

- *The Multimodal Corpora of Gerontic Discourse in China: Theory and Practice*, Professor GU Yueguo FGCA, Chief Expert of the Key Laboratory of Artificial Intelligence and Human Language, Beijing Foreign Studies University, China

- *AI and Ideological Bias: A Case Study on Dementia Representation*, Dr Gavin Brookes is a Reader in Linguistics and a UKRI Future Leader Fellow with expertise in corpus linguistics, discourse analysis, and health communication at Lancaster University, UK
- *AIGC and Human-Machine Symbiosis*, Professor SHEN Yang, dual-appointed professor of School of Journalism and School of Artificial Intelligence, Director of the Metaverse Culture Lab and New Media Research Centre at Tsinghua University, China
- *Cross-Media Art and Communication in the Age of Artificial Intelligence*, Professor LI Linxue FGCA, Dean of College of Arts and Media, Director of Centre of Energy and Thermodynamic Architecture, Tongji University, China

## Q&A

### 16:20-17:20 Closing Session

Chair: Professor WANG Xin, Associate Fellow of Global China Academy, Head of Department of Communication, College of Arts and Media, Director of Research Centre for Chinese Discourse and Global Communication at Tongji University, China

16.20-16:55 Closing remarks (15 minutes each):

- *Geopolitics and Global Governance of Artificial Intelligence: Lessons from the Past 40 Years*, Professor Madeline Carr, Professor of Global Politics and Cybersecurity at University College London, UK
- *The Cultural Theory of Globalization and the Advent of the Artificial Intelligence Era*, Professor BING Zheng FGCA and Chinese Chair of Global China Academy Council, Former Vice-President of Jilin University, former Vice-President of Chinese Sociological Association, China

16:55-17:10 Presentation of certificates to GCA Fellows

Introduction of GCA and the Fellowships: Professor Xiangqun Chang FRSA FGCA, President of the Global China Academy, Honorary Professor of University College London (2015-20), UK

Presenters:

- Professor HOU Shiyuan FGCA, Academician and former Associate President and former Director of the Institute of Ethnology and Anthropology at Chinese Academy of Social Sciences, China
- Professor XIE Lizhong FGCA, former head of Department of Sociology, Peking University; former President of Chinese Sociological Association, China; Fellow and Chinese President of Global China Academy, UK

Recipients:

- China: GCA Fellows, Associate Fellows and Institutional Fellow
- Overseas: GCA Associate Fellows, Associate Fellows and Institutional Fellow

Group photo (Chair, all FGCAs including presenters and new Fellows)

17:10-17:20 Presentation of the Young Scholars' Paper Award

Presenters:

- Professor Xiangqun Chang FRSA FGCA, President of Global China Academy; Honorary Professor of University College London (2015–20), UK
- Ms ZHANG Yanli, The Party Secretary of the College of Arts and Media at Tongji University, China

Recipients: Five



Group photo (Chair, presenters and recipients of all the Young Scholars' Paper Award)

**17:20**            **Close**

\* \* \*

**17:30-18:30**    **Break** / GCA Board of Trustees meeting (online and in person)

**18:30-22:00**    **Dinner: celebrating the conclusion of the 9th Global China Dialogue**

**Venue:** Kingswell Hotel Tongji, 50 Zhangwu Road, Yangpu District, Shanghai, China

- Chair: Mr Ian Stafford, founder of the Sport Club and a multiple award-winning English sports journalist, author (of 23 books) and broadcaster, UK
- Interpreter: Mr Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy. UK

18:30-18:40    Addresses (3 or 5 minutes each)

Speakers:

- Professor LI Yang, Academician and Former Vice-President of Chinese Academy of Social Sciences
- Professor ZHU Guanglei FGCA, Former Vice-President of Nankai University, China
- *Empowering the Integration of Finance and Real Economy in the AI Era*, Professor CHEN Qiwei, Director of the Yangtze Delta FinTech Institute, East China Normal University; Founder of Asia Business Group and Asia Business Capital, China (Special addresses)

18:40-21:30    Networking

21:30-21:55    Short videos playing from absent speakers (2-3 minutes each video)

Speakers:

- *Greetings at Opening Session*, Matthew Burney CMG, Consul-General, Shanghai, Embassy of the United Kingdom in China (tbc)
- *Artificial intelligence: challenges today*, Patrick Baert, Professor of Social Theory at the University of Cambridge and a Fellow of Selwyn College, Cambridge, UK
- *Digitalization and Artificial Intelligence drive social change*, Professor LIU Shaojie, Former Director of Research Centre for Studies of Sociological Theory and Methods, Renmin University of China; Chair Professor of School of Social Sciences and Political Science, Anhui University, China
- *The Impact of AI on International Business and Management*, Professor Martin Lockett, Department of International Business and Management, Former Dean of the Faculty of Business, University of Nottingham Ningbo China, UK
- *Four Key Nodes for Effective Communication in the Future: From Content Engagement to Value Alignment*, Professor YU Guoming, Executive Dean of the School of Journalism and Communication at Beijing Normal University, China
- Address at *Dinner*, Dr Yuan Cheng, Country Head of Russell Reynolds Associates Greater China; Trustee of the Board of Trustees, Global China Academy

21:55-22:00    Group photo

**22:00**            **Close**

## VII Speakers' and Chairs' biographies, abstracts and contributions

(in order of appearance)

### Opening Session

**Chair:** Professor LI Linxue



**Professor LI Linxue** FGCA PhD, tenured Professor of Tongji University, Dean of College of Arts and Media of Tongji University, PhD supervisor at College of Architecture and Urban Planning of Tongji University, director of Center of Energy and Thermodynamic Architecture, Tongji University, co-chair of leading interdisciplinary programme of Low-Carbon Cities and Green Buildings, high-level visiting scholar of Graduate School of Design Harvard University, visiting architect of the Presidential programme '50 Architects in France', and Graham Wills visiting professor of School of Architecture at University of Sheffield. He is co-author and deputy editor-in-chief of *Urban Waterfront Research: 30 Years* (2023), *Thermodynamic Vernacular Architecture* (2023), *Thermodynamic Architecture and Body* (2023), *Contemporary Media Theory from Mondial Perspectives Series* (2023), *Urban – Rural Communication* (2023), *Thermodynamic Architectural Prototypes* (2019), *Air Through the Lens of Thermodynamic Architecture: Design against Smog* (2016), *Shanghai Outstanding Young Architects – LI Linxue* (2019). His works have been selected in many exhibitions, such as 'Internal Construction' in the exhibition in the Pavilion of PR China at the 17th International Architecture Exhibition – La Biennale di Venezia (2020) and Harvard University Contemporary Chinese Architecture Exhibition (2018). He has published more than one hundred journal articles and led the construction of Hangzhou Civic Centre and other important design works.

### Contributions

- Chair of Global China Dialogue Organizing Committee
- Chair of the Opening Session
- Speaker on Panel IV
- Presentation of certificates to GCA Fellows
- Participating in one day events

### Greetings

**Speakers:** Prof. ZHAO Qizheng, Prof. Lü Peiming, Prof. WANG Lei and Prof. Xiangqun Chang



**Professor Zhao Qizheng**, former Dean of the School of Journalism at Renmin University of China and the Dean of the Binhai Development Research Institute at Nankai University. He has also served as a Standing Committee Member of the Chinese People's Political Consultative Conference (CPPCC), Chair of the Foreign Affairs Committee, former Director of the State Council Information Office, Vice Mayor of Shanghai, and the first Director of the Pudong New Area Administrative Committee. His book, *The Pudong Miracle: A Case Study of China's Rapid Economic Development*, has provided valuable insights for the economic development of other regions in China. Among his other prominent works are *Cross-Border*

*Dialogue: The Wisdom of Public Diplomacy and Public Diplomacy and Cross-Cultural Communication*, which are based on his extensive experience on the international stage. These works emphasize that public diplomacy is not just about communication between governments but also a bridge between peoples, playing a crucial role in enhancing a nation's 'soft power'. Professor Zhao has received multiple international recognitions, including the 'Icebreaker Award' from the UK's 48 Group Club in 2012. He summarizes his 'creative journey' in the UK with the words 'innovation, creativity, and creation', reflecting his core belief in public diplomacy and cross-cultural communication – promoting creative dialogue between different cultures through innovation and communication, contributing to world peace and development.

### Contributions

- Greetings at the Opening Session
- Group photo



**Professor Lü Peiming**, Executive Vice President of Tongji University and a Professor of English Language and Literature. He has extensive experience and profound academic achievements in English education and intercultural communication, having dedicated many years to English teaching and higher education management. Previously, he served as the Education Consul at the Chinese Consulate General in Houston. Professor Lü led the ‘Contemporary China’ English-taught course series, which received multiple honours from the Ministry of Education and the Shanghai Municipal Government. Academically, he has published numerous papers, translated and published ten children’s literature classics, and co-authored several textbooks. In December 2023, Professor Lü was invited to participate in the World Chinese Language Conference held in Beijing, where he spoke at the main forum and plenary session, sharing Tongji University’s experiences and achievements in international Chinese education.

### Contributions

- Greetings at the Opening Session
- Group photo



**Professor WANG Lei**, Professor at the School of Electronics and Information Engineering, Tongji University; Council Member of the Chinese Association for Artificial Intelligence; Secretary-General of the Shanghai Artificial Intelligence Society, former Vice Chairman of the IEEE Shanghai Section, Secretary-General of the Natural Computation and Digital Intelligent City Professional Committee of the Chinese Association for Artificial Intelligence, Secretary-General of the Shanghai Artificial Intelligence Society, and Deputy Secretary-General of the Shanghai Microcomputer and Application Society. Professor Wang has received the Second Prize of the Higher Education Science and Technology Award from the Ministry of Education. He has authored four monographs, co-edited three books and translations, and published over a hundred academic papers. Additionally, he serves on the editorial boards of several academic journals, including the *International Journal of Bio-inspired Computation* and the *Journal of Intelligent Systems*.

### Contributions

- Greetings at the Opening Session
- Presentation in a half day event



**Professor Xiangqun Chang** FRSA FGCA, President of the Global China Academy (GCA), a UK-based independent global fellowship that promotes comprehensive studies on China in the social sciences and humanities. She has held positions as Honorary Professor at University College London, Professorial Research Associate at SOAS, University of London, Visiting Professor at the University of Westminster, and Research Fellow at the London School of Economics (LSE) and City, University of London. In China, she has been a Distinguished Professor at Nankai University, Honorary Professor at Jilin University, and has visited or held various Professorships and Senior Fellowships at Peking University, Renmin University, Fudan University, and Sun Yat-sen University. Her academic publications exceed three million words (in both English and Chinese), with notable works including *Guanxi or Li Shang Wanglai?: Reciprocity, Social Support Networks and Social Creativity in a Chinese Village* (Chinese 2009, English 2010). She is the only UK-based sociologist trained in both China and the UK, working interdisciplinarily in universities on the social scientific study of China since arriving in the UK as a Visiting Fellow in 1991. Professor Chang was selected by the Presidents of the International Sociological Association (ISA) as one of 15 sociologists worldwide who were ‘called upon to adapt the discipline to the upheavals of the twenty-first century’ (see *Practicing Social*

*Science: Sociologists and Their Craft*, by Devorah Kalekin-Fishman, Routledge, 2017). Xiangqun is also the Editor-in-Chief of Global Century Press (GCP) and is currently in charge of the publication of four academic journals and eight book series (in both English and Chinese). She serves as Editor of the Journal of China in Global and Comparative Perspectives and the book series ‘Chinese Concepts’, ‘Globalization of Chinese Social Sciences’, ‘China and Chinese in Comparative Perspectives’, ‘Transcultural Experiences with “Three Eyes”’, and the Global Chinese Dialogue Proceedings.

#### Contributions

- Chair of Global China Dialogue Organizing Committee
- Greetings at the Opening Session
- Introduction to the Fellowship Awards ceremony at the Closing Session
- Participating in Board of Trustees’ meeting
- Participating in one day events

#### Keynote speeches

**Speakers:** Professor Tony McEnery and Professor Jiang Huiling



**Professor Tony McEnery** FAcSS, FRSA, FGCA and Chair of Global China Academy Council, Council Member of Academy of Social Sciences; Founding Director of the Corpus Approaches to Social Science (CASS) Research Centre and a Distinguished Professor of English Language and Linguistics at Lancaster University; Distinguished Chair Professor at Xi’an Jiaotong University. He was previously Interim Chief Executive, Chief Accounting Officer, Deputy Chair of Council, Director or Research (2016-2018), and Director of the Centre for CASS at the Economic and Social Research Council (ESRC). In addition to that, he served as Director of Research at the Arts and Humanities Research Council (AHRC). He is a Council

Member of the Academy of Social Sciences; Chair of Global China Academy Council, and Changjiang Chair Professor of Xi’an Jiaotong University. Besides, he was Dean of the Faculty of Arts and Social Sciences and Head of Department of the Department of Linguistics and English Language at Lancaster University. A leading scholar in the field of corpus linguistics, he has published widely on the interrelation between language and social life, notably in the area of the online and print media. His books include *Corpora and Discourse Studies: Integrating Discourse and Corpora* (with Baker, 2015) and *Discourse Analysis and Media Attitudes* (with Baker and Gabrielatos, 2013).

**Title:** AI, Ethics and the Humanities in the UK

**Abstract:** This talk will survey the intersection of Artificial Intelligence (AI), ethics, and the humanities in the UK. It integrates insights from bibliometric analyses, interviews with various stakeholders, and reviews of existing research infrastructure and policies. The talk examines the current state of AI ethics research in the UK, identifying the contributions of the arts and humanities, the obstacles researchers face, and the potential impacts of their work. It also considers the international research environment and strategic investments made by other countries in AI and ethics, drawing comparisons with the UK’s approach. Opportunities and threats are identified within the context of academia, public perception, and commerce, including the impacts of AI on diverse populations and industries. The talk will conclude by considering how the situation in the UK may compare with that in China.

#### Contributions

- Chair of Global China Dialogue Organizing Committee
- Keynote speech [pre-recorded]



**Professor JIANG Huiling**, Dean and Distinguished Professor of the School of Law at Tongji University, as well as the Director of the China Applied Jurisprudence Institute and Secretary-General of the China Judicial Theory Research Society. He holds both a bachelor's and a master's degree in law from China University of Political Science and Law, and a master's degree in public law from the University of Montreal, Canada. Jiang worked at the Supreme People's Court of China for 33 years, holding various positions in the Research Office, the General Office, the China Applied Jurisprudence Institute, the Judicial Reform Office, and the National Judges College. He was responsible for drafting judicial interpretations,

judicial reforms, legislative participation, applied jurisprudence research, and judicial training. His expertise spans multiple areas, and he has rich practical experience and a strong theoretical foundation in the judicial system, administrative law, procedural law, and jurisprudence. Many of his research findings and viewpoints have been adopted by central government departments and are highly regarded by the legal community. His scholarly contributions are extensive, with notable works such as *Research on the Issue of Independent Adjudication* and *Knowledge and Action in Judicial Reform*. He has published over 400 papers.

**Title:** Judicial Reform in the Era of Artificial Intelligence: The Contest between Justice and Efficiency

**Abstract:** The rapid development of Artificial Intelligence has brought about comprehensive changes in social life and has already impacted the functioning of the judicial system. Chinese courts have embraced new technologies in their judicial work, applying AI and implementing a series of judicial reforms. In the process of AI application, Chinese courts adhere to five principles: safety and legality, fairness and justice, judicial assistance, transparency and trustworthiness, and public order and good customs. AI is primarily used in areas such as evidence review and judgment, legal recommendation, similar case recommendation, judgment assistance, legal document drafting assistance, electronic dossier generation, and trial management. Throughout the process, the balance and contest between judicial fairness and judicial efficiency are constantly reflected. Moreover, Chinese courts have also made useful explorations in adjudicating new types of cases brought about by AI, including those involving algorithmic fairness and transparency, legal liability in autonomous driving accidents, and intellectual property rights of AI-generated works.

#### *Contributions*

- Keynote speech (pre-recorded)
- Group photo
- Participating in one day events

### **Panel I: Ethical Frameworks and Accountability in Artificial Intelligence**

**Chair:** Professor Shuhua Zhou



**Professor LIN Sijie**, Professor in the College of Environmental Science and Engineering at Tongji University, as well as Deputy Dean of the Graduate School and the Deputy Director of the Key Laboratory of Yangtze River Water Environment under the Ministry of Education. He earned his PhD in Materials Science and Engineering from Clemson University, USA. His research focuses on environmental chemistry and toxicology of nanomaterials, as well as AI-enabled high-throughput toxicity analysis methods. Professor Lin has long been dedicated to developing green, low-toxicity functional nanomaterials and has led numerous national and provincial research projects with total funding exceeding 10 million RMB. He has published over a hundred academic papers with more than 13,000 citations and has been named an Elsevier Highly Cited Chinese Researcher for five consecutive years. Additionally, he serves as an associate editor or editorial board member on several international journals and holds positions in various social organizations, such as a committee member of the Central Committee of the China Zhi Gong Party. In recognition of his contributions to research, he has received honours including the Shanghai May 4th Youth Medal and the Outstanding Teacher Award for Ethics and Conduct at Tongji University.

published over a hundred academic papers with more than 13,000 citations and has been named an Elsevier Highly Cited Chinese Researcher for five consecutive years. Additionally, he serves as an associate editor or editorial board member on several international journals and holds positions in various social organizations, such as a committee member of the Central Committee of the China Zhi Gong Party. In recognition of his contributions to research, he has received honours including the Shanghai May 4th Youth Medal and the Outstanding Teacher Award for Ethics and Conduct at Tongji University.

#### *Contributions*

- Chair of Panel I
- Participating in one day events



**Plenary speakers:** Professor Joe Burton, Dr Niall Curry, Ms Lara Groves and Professor ZHANG Xiaodong



**Professor Joe Burton**, Professor of International Security, Department of Politics, Philosophy and Religion (PPR) at Lancaster University, having joined in July 2023 as part of the Security and Protection Science initiative. Previously, he held positions at the University of Nottingham and University of St Andrews, and was a Marie Curie Fellow at Université libre de Bruxelles. His expertise lies in cyber conflict, emerging technologies, and international security, teaching courses in cyber security, AI, and strategic studies. He has served as a ministerial adviser in New Zealand and the UK, with roles in policy development and political coordination. He holds a PhD in International Relations and has received fellowships from the US Department of State, along with lecturing at NATO's Cyber Defence Centre. His research has been funded by NATO and the European Commission, among others.

**Title:** Irresponsible AI: Deconstructing the Responsible AI Narrative

**Abstract:** The term 'Responsible Artificial Intelligence' has emerged to describe efforts to encourage responsibility in AI development and deployment processes including in national governments, the tech sector, and international organizations. Despite the term becoming fashionable and even central to AI development, it has received little conceptualization or critical attention in scholarship. Drawing on literatures on AI ethics and cognitive sciences, this paper provides a critique and deconstruction of the concept and practice of Responsible AI. The argument is that greater attention to irresponsible use of AI is needed: i.e. the ways AI has been used irresponsibly, including when, how and with what consequences. Shifting the debate towards irresponsibility provides a better base through which to understand the risks and pitfalls of AI. The paper is in three sections. The first explores the emergence of the Responsible AI narrative and provides a conceptualization of what responsibility means in an AI context. The second builds our case that irresponsibility should be a fundamental ethical consideration, especially when driven by socio-political dynamics including hubris, accelerationism, profit seeking, and a lack of regulatory oversight. The final section provides illustrative case analysis of where AI has been used irresponsibly.

#### *Contributions*

- Speaker on Panel I [pre-recorded]



**Dr Niall Curry** FRSA SFHEA, Senior Lecturer in TESOL and Applied Linguistics within the Department of Languages, Information, and Communications at Manchester Metropolitan University. His research spans various topics in applied linguistics, including contrastive linguistics, corpus linguistics, discourse analysis, English-medium instruction, second language acquisition, and systemic functional linguistics. He serves as Co-Editor of the Routledge Applied Corpus Linguistics series and contributes to the Encyclopaedia of Language and Linguistics as a Section Editor. He is also a Fellow of the Royal Society for Arts and a Senior Fellow of the Higher Education Academy. Dr Curry's research has received funding from organizations such as UKRI and the King Sejong Institute Foundation. After completing a PhD at the University of Limerick in 2020, he worked at Cambridge University Press as a Senior Research Manager before joining MMU as a lecturer. His current research focuses on language related to global crises, such as climate, health, and economics, exploring how knowledge is constructed across different contexts and cultures. Additionally, he conducts research on language pedagogy, TESOL materials development, and digital pedagogies. He supervises students in areas such as contrastive linguistics, corpus studies, academic discourse, and the language of global crises.

**Title:** Generative AI: Ethics, Reliability, and Representation

**Abstract:** In the wake of the launch of publicly accessible and user-friendly generative Artificial Intelligence (GenAI) tools, such as ChatGPT, researchers, educators, and students across the globe began to grapple with the relevance and affordances of these tools to their professional and educational practices. Yet, despite the initial excitement they mustered, this global proliferation of GenAI tools has been met with mixed reception. On the one hand, GenAI has been seen as a means to overcome weaknesses in automated qualitative research,

mitigate the impact of limited digital literacies on end users, and support students and writers to produce intelligible and accessible texts. On the other hand, ethical issues apparent in the training, development, and maintenance of large language models, the non-deterministic nature of the outputs of GenAI tools, and the shades of bias reconstructed by these tools render their widespread application in research and education challenging. Recognizing both the promises that GenAI poses for research and education and the barriers to the effective usage of GenAI tools therein, in this talk I reflect on the ethical implications of using GenAI within the research process, as well as questions surrounding the reliability of GenAI in research and education, the language that GenAI tools represent, and how GenAI tools are understood and represented in a range of contexts. The implications of the research discussed in this talk serve to offer guidelines for an ethical engagement with GenAI tools in research and education.

#### *Contributions*

- Speaker on Panel I
- Participating in one day events



**Ms Lara Groves**, Senior Researcher (Emerging Technology and Industry Practice) at the Ada Lovelace Institute, a leading UK authority dedicated to ensuring that data and Artificial Intelligence serve humanity and society. Through research, policy, and practice, it strives to fairly distribute the benefits of data and AI, focusing on how technology can help build a better society. Her most recent project explored the role of third-party auditing regimes in AI governance. Lara has previously led research on the role of public participation in commercial AI labs and on algorithmic impact assessments. Her research interests include practical and participatory approaches to algorithmic accountability and innovative policy solutions to challenges of governance.

Before joining Ada, Lara worked as a tech and internet policy consultant, and has experience in research, public affairs and campaigns for think-tanks, political parties and advocacy groups.

**Title:** Auditing Work: Exploring the New York City Algorithmic Bias Audit Regime

**Abstract:** In July 2023, New York City (NYC) implemented the first attempt to create an algorithm auditing regime for commercial machine-learning systems. Local Law 144 (LL 144) requires NYC-based employers using automated employment decision-making tools (AEDTs) in hiring to be subject to annual bias audits by an independent auditor. In this paper, we analyse what lessons can be learned from LL 144 for other national attempts to create algorithm auditing regimes. Using qualitative interviews with 17 experts and practitioners working in the regime, we find LL 144 has failed to create an effective auditing regime: the law fails to clearly define key aspects like AEDTs and what constitutes an independent auditor, leaving auditors, vendors who create AEDTs, and companies using AEDTs to define the law's practical implementation in ways that failed to protect job applicants. Several factors contribute to this: first, the law was premised on a faulty transparency-driven theory of change that fails to stop biased AEDTs from being used by employers. Second, industry lobbying led to the definition of what constitutes an AEDT being narrowed to the point where most companies considered their tools exempt. Third, we find auditors face enormous practical and cultural challenges gaining access to data from employers and vendors building these tools. Fourth, we find wide disagreement over what constitutes a legitimate auditor and identify four different kinds of 'auditor roles' that serve different functions and offer different kinds of services. We conclude with four recommendations for policymakers seeking to create similar bias auditing regimes that use clearer definitions and metrics and more accountability. By exploring LL 144 through the lens of auditors, our paper advances the evidence base around audit as an accountability mechanism and can provide guidance for policymakers seeking to create similar regimes.

#### *Contributions*

- Speaker on Panel I
- Participating in one day events



**Professor ZHANG Xiaodong** FGCA, Chinese Non-Executive Chair of Global China Academy Council; CEO of Agile Think Tank (<http://www.agile.org.cn>), and a recipient of a major national talent project. He also serves as Vice President and Secretary General of the China Management Science Society, Vice Chair of the China Science and Technology Consulting Association, Founder of the Agile Think Tank, and Dean of the Cloud Manufacturing Research Institute. Holding a PhD in Management, he is an adjunct or visiting professor in diverse fields, including computer science, mechanical and electrical engineering, humanities, social sciences, and management, at several universities in China and abroad, such as Southeast University, Hohai University, and Macau University of Science and Technology. For over 30 years, he has been engaged in research, development, and practice in data science, advanced manufacturing, management science, and industrial policy. He is the chief editor of the *Management Blue Book* and the organizer of the ‘Dongshahu Forum – China Management 100’.

**Title:** Smart Governance: Starting from the Logic of the ‘D-Industry’

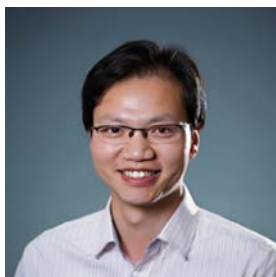
**Abstract:** Human society has undergone primitive civilization, agricultural civilization, and industrial civilization, and today it is evolving towards the D-industry civilization. The current surge in the digital economy and the wave of digital intelligence it brings are both the culmination of the industrial economy and the beginning of the D-industry economy. Drawing on 30 years of experience in research, development, and practice in information technology, advanced manufacturing, management science, and industrial policy, the speaker will explore how to achieve ‘smart governance’ through the fusion of data and intelligence from the perspective of the D-industry economy – a governance model oriented towards the D-industry. He will delve into the application of data science and Artificial Intelligence technologies in modern governance, particularly how data-driven decision-making and intelligent analysis can enhance the precision, transparency, and efficiency of decisions. Additionally, he will discuss specific management practice cases, such as the *Management Blue Book* (which he edited) and the Dongshahu Forum – China Management 100, to demonstrate how governance models in the D-industry era address complex social and ethical challenges, ensuring that governance structures operate efficiently while maintaining accountability and ethical standards in a rapidly evolving technological environment.

*Contributions*

- Member of Global China Dialogue Organizing Committee
- Speaker on Panel I
- Presentation in a half day event

**Panel II Artificial Intelligence in Society Building and Governance**

**Chair:** Professor LI Boyi



**Professor LI Boyi**, Secretary of GCA Chinese Council, Professor of Management, School of Business Administration, Nanjing University of Finance and Economics; Director of Agile Think Tank Wuxi Branch, China. Boyi was a Fellow in the Information Systems and Innovation Group, the London School of Economics and Political Science. He is interested in ICTs for global development. He works on the relational approach to social innovation, and empirically studies the movements of creative economy and sustainable practices in developing context. Dr Li currently teaches the theoretical foundations of information systems, innovating organisational IT, and research design for the MISDI programme.

*Contributions*

- Secretary-general of Global China Dialogue Organizing Committee
- Chair of Panel II
- Participating in one day events



**Plenary speakers:** Mr Martin Garthwaite, Mr HU Yi, Dr Huang Hui, Mr DU Yichao and Professor LI Benqian



**Mr Martin Garthwaite** FRSA, Account Excellence Manager, Co-Chair of the Social Mobility Network PwC, UK. He is an accomplished Agile Coach, Senior Scrum Master, and Programme Manager with extensive expertise in digital transformation and IT project management across various industries. He holds advanced degrees in history, design, information security, and technology from leading institutions such as the University of Cambridge, the University of Oxford, and Imperial College London. With over two decades of experience, Martin has led significant business and technical initiatives for major organizations, including PwC, Shell, and BAE Systems. He is particularly skilled in agile methodologies, stakeholder engagement, and delivering complex, multi-sector projects. Martin is also a member of several professional bodies, including the British Computer Society.

**Title:** Governance in the Age of AI: Exploring New Paradigms

**Abstract:** The rapid evolution of Artificial Intelligence (AI) is reshaping societal structures and human management in unprecedented ways. This presentation, ‘Future Social Governance and Human Management’, explores the profound impact of AI on governance models, decision-making processes, and the organization of human affairs. It analyses how AI-driven systems enhance efficiency in resource allocation, surveillance, and policy-making, while raising ethical concerns about privacy, inequality, and control. By examining case studies and theoretical frameworks, the presentation highlights both the opportunities and challenges AI presents for future governance, emphasizing the need for adaptive and inclusive strategies in the management of human societies. This exploration aims to provoke thought on the evolving relationship between technology and governance in a rapidly changing world.

*Contributions*

- Speaker on Panel II
- Participating in one day events



**Mr HU Yi**, Director of the Data Bureau of Wuxi City, Jiangsu Province, primarily responsible for the city’s digital transformation, digital government, digital economy, digital society, and public service operations. He has led the formulation of a series of foundational data regulations and completed the top-level design for a new smart city. Wuxi has consecutively won the World Smart City Award and the Leading Smart City of China award. Mr Hu was also honoured with the Leading Expert Award at the 2021 Global Smart City Congress. He holds master’s degrees from the London School of Economics and Tongji University and was a 2006-2007 Chevening Scholar under the UK Foreign and Commonwealth Office. He is the author of the book *A Promising Future: Walking with Artificial Intelligence*.

**Title:** The Wuxi Case of AI Empowering Modern Urban Governance

**Abstract:** To promote economic and social development, Wuxi has actively explored the integration of Artificial Intelligence technology with modern urban governance, creating a series of refined governance scenarios. Through three typical cases, Wuxi’s efforts in advancing AI-powered urban governance are introduced: optimizing traffic signals to drive vehicle-road-cloud integration, strengthening the ‘city brain’ to help build a more liveable city; using intelligent monitoring and early warning systems for flood and typhoon prevention, enhancing the ‘city eye’ to contribute to a resilient city; and establishing a rapid response platform for public opinion, turning citizen voices into actionable decisions, strengthening the ‘city ear’ to foster a smarter city.

*Contributions*

- Speaker on Panel II
- Participating in a half day event



**Dr Huang Hui**, CEO of Shanghai Tianli Software incorporated and the Honorary President of the Shanghai Information Society. He previously taught at the Foreign Languages Department of Tsinghua University and later pursued his PhD at Beijing Foreign Studies University under the supervision of Professor Xu Guozhang. In 1989, he went to study in the United States, where he earned his master's and PhD degrees in Information Sociology from the University of North Carolina under the supervision of Professor Craig Calhoun (former Director of the London School of Economics). He later taught at the University of Leuven in the US and became a tenured professor. Additionally, he worked as an IT Consulting Manager at Andersen Consulting, where he served as a data mining consultant for institutions such as MBNA Bank, FirstUSA Bank, the US National Academy of Medicine, and John Deere. Upon returning to China in 2001, Dr Huang served as the Director of the Internet Research Centre at the Shanghai Academy of Social Sciences. He also founded Shanghai Tianli Software Inc., where he serves as CEO. He successfully developed China's first large-scale data mining and statistical analysis software – the Markway Analysis System – filling a major gap in the country's technology landscape. Dr Huang has published *Markway Software and Contemporary Data Analysis* and contributed numerous papers to domestic and international academic journals on topics such as smart cities, internet sociology, and the impact of information technology on economic development. His research includes topics like 'Smart Cities: The New Direction of Shanghai's Information Construction' and 'The Contribution of Information Technology to Shanghai's Economic Development'. He has received multiple honours and held various key positions, including the Shanghai Talent Development Award and recognition as a 'Leading Figure in China's Business Intelligence'.



**Mr DU Yichao**, PhD Researcher at the Institute of Advanced Studies and Department of Anthropology at University College London, and Director of the Wuxi Institute of New Culture. He was awarded the UK Foreign Office Chevening Scholarship and graduated with distinction from Durham University, where his thesis was titled 'Socio-cultural Anthropological Study of Urban Migration: People from Northern Jiangsu in Wuxi'. He is currently writing his PhD dissertation at UCL, titled 'Shaping Digital Twin Cities: China's Modernization and Digital Governance'. His published translation is *Levelling Mountain-high Gaps: Lessons from China's Leading Rural Educators* (translated from Chinese, 2022). Two English-to-Chinese translation projects are currently in progress: *China and the Shared Human Future: Exploring Common Values and Goals* (authored by Martin Albrow, edited by Xiangqun Chang) and *Digital Anthropology* (2nd Edition). His multimedia productions, such as *From the Soil*, *Invest in Shanghai*, *Beijing or Not*, and *World Internet of Things*, have collectively amassed over a billion views and received more than a dozen international and professional awards.

**Title:** The Rise of Data-ism and the Digital Transformation of Urban Governance

**Abstract:** This collaborative plenary speech consists of two parts, focusing on the rise of data-ism and its application in digital twin cities. The first part analyses how data has become central to social governance, highlighting its critical role in understanding social behaviour and driving decision-making through topics such as data generation, privacy, security, and sharing. The second part focuses on digital governance in China's modernization, demonstrating how the construction of digital twin cities enhances urban management efficiency through data technologies. It covers aspects such as technocratic governance, performative governance, infrastructure, and platform governance. While data governance brings challenges such as surveillance and commodification, it also empowers the transformation of modern cities. Research indicates that data-ism has become a core driving force in urban digital transformation, and digital twin cities showcase the extensive application of data in contemporary society and the related privacy and ethical issues it raises.

#### *Contributions*

- Representative of sponsorship organization
- Speaker on Panel II
- Participating in one day events



**Professor LI Benqian**, Distinguished Professor and a Level-Two Professor at the School of Media and Communication at Shanghai Jiao Tong University, as well as a PhD supervisor and a recipient of the Ministry of Education’s Changjiang Scholar Distinguished Professorship. He has a broad influence in the field of communication studies and has been selected for several national high-level talent programmes, earning multiple academic honours. As one of China’s first PhD holders in communication studies, he has led over 40 major, key, and general projects funded by the National Social Science Fund. He has received more than 30 awards, including the Ministry of Education’s ‘University Scientific Research Achievement Award’, and over 20 teaching awards, including national-level top courses. He has published over 130 papers and authored more than 10 monographs. His research areas encompass cultural industries, media economics, and communication theory and strategies. His research outcomes are not only highly regarded in academic circles but also serve as significant references for policy-making and industry development. He also holds key positions in several domestic and international academic organizations, including serving as a member of the Aubrey Fisher Mentor Award Committee of the International Communication Association (ICA). Additionally, he is Director and Chief Expert of the Shanghai Cultural and Creative Industries Development Strategy Research Base, a think tank for higher education institutions in Shanghai, and is editor-in-chief of the *Blue Book of China’s Media International Competitiveness Report*.

**Title:** The Ethical Evaluation and Governance of Generative Artificial Intelligence (AIGC) Algorithms

**Abstract:** This topic consists of three sections: issues faced by the ethics of Generative Artificial Intelligence (AIGC) algorithms, ethical evaluation of algorithms, and governance of algorithm ethics. First, the 13 ethical issues faced by AIGC algorithms are summarized and outlined from the perspectives of technology, society security, and law. Next, based on a review of relevant theories on the ethical evaluation of AIGC algorithms a relatively systematic AIGC algorithm ethics evaluation framework is proposed to address these issues. Finally, experiences in AIGC algorithm governance from China, Europe, the United States, and international organizations are systematically reviewed. Building on the aforementioned AIGC algorithm ethics evaluation framework, a multi-layered governance model that includes legal, normative, technical and ethical dimensions is constructed, with the aim of fostering an ecosystem for the development of human-machine symbiotic generative Artificial Intelligence (AIGC).

*Contributions*

- Speaker on Panel II
- Participating in one day events

**Panel III Global Shifts in Perceptions and Attitudes in the AI Era**

**Chair:** Mr Kai Liang



**Mr Kai Liang**, Event Officer of Global China Academy. He is Director of Business Development of MEL Science – the world’s leading innovative Science Education content company, with award winning VR and AR contents as well as a full range of science learning kits and thousands of original videos. While MEL Science is focusing on B2C delivery, Kai and Daniel Sullivan have co-founded MEL Scholar, to reinvent primary school science curriculum from scratch. MEL Scholar achieved a revenue of \$120,000 within three months of registration, already completed most of the original modernized science curriculum for primary schools in US and UK, including demo kits for teachers and home experiment kits for kids, as well as a full range of teacher training services, and is receiving strong interests from Hong Kong and Korea already.

Kai also co-founded a few VR and EdTech companies including Smart Stone Technologies based in Sydney, which has won many projects in many countries in the areas of VR- and AR-assisted education. Another company Kai co-founded, xSpaces.io, has already completed the seed investment round and is quickly becoming a leading global Metaverse platform and ecosystem solution.

Prior to these, Kai was director of a series of leading VR education companies, as well as former Vice-President of Dimenco in the auto-stereoscopic 3D industry. One of his key deals was to sell 15% of Di-

menco's share to Chinese listed company Leyard. Kai has been a serial entrepreneur with many successes in funding and management after a 10-year experience of management consulting roles for leading UK and US firms. He graduated from Bristol University with a Computer Science degree and is a keen golfer. Kai also led a golf software company as requested by one of his investors, and has organized many golf tournaments in Beijing.

#### *Contributions*

- Secretary-general of Global China Dialogue Organizing Committee
- Chair of Panel III
- Interpreter at Dinner
- Participating in one day events

**Plenary speakers:** Mr Elliot Jones, Professor GONG Weigang, Mr Ed Holroyd Pearce and Professor Shuhua Zhou



**Mr Elliot Jones**, Senior Researcher (Society, Justice and Public Services) at the Ada Lovelace Institute, the leading UK authority dedicated to ensuring that data and Artificial Intelligence serve humanity and society. Through research, policy, and practice, it strives to fairly distribute the benefits of data and AI, focusing on how technology can help build a better society. He is currently working on rapid response policy work. At Ada, he has previously led research on the ethics of public service media recommendation systems, vaccine passports and digital contact tracing apps. Elliot has previously been a Researcher at Demos' Centre for the Analysis of Social Media, working on the Online Safety Bill, online disinformation and advertising transparency. He was also a 2022 Summer Fellow at the Centre for Governance of AI.

**Title:** Under the Radar? Examining the Evaluation of Foundation Models

**Abstract:** This paper explores the evaluation landscape for foundation models, which are AI systems capable of performing a wide range of tasks across various domains. Foundation models, such as OpenAI's GPT-4 and Google's Gemini, are increasingly integrated into popular products, yet their safety, performance, and real-world impact are difficult to assess. The study examines the methods currently used to evaluate these models, including benchmarking and red teaming, and highlights theoretical, technical, and social challenges. Semi-structured interviews with 16 experts from foundation model developers, independent evaluators, academics and policymakers, as well as a literature review, reveal significant limitations in current evaluation practices. The paper finds that while evaluations are crucial, they are insufficient on their own to guarantee the safety of these AI models. Current evaluations often lack external validity or connection real-world impact, prioritize corporate over public needs, lack consistent standards, and are susceptible to manipulation. The paper concludes by recommending improvements in evaluation methodologies, including the development of more context-specific, robust evaluations, greater transparency about evaluation practices and actions taken as a result of evaluations, and greater access for researchers conducting independent evaluation.

#### *Contributions*

- Speaker on Panel III
- Participating in one day events



**Professor GONG Weigang**, Director of the Media Big Data Research Centre at the School of Sociology, Wuhan University. His primary research interests include computational sociology, computational politics, computational communication, and other related fields, including big data and AI for social sciences, research on internet public opinion, social attitudes and social mentality, social cognition, and digital society. He has published more than 40 papers in SSCI and CSSCI journals, such as *China Journal*, *Journal of Chinese Sociology*, *Political Science Research*, and *China Population Science*, along with several academic monographs, including *Methods and Practice of Computational Sociology*.

**Title:** Western Attitudes and Perceptions of China: 200 Years of Evolution – An AI and Internet Archive Analysis



**Abstract:** This study analyses the evolution of Western attitudes and perceptions of China over the past 200 years using Google book text data and contemporary social media big data, aided by Artificial Intelligence large models. From historical data, it is evident that between 1800 and 1900, the Western world experienced three significant emotional shifts in its attitudes towards China, with pivotal moments occurring in 1839 and 1890. In the historical periods demarcated by these key events, the topics, styles, emotional tones, and cognitive inclinations in Western narratives about China underwent substantial transformations. From contemporary social media big data, it is apparent that with China's rise, the Western world, led by the United States, has seen a significant shift in attitudes and perceptions of China since 2010. Before 2016, American perceptions of China oscillated between collaborator and competitor, but after 2016, the perception of China has quietly shifted, with its role increasingly seen as that of an adversary, competitor, and enemy. This study incorporates relevant theories from cognitive science and international political psychology to analyse the logic behind the shifts in Western attitudes and perceptions of China.

#### *Contributions*

- Member of Global China Dialogue Organizing Committee
- Speaker on Panel III
- Participating in one day events



**Mr Ed Holroyd Pearce**, co-founder and president of Virtual Internships in the UK, has a rich background in the intersections of education, technology, entrepreneurship, and Asia. He is fluent in Mandarin and has studied at the University of Cambridge, Peking University, and SOAS (School of Oriental and African Studies), University of London, and completed his Executive MBA at Bayes Business School, City, University of London. He has served as a board member of the China–Britain Business Council and as Chair of the 48 Group Club Young Icebreakers, and he is also an adviser to several companies and charities. He regularly shares his insights in the fields of employability and the future of work, covering topics such as entrepreneurship, venture capital, skills development, and social mobility.

He has founded two companies. The first, CRCC Asia, focuses on providing in-person internship programmes in Asia for students from the UK, the US, and other non-Asian regions. The company has grown organically to achieve annual revenues of \$5 million and has supported over 10,000 students. The second company, Virtual Internships, has followed a venture capital and private equity funding route, with a recent Series A valuation of \$43 million, including investment from Sequoia Capital. Together, the two companies have delivered over 20,000 in-person and online internship programmes globally, mainly through partnerships with over 200 universities and governments. These programmes focus particularly on providing opportunities for marginalized populations or those furthest from the job market, and operate in China, Vietnam, and several other countries around the world.

**Title:** AI-Driven Workplace Transformation and the Skill Development of Graduates

**Abstract:** In this presentation, Ed will explore the evolving concept of the ‘work-ready’ graduate within the context of an AI-centric workforce. Drawing on the implementation of global skills frameworks and data from over 20,000 young people across 60+ countries, he will examine emerging trends in non-industry-specific skills development. Ed will present key findings from studies conducted by his organization, along with insights from the broader educational and professional landscape.

**Abstract:** The discussion will focus on future-proof skills frameworks, featuring comprehensive data analysis from the UK, US, Canada, and Australia, while also engaging dialogue on how China is preparing its graduates for an AI-powered economy. How can we ensure that the benefits of AI adoption are accessible to a diverse, global population? What strategies can we employ to equip graduates with the competencies they need to thrive in this rapidly evolving, AI-dominated world? This session will delve into these pressing questions, offering insights on how to cultivate adaptable, forward-thinking graduates who are equipped to succeed in the complex, technology-driven environments of tomorrow.

#### *Contributions*

- Speaker on Panel III
- Participating in one day events



**Professor Shuhua Zhou**, Chair Professor at City University of Hong Kong and a Fellow of the International Communication Association (ICA). He is a former President of the Chinese Communication Association (CCA) (2017-2019) and Vice Chair of the Asia-Pacific Communication Alliance (ACPC) (2018-2025). Dr Zhou is the Editor-in-Chief of the *Journal of Broadcasting & Electronic Media*, and an editor for *Computers in Human Behavior* and *Communication & Society*. He also serves on the editorial boards of several SSCI-indexed journals. From 1988 to 1993, he worked as a news anchor and head of the English news group at Guangdong Television's News Department. He was also a Professor and Associate Dean

at the University of Alabama, and held the Leonard H. Goldenson Chair in Journalism at the University of Missouri. Dr Zhou has been a visiting professor at Nanyang Technological University in Singapore and the Chinese University of Hong Kong. Professor Zhou's main research areas include media information cognition, media psychology, media content and form, media effects, international communication, and visual communication. He has published academic books and textbooks, including *Media Reflections: Authoritative Interpretations of Journalism and Communication Education Abroad*, *Research Methods in Communication*, and *Media Effects and Social Change*. Additionally, he has authored nearly 100 journal articles and book chapters.

**Title:** Artificial Intelligence or Human Anchors? Audience Perceptions of News Broadcasting.

**Abstract:** AI anchors frequently appear in news broadcasts. However, it remains unclear whether AI anchors will enhance or replace human anchors. Some argue that AI anchors are limited in generating and producing the subtle nuances of natural human actions, such as gaze, gestures, tone of voice, and facial expressions. More importantly, it is uncertain whether news consumers will accept AI news anchors, especially concerning key news values such as credibility, quality, focus, and likeability. This empirical study reports the preliminary results of a piece of experimental research.

#### *Contributions*

- Speaker on Panel III
- Participating in one day events

### **Panel IV Applications of Artificial Intelligence in Health, Media, and Communication**

**Chair:** Professor QIAN Yufang



**Professor QIAN Yufang**, Associate Fellow of Global China Academy and Professor at Zhejiang Gongshang University's School of Foreign Languages, director of the Institute of Corpus Linguistics and Discourse Studies and a PhD supervisor. Her research focuses on discourse studies and corpus linguistics. She has authored three books and received multiple awards, including the third prize for outstanding research from the Ministry of Education and second prizes in both the Zhejiang and Jiangsu Provincial Philosophy and Social Sciences Awards. With over 30 papers published in top journals, Professor Qian has led or participated in over 10 national and provincial research projects. She currently leads sub-projects of major

national initiatives and serves as co-chief editor of the *Chinese Discourse Series* and editor-in-chief of *Corpus Approaches to Chinese Social Sciences*, and holds leadership roles in several academic committees. She has been recognized as an Outstanding Teacher in Zhejiang Province.

#### *Contributions*

- Chair of Panel IV
- Presentation of certificates to GCA Fellows
- Participating in one day events

**Plenary speakers:** Professor GU Yueguo, Dr Gavin Brookes, Professor SHEN Yang and Professor LI Linxue



**Professor GU Yueguo** FGCA, Artificial Intelligence and Human Language Research Lab, Beijing Foreign Studies University. He obtained an MA with Distinction in Language Studies and a PhD in Pragmatics and Rhetoric from the Department of Linguistics and Modern English Language Lancaster University, UK. He was also awarded a Certificate with a Mark of Distinction from the Sino–British Summer School of Philosophy by the British Academy and the Chinese Academy. He is Research Professor of Linguistics in the Chinese Academy of Social Sciences, Pro-Vice-Chancellor of Beijing Foreign Studies University, Executive Dean of the Institute of BeiWai Online Education and Head of Contemporary Linguistics Department, The Chinese Academy of Social Sciences. Between 2004 and 2011, he was Special Professor of the University of Nottingham, and visiting lecture professor of St Petersburg Polytechnic University. Gu is presently co-Chief Editor of the *International Journal of ChinaCALL*, former co-Chief Editor of *Contemporary Linguistics* (national) and Advisory Editor of *Journal of Pragmatics and Text* (international journals), and *Pragmatics* (the International Pragmatics Association Journal). He has published prolifically in Chinese and English since 1982. Recent publications include *Studies in Pragmatics and Discourse Analysis* (author, FLTRP), *Encyclopedia of Chinese Language and Linguistics*, 5-volume set (associate editor, Brill), *Routledge Handbook of Pragmatics* (co-editor, Routledge), *Chinese Writing: A Window to Chinese Civilization and Culture* (author, FLTRP) and *Gerontolinguistics and Multimodal Studies* (first author/editor, Tongji University Press). He is also a K C Wong Fellow of the British Academy.

**Title:** The Multimodal Corpora of Gerontic Discourse in China: Theory and Practice

**Abstract:** As of writing, the Chinese population of 60 years old and beyond has reached about 300 million. Construction of multimodal corpora representing such population no doubt is conducive to corpus-based empirical studies of the population's life style, language use in daily activities, mental status, inter-generational interactions, as well as informed policy-making. More importantly, multimodal corpora of gerontic discourse (MCGD) are indispensable for developing AI-supported gerontic aids. This paper introduces our MCGD construction lasting over two decades. Principles of designing, sampling, categorizing and quality control are discussed. Initial applications of MCGD, such as personal life-course reconstruction, virtual conversations with the dear departed, are also demonstrated.

#### *Contributions*

- Speaker on Panel IV
- Presentation of certificates to GCA Fellows
- Participating in one day events



**Dr Gavin Brookes** FRSA, Associate Fellow of Global China Academy. Reader in Linguistics and a UKRI Future Leader Fellow with expertise in corpus linguistics, discourse analysis, and health communication at Lancaster University. His current project, 'Public Discourses of Dementia: Challenging Stigma and Promoting Personhood', is funded by UKRI with £1 million and focuses on linguistic and visual representations of dementia across public contexts. In 2023, Dr Brookes received a Fulbright All Disciplines Award, and in 2024, he will conduct research on dementia representations in US media at Northern Arizona University. He holds several editorial roles, including Associate Editor of the *International Journal of Corpus Linguistics* and Co-Editor of both the 'Corpus and Discourse' series (Bloomsbury) and 'Critical Discourse Studies' (Cambridge University Press). He serves on key committees such as the Economic and Social Research Council (ESRC) Grant Assessment Panel and the Arts and Humanities Research Council (AHRC) Advisory Board. Dr Brookes is also involved in various professional organizations, including BAAL and ICAME. His PhD supervision interests include corpus linguistics, critical discourse studies, multimodality, and health communication.

**Title:** AI and Ideological Bias: A Case Study on Dementia Representation

**Abstract:** In this talk, I consider the ethical implications underpinning the use of generative AI. Such technology is underpinned by the availability of large textual databases, including large language models, which shapes the 'new' language and imagery that can be crafted using tools such as ChatGPT. A challenge this

presents is that such databases reflect real world ideological biases and stereotypes that are inherent within the texts they contain. As such, these same biases and stereotypes are then reproduced – recycled, even – in texts produced using generative AI. In this talk, I demonstrate this process through analysis of AI-generated imagery and language on the topic of dementia. In doing so, I consider the ethical ramifications of using such tools in terms of the propagation of stigma relating to ageing and dementia.

#### *Contributions*

- Speaker on Panel IV
- Presentation of certificates to GCA Fellows
- Participating in one day events



**Professor SHEN Yang**, Dual-appointed Professor of School of Journalism and School of Artificial Intelligence at Tsinghua University. He directs the Metaverse Culture Laboratory and the New Media Research Center at Tsinghua. His main research areas include AI-generated content (AIGC), new media, big data, online public opinion, and the metaverse. Shen's research spans across multiple disciplines such as journalism, computer science, and information management. He serves as an expert on numerous committees under various ministries and holds leadership roles in academic associations. Shen is also a recipient of several prestigious titles, including being named a 'Cultural Leader' by the Central Propaganda Department. Shen's research contributions include pioneering work in AI and big data, where his team has won multiple national and international competitions. He has published over 100 academic papers, authored and co-authored several books, and holds numerous software copyrights and patents. His work on AI applications has extended to projects in media, governance, and public opinion analysis, with significant achievements in developing big data platforms that handle billions of daily data points. His team has also made strides in AI-driven creations, including AI-generated short films, music, and literature.

**Title:** AIGC and Human-Machine Symbiosis

**Abstract:** This presentation delves into the multidimensional impacts and roles of Artificial Intelligence across AI philosophy, AI literature, AI aesthetics, and AI communication. It begins by explaining the concept of 'Unity of Heaven, Humanity, and Intelligence', emphasizing the harmonious integration between humans, nature, and AI. Several theories are introduced, including the Ontology of Virtual and Real Existence, Mirror Evolution Theory, Inner–Outer Cognition Theory, and the Theory of Prompt Categories, discussing AI's advancements in simulating life and the origins of consciousness, fostering cognitive development, and deepening the philosophy of language. The presentation also explores the 'Unity of Mind, Eyes, and Language' logic in AI-driven art creation, contrasting traditional art with AI-generated art. Next, through a series of multimodal creative examples, the discussion showcases AI's advancements and enormous potential in generating texts, images, music, and videos, while examining the evaluation framework for AIGC works and proposing various aesthetic principles. Finally, the application of AI across multiple fields, including news dissemination, artistic creation, cultural services, and education, is highlighted. The presentation reveals AI's vast potential in solving complex problems, enhancing productivity, and advancing societal progress, while addressing the challenges and opportunities AI development faces. It proposes the concept of human–machine symbiosis, suggesting that individuals, even with no technical background, can surpass AI capabilities through symbiosis. Human–machine symbiosis is anticipated to become the primary capability for everyone in the future.

#### *Contributions*

- Speaker on Panel IV
- Participating in one day events





**Professor LI Linxue** FGCA, Dean of College of Arts and Media, Tongji University, China (see his short biography as the Chair of the Opening Session)

**Title:** Cross-Media Art and Communication in the Age of Artificial Intelligence

**Abstract:** With the rapid development of AI technologies, cross-media art and communication are undergoing unprecedented transformations. AI is reshaping both the processes of artistic creation and the interaction between audiences and artworks, fostering new immersive experiences and enhanced connectivity. By using advanced technologies like deep learning and generative AI, artists transcend traditional media, merging sensory dimensions – visual, auditory, tactile – to create unique, interactive art forms. These works break conventional boundaries, enabling novel dissemination and engagement avenues, reaching diverse and global audiences with unprecedented accessibility. Cross-media art serves as a vital bridge for global cultural exchange, providing diverse artistic expressions across cultural contexts and fostering mutual understanding among communities. This session explores AI's role in art creation, trends in cross-media art, and its transformative applications and challenges in a globalized era.

#### *Contributions*

- Chair of Global China Dialogue Organizing Committee
- Chair of the Opening Session
- Speaker on Panel IV
- Presentation of certificates to GCA Fellows
- Participating in one day events

#### **Closing Session**

**Chair:** Professor WANG Xin



**Professor WANG Xin**, Associate Fellow of Global China Academy. PhD, Head of Department of Communication, College of Arts and Media, Director of Research Center for Chinese Discourse and Global Communication at Tongji University. She is Visiting Scholar at City University of Hong Kong, Senior Visiting Scholar at University of Westminster, UK. Research interests include media culture, cross-cultural communication, communication theory, history of the idea of communication. She published over a hundred research papers and is the author of *Commercial Press and the Enlightenment of Modern Chinese Women* (2016) and *The Road to Mutual Understanding and the Stone from Other Mountains: A Study*

*on the International Communication of Chinese Culture* (2023). She is editor or contributor to various series including *Contemporary Media Theory from a Global Perspective* (2023), *College Aesthetic Education* (2023), *Media Criticism* (2018 to present), *Ontology of Art* (2020), and *Communication and Media Cultural Research Method* (2017), *Fifteen Lectures on Media Culture* (2017). She has led research projects funded by the National Social Science Fund of China, including *BBC Documentary on China and the External Communication of Chinese Culture* and *International Communication Research on Chinese Ritual Culture from the Perspective of Civilizational Interactions*.

#### *Contributions*

- Member of Global China Dialogue Organizing Committee
- Chair of the Closing Session
- Participating in certificates to GCA Fellows
- Participating in one day events

**Closing remarks:** Professor Madeline Carr and Professor BING Zheng



**Professor Madeline Carr**, Professor of Global Politics and Cybersecurity at University College London, as well as Co-Director of the interdisciplinary Centre for Doctoral Training in Cybersecurity and Deputy Director of the REPHRAIN Protecting Citizens Online research hub. She previously served as Director of the UK-wide Research Institute for Sociotechnical Cyber Security, where she developed a research programme on cybersecurity in local government. She also holds board positions as a Non-Executive Director (NED) for Talion and as a member of the Advisory Board for the £70 million ‘Digital Secure by Design’ project. Her research focuses on the implications of emerging technologies for national and global security, international order, and corporate governance. She has published extensively on topics such as cyber norms, multi-stakeholder internet governance, the future of the insurance sector in the Internet of Things (IoT), cybersecurity and international law, public–private partnerships in national cybersecurity strategies, and how boards approach cyber risk. She is the co-Editor of the ‘Digital Technologies and Global Politics’ book series published by Rowman and Littlefield. Additionally, she is a member of the World Economic Forum Global Council on the Connected World, where she leads a cross-sectoral group dedicated to addressing the cybersecurity of the IoT.

**Title:** Geopolitics and Global Governance of Artificial Intelligence: Lessons from the Past 40 Years

**Abstract:** To some extent, and for better or worse, geopolitics has always featured in the governance of emerging technologies. As we confront a future in which AI is increasingly integrated into commercial, societal, and political systems, we naturally consider those developments in the context of a complex global technology supply chain, international data flows, and diverse ideas about what ‘good’ AI technology looks like. Perhaps our first challenge has been a creative one; how to imagine the range of positive and negative impacts that might arise. A pragmatic challenge then follows; how to pursue the positive outcomes while mitigating against the negative – in both a domestic and international ecosystem. In doing so, it is vital that we take into account lessons learned over the past 40 years from the global governance of digital technologies. In addressing these challenges, reflecting on the past 40 years of global digital technology governance is vital. By learning from past experiences, we can build a more comprehensive framework for the future governance of AI and provide valuable insights.

#### *Contributions*

- Closing remarks at the Closing Session
- Participating in one day events



**Professor BING Zheng** FGCA, Former Executive Vice-President of Jilin University. Currently, Deputy Director of the Administrative Committee of Jilin University, Director of the Northeast Revitalization Development Research Institute of Jilin University, Professor of the School of Philosophy and Sociology at Jilin University. He has served as President of the Jilin Provincial Academy of Social Sciences, Chair of Jilin Provincial Social Science Federation, Vice Chair and President of the *Jilin Daily* newspaper. He is a standing member of the Provincial Political Consultative Conference. He also holds positions as President of the East Asian Sociological Association (Chinese side), Deputy Director of the Academic Committee of the Chinese Sociological Association, Executive Director of the Chinese Dialectical Materialism Research Association, and President of the Jilin Provincial Sociological Association. He is an expert reviewer for the National Social Science Fund Review Committee, a cross-century talent of the Ministry of Education, a decision-making advisory expert for the Jilin Provincial Committee and Provincial Government, and a senior expert in Jilin Province. He has long been engaged in the teaching and research of philosophy and sociology, his professional direction being cultural philosophy, developmental sociology, and cultural sociology. He is author of 11 academic books, has co-authored, contributed to, and edited more than 30 books, and has published over 200 journal articles in major academic journals such as *Chinese Social Sciences of China* and *Philosophical Research*.

**Title:** The Cultural Theory of Globalization and the Advent of the Artificial Intelligence Era

**Abstract:** In the twenty-first century, human society has entered an era of globalization, characterized by the informatization of cultural dissemination and profound transformations in social structures. Foundational theorists of globalization, such as Marx, Bell, Wallerstein, and Albrow, have analysed world history, post-industrial society, world-systems, and the traits of globalization, shedding light on the complexities and challenges of global economic, cultural, and social interactions. Meanwhile, Huntington's theory of the 'clash of civilizations' highlights the intensifying cultural conflicts and associated risks within the globalization process. In an era where information technology and AI are driving rapid changes, the cultural development of globalization has seen a profound integration of economy, culture, and spirit, redefining societal needs and value systems. However, the counterforces of globalization are becoming increasingly apparent – manifested in anti-globalization and de-globalization movements that compel us to reconsider the coexistence and integration of civilizations. To address these challenges, promoting intercultural dialogue, respecting cultural diversity, and fostering cooperation and mutual benefit can help build an inclusive and pluralistic global civilization, laying a solid foundation for the sustainable development of globalization.

#### *Contributions*

- Member of Global China Dialogue Organizing Committee
- Participating in certificates to GCA Fellows
- Closing remarks at the Closing Session
- Participating in one day events

#### **Presentation of certificates to GCA Fellows**

**Presenters:** Professor Hao Shiyuan and Professor XIE Lizhong



**Professor Hao Shiyuan** FGCA, Academician of the Chinese Academy of Social Sciences (CASS), is also a professor at the University of the Chinese Academy of Social Sciences. His research primarily focuses on Marxist ethnic theory, ethno-national issues and policies both domestically and internationally, and ethno-national history. He has long served as the Director of the Institute of Ethnology and Anthropology at the CASS and as the editor-in-chief of *Ethno-National Studies* and *Journal of World Peoples Studies*. He has held leadership roles as president of the Chinese Ethnological Society, the Chinese Society of Ethno-National History, the Chinese Society of World Ethnology, and currently serves as president of the

Chinese Society of Anthropology. In 2012, he was honoured as a foreign academician by the Mongolian Academy of Sciences.

Professor Hao has authored, co-authored, and edited more than 30 academic works and published over 250 academic papers and review articles in various journals and newspapers. His selected works include *Imperial Hegemony and the Balkan 'Powder Keg': Interpreting the Reality of Kosovo from the History of Yugoslavia* (Beijing: Social Sciences Academic Press, 1999); *How the Communist Party of China Solves the Ethnic Question* (Nanchang: Jiangxi People's Publishing House, 2011); *English version: How the Communist Party of China Manages the Issue of Nationality* (Springer, 2016); *Distinguishing Objects from Ethnic Groups: A Dialogue between China and the West on the Concepts of 'Nation' and 'Ethnicity'* (Beijing: China Social Sciences Press, 2013); *The Road to Solving Ethno-national Issues with Chinese Characteristics* (China Social Sciences Press, 2016); and *English edition: China's Solution to Its Ethno-national Issues* (Springer, 2020).

#### *Contributions*

- Presentation of a certificate to new a GCA Council member at the Closing Session
- Participating in one day events



**Professor XIE Lizhong** FGCA and Chinese President of Global China Academy. He served as Director of the Centre for Social Theory Studies, Head of Department of Sociology, Peking University; former Vice-President of China Sociological Association, former President of the Division of Theoretical Sociology of China Sociological Association; Vice President of East Asia Sociological Association; Chief Editor of *Journal of Social Theory*. His research interests focus on social theory, the study of social development and modernization and social policy. His major publications include *Pluralistic Discourse Analysis: A New Approach of Social Research* (2019), *The Discursive Construction of Social Reality: Analyzing the New Deal for Example* (2012), *Social Development: Theory, Evaluation, Policy* (2012), *Towards a Pluralistic Discourse Analysis: The Implications of Postmodernism Theory for Sociology* (2009), *Social Theory: Reflection and Reconstruction* (2006), *An Introduction to the Changes of the Contemporary Society in China* (2000), *The Duality of Social Development* (1988) and other publications including nearly 100 journal articles.

#### *Contributions*

- Member of Global China Dialogue Organizing Committee
- Presentation of a certificate to a new GCA Council member at the Closing Session
- Participating in one day events

### **Presenter of the Young Scholars' Paper Award**

**Presenters:** Professor Xiangqun Chang and Ms ZHANG Yanli



**Professor Xiangqun Chang** FRSA FGCA, President of the Global China Academy (GCA), Honorary Professor at University College London (2015-20). (See details from Opening session: Greeting)

#### *Contributions*

- Chair of Global China Dialogue Organizing Committee
- Greetings at the Opening Session
- Introduction to the Fellowship Awards ceremony at the Closing Session
- Presentation of the Young Scholars' Paper Award at the Closing Session
- Participating in Board of Trustees' meeting
- Participating in one day events



**MS ZHANG Yanli**, The Party Secretary of the College of Arts and Media at Tongji University. Ms. Zhang Yanli has over 20 years of administrative experience at Tongji University. As the Party Secretary of the College of Arts and Media, she has achieved remarkable success in her role. She has received numerous awards from Shanghai and Tongji University, including: Design of an Integrated Teaching Model for Shaping Film and Television Creation Abilities Based on Constructivism (2015), Deep Integration of Professional Education and Ideological and Political Education to Promote Comprehensive Education for All (2017), Exploration and Practice of Integrating Moral Education Throughout the Entire Process of Art

Professional Education (2017), Innovative Exploration and Practice of Performing Arts Talent Training System in Comprehensive Universities under the 'Double First-Class' Strategy Perspective (2018), 'One Body, Two Wings; Unity of Knowledge and Action' Ideological and Political Practice Creative Innovation Talent Training Model (2021), Innovation and Practice of Performing Arts Talent Training System with Solid Foundation and Integrated Development (2022).

#### *Contributions*

- Presentation of the Young Scholars' Paper Award at the Closing Session
- Participating in one day events



## Dinner and Networking

**Venue:** Kingswell Hotel Tongji, 50 Zhangwu Rd, Yangpu District, Shanghai, China

**Chair:** Mr Ian Stafford



**Mr Ian Stafford**, a multiple award-winning British sportswriter, journalist, and broadcaster, has published 23 books, with his works widely circulated not only in the UK but also in countries like the USA, Canada, Australia, and South Africa. Throughout his career as a journalist, he has covered every major global sporting event in the past 40 years. He is also a sought-after speaker, event host, and interviewer of stars, and serves as an adviser for several media outlets. In addition to hosting many major events, Ian is frequently invited to host events for major corporate companies worldwide featuring guests such as Sugar Ray Leonard, Dan Carter, Usain Bolt, and England football manager Gareth Southgate.

He founded the UK's first internet sports magazine, Sportsvibe, and also established The Sporting Club, a private business networking club that leverages the power of sports for sports-loving corporations. Currently, the club operates 11 branches across seven cities in the UK and is about to expand globally into many international territories. It has raised over £2 million for charitable causes.

Ian views promoting world peace and human well-being through people-to-people exchanges as his mission. His travels have taken him across five continents and numerous countries. He has visited China three times – first for the inaugural Chinese F1 Grand Prix in Shanghai, again for the Laureus Sports Awards, also in Shanghai, and finally for the Beijing Olympics, where he spent three weeks in the capital and visited the Great Wall. Through his involvement with the Global China Academy and the Global China Dialogue series forum, Ian hopes to engage with various sectors in China and foster greater mutual understanding between China and the rest of the world.

### *Contributions*

- Chair of the Dinner
- Participating in afternoon and evening events



**Interpreter:** Mr Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy. UK  
(See details from Panel III: Chair)

### *Contributions*

- Secretary-general of Global China Dialogue Organizing Committee
- Chair of Panel III
- Interpreter: of the Dinner
- Participating in one day events

**Dinner address speakers:** Professor LI Yang, Professor ZHU Guanglei and Professor CHEN Qiwei



**Professor LI Yang**, Academician of the Chinese Academy of Social Sciences and Academician of the International Eurasian Academy of Sciences, as well as a former Vice President of the Chinese Academy of Social Sciences. His research approach is unique, combining domestic research with international studies to gain an in-depth understanding of the issues in China's economic operations and reform processes. In academic research, Li Yang has profound expertise in the fields of finance, macroeconomics, and fiscal policy, making significant contributions, especially in monetary theory, financial regulation, capital markets, and fiscal policy. He founded the Institute of Finance and the National Institution for Finance

and Development under the Chinese Academy of Social Sciences. He has published over 500 papers, authored numerous books, and led over 200 research projects, providing theoretical foundations for China's financial reforms and macroeconomic policy formulation. Li Yang has received numerous academic awards both domestically and internationally, including the Lifetime Achievement Award in Financial Studies in China and

the Zhang Peigang Development Economics Award, establishing himself as a pioneer and leader in the field of fiscal and financial research in China.

#### *Contributions*

- Speaker at the Dinner
- Participating in afternoon and evening events



**Professor Zhu Guanglei**, FGCA, Former Vice-President of Nankai University, China. Chair Professor and Director of the United Research Centre for Chinese Government Development at Nankai University. He also serves as a member of the Expert Group on the Transformation of Government Functions under the State Council, Vice President of the Chinese Political Science Association, a member of the sixth and seventh Political Science Disciplinary Review Group under the State Council Academic Degrees Committee, Vice Chair of the Political Science Teaching Advisory Committee of the Ministry of Education, and Vice Chair of the Tianjin Federation of Social Science, as well as President of the Tianjin Administrative

Management Society. In 2003, he was awarded the first National Teaching Excellence Award for higher education, and in 2008, he was named a Changjiang Scholar Distinguished Professor. In 2020, he received the National Teaching Excellence Award again. His major works include *Analysis of China's Social Classes*, *The Process of the Chinese Government*, *Theory of Modern Government*, *Outline of Research on the Transformation of Government Functions*, and *Critique of Functional Isomorphism*. In 2004, his course *Chinese Government and Politics* was recognized as a National Quality Course, and in 2008, his *Chinese Government and Policy Teaching Team* was named a National Outstanding Teaching Team.

#### *Contributions*

- Speaker at the Dinner
- Presentation of certificates to GCA Fellows
- Participating in one day events



**Professor CHEN Qiwei**, Director of the Yangtze River Delta Fintech Research Institute at East China Normal University, a high-level think tank and specialized platform integrating industry, academia, and research in the field of fintech. He is also the founder of the Asian Business School and Zhengjing Academy, as well as Asia Business Group and Asia Business Capital. As the 1987 recipient of the Sun Yefang Economics Prize, China's highest honour in economics, Dr Chen has been extensively involved in the research and design of China's economic system reforms, particularly in financial and capital market reforms. He has held teaching

positions at Shanghai Jiao Tong University, East China Normal University, and the University of Southern California, and has served as a consulting adviser for the Asian Development Bank, a board member of the China Economic System Reform Research Association, an expert advisor to the Shanghai Stock Exchange, an independent director for several large national financial institutions and listed companies, and as an advisor to multiple provincial and municipal governments. Dr Chen has established extensive and effective connections across government, business, technology, and academic *sectors domestically and internationally*.

**Title:** Empowering the Integration of Finance and the Real Economy in the AI Era

**Abstract:** Amid the rapid advancement of AI and big data technologies, a profound integration between the financial sector and the real economy has become feasible. Financial Technology (FinTech), through the amalgamation of Artificial Intelligence, data science, and information technology, has revolutionized the financial industry, fostering developments in intelligent advisory services, risk management, and customer service, thereby enhancing the efficiency and precision of financial services. The extensive application of AI facilitates a more effective allocation of financial resources to the real economy, supporting capital distribution and risk management, and addressing the disconnect between finance and the real economy. Moreover, as the core of the virtual economy, the financial industry is leveraging AI-driven intelligent innovations to accelerate the establishment of a symbiotic relationship with the real economy, promoting high-quality economic development in China.

### Contributions

- Special address at the Dinner
- Participating in one day events

**Short video playing from absent speakers:** Matt Burney CMG (tbc), Professor Patrick Baert, Professor Liu Shaojie, Professor Martin Lockett, Professor Yu Guoming, Dr CHENG Yuan



**Matt Burney** CMG (tbc), His Majesty's Consul General in Shanghai and concurrently Minister at the British Embassy in China, overseeing education and cultural relations. Previously, he was the Director of the British Council in China, leading cultural and educational exchanges between the UK and China. Since joining the British Council in 1997, he has held strategic leadership roles in Japan, the Czech Republic, and Ireland, significantly advancing the UK's cultural and educational outreach in these countries. In 2000, the British Council expanded its impact in Southwest China, establishing a regional office in Chongqing. From 2011 to 2015, he served as the Director for East China in Shanghai, fostering close partnerships

between British and Chinese cultural and educational organizations and establishing the Shanghai British Centre, further strengthening the UK's cultural presence in China. For his exceptional contributions to cultural relations, Mr Burney was honoured by His Majesty the King in the 2023 New Year Honours with the Companion of the Order of St Michael and St George (CMG).

### Contributions

- Sharing a short video (tbc)



**Patrick Baert**, Professor of Social Theory at the University of Cambridge and a Fellow of Selwyn College, Cambridge. He is Chief Editor of the *International Journal of Politics, Culture and Society*, and holds editorial positions at the *Journal of Classical Sociology*, *Current Sociology* and the *European Journal of Social Theory*. His publications have been translated into more than 10 languages, including Mandarin, Spanish and Portuguese. Amongst his publications are *The Existentialist Moment*; *The Rise of Sartre as a Public Intellectual and Philosophy of Social Sciences*; *Towards Pragmatism*, as well as recent articles in *Theory and Society*, *Cultural Sociology* and the *American Journal of Cultural Sociology*. Baert holds a doctorate from the University of Oxford (supervisor: Rom Harré) and his research has been funded by the British Academy, the Leverhulme and the European Research Council, among others.

**Title:** Artificial Intelligence: challenges today

**Abstract:** Straddling a middle ground between apocalyptic and ecstatic accounts of an AI-dominated future, we discuss four possible challenges posed by Artificial Intelligence for humanity today. These challenges are by no means new, but AI has the potential to intensify them in unprecedented fashion. Firstly, AI complicates issues around authorship and ownership of intellectual and artistic creations, further eroding the erstwhile primacy and fixity of the human subject as creative force. Secondly, AI intelligence poses further challenges for distinguishing what is real and unreal, possibly leading to a state whereby individuals learn to live with and accept the uncertainties of that distinction. Thirdly, AI poses new challenges for the maintenance of our mental and cognitive agility, enabling as it does for us to rely on technologies to fulfil functions that otherwise would have required our own intellectual input. Fourthly, given the uncertainty as to AI's potential, especially its destructive potential, questions arise as to how to deal with the AI-research itself, what its current value is, whether to pause that research, and so on.

### Contributions:

- Sharing a short video



**Professor LIU Shaojie**, is a distinguished sociologist specializing in theoretical sociology, economic sociology, and network sociology. He has served as Director of the Center for Sociological Theory and Methodology at Renmin University of China and is currently a Chair Professor at the School of Social and Political Sciences at Anhui University. Throughout his career, Professor Liu has led numerous major projects funded by the National Social Science Foundation and the Ministry of Education, contributing over 200 academic papers to the field. His scholarly excellence has been recognized with more than ten national and provincial research awards. Among his notable publications are *New Perspectives in Economic Sociology* (2005), *The Origin and Expansion of Chinese Sociology* (2007), *Introduction to Practical Understanding Theory* (1994), *Critique and Reconstruction: Marcuse* (1994), *Postmodern Western Sociological Theory* (2002), and *Foreign Sociological Theories* (2006, as editor). In addition to his research and teaching, he serves as the editor-in-chief of the *Sociological Review*.

**Title:** Digitalization and Artificial Intelligence Driving Social Change

**Abstract:** Drawing from extensive empirical sociological research, this dialogue focuses on the social transformations propelled by networking, digitalization, and Artificial Intelligence. We will explore how digitalization and AI profoundly impact social structures, cultural forms, and modes of interpersonal communication, analyzing their positive contributions to social development as well as potential challenges, and propose corresponding strategies. Additionally, integrating personal research insights, we will discuss the influence of technological advancements on the emotional aspects of society, examining how to maintain humanistic care amidst rapid technological progress to promote harmonious and sustainable social development.

*Contributions:*

- Sharing a short video



**Professor Martin Lockett**, a seasoned scholar in the field of international business and management, is a former Dean of the Faculty of Business at the University of Nottingham Ningbo China and currently serves as a professor in the Department of International Business and Management. His career spans both academia and business, having spent over 13 years conducting research and teaching at top institutions including Cambridge, Oxford, and Imperial College. Subsequently, he held senior management roles in multinational corporations, gaining extensive experience in business development, strategy consulting, and change management projects with companies such as John Lewis, KPMG, and Arthur D. Little. Returning to academia, he served as the Dean of Academic Development at Ashridge Business School, leading international expansion and the academic integration with Hult International Business School. Professor Lockett has conducted in-depth research in Chinese business management and international higher education management, with a focus on teaching and research in cross-cultural management and innovation.

**Title:** The Impact of AI on International Business and Management

**Abstract:** This talk will explore how Artificial Intelligence (AI) profoundly impacts international business by enhancing decision-making efficiency, optimizing supply chain management, improving customer experience, and driving innovation. It then will analyse the cross-cultural management challenges AI introduces and share strategies for companies to integrate technology and management models in diverse markets. Finally, through specific examples, it will illustrate AI's potential to drive global business growth, particularly its practical applications in emerging markets and its far-reaching impact on strategic planning for multinational corporations.

*Contributions:*

- Sharing a short video





**Professor Yu Guoming**, a distinguished scholar in the field of communication studies. He holds the title of Changjiang Scholar, awarded by the Ministry of Education, and serves as a member of the Journalism and Communication Studies Sub-Committee of the 7th Academic Degrees Committee of the State Council. At Beijing Normal University, he is the Director of the Academic Committee of the School of Journalism and Communication and leads the Communication Innovation and Future Media Laboratory. Additional roles include Vice-Chair of the Beijing Association of Social Sciences, Chair of the Media Economics and Management Committee of the Chinese Association for History of Journalism and Mass Communication, and Editor-in-Chief of both the *Annual Report on Public Opinion in China* (Blue Book) and the *Annual Report on Internet Marketing in China* (Blue Book). Professor Yu is recognized as a leading figure in empirical communication research, a pioneer in media economics, and one of the founders of cognitive neuroscience communication studies in China. To date, he has authored or co-authored over 50 academic monographs, textbooks, and blue books, and has published more than 1,000 papers. His work has achieved the highest citation count in the field of journalism and communication studies nationwide.

**Title:** Four Key Nodes for Effective Future Communication: From Content Reach to Value Recognition

**Abstract:** This short video is derived from the concluding segment of the lecture titled ‘New Dynamics in Cross-Cultural Communication Amidst the Generative AI Wave: Evolution of Cross-Cultural Communication Logic and Reconstruction of Communication Models’. The lecture begins by examining the ‘disruptive development’ and ‘destructive innovation’ characteristic of the digital civilization era, analyzing the technical logic and developmental features of generative AI. It delves into the significant ‘intelligent emergence’ brought about by large language models and physical world simulators. Furthermore, the lecture explores how generative AI ascends to become an unprecedented ‘super media’, serving as the foundational infrastructure of future society. It also dissects the new characteristics and mechanisms of future communication ecology from four major transformative perspectives. Finally, the lecture discusses the constants amid the changing landscape, emphasizing that from communication reach to value recognition, there are always four key nodes for effective communication, both in the past and the future.

*Contributions:*

- Sharing a short video



**Dr Yuan Cheng**, Chair of Russell Reynolds Associates Greater China; Trustee of the Board of Trustees, Global China Academy. She received her DPhil in sociology from the University of Oxford. She advises clients on senior-level leadership advisory assignments across industries and geographies and leads the Greater China operations for Russell Reynolds Associates, splitting her time between Beijing, Shanghai, Shenzhen and Hong Kong. Her clients include both multinational companies operating in China and domestic Chinese companies, including CEO and board searches, succession planning and executive assessment projects. She has 25 years of executive search and leadership advisory experience with two major global firms. Before that, she was a research fellow at the Policy Studies Institute (PSI), a London-based think tank, where she focused on employment and organizational research across the financial services, industrial and nonprofit sectors. She is a board director for the Association of Executive Search and Leadership Consultants (AESC). She also sits on the advisory board of the Association of China Directors (AOCD). She has authored/co-authored the following books: *Effective Board: Global Best Practice*; *Restructuring Employment Relationship*; *Women of China*; *Education and Class: Chinese in Britain and US*.

*Contributions*

- Trustee of the Global China Academy Board of Trustees
- Member of Global China Dialogue Organizing Committee
- Participating in Board of Trustees’ online meeting
- Speaker at the Dinner (video )

## VIII Perceptions of Academician and Fellowship Systems in China and the International Context and their Chinese Translations

The 9th Global China Dialogue (GCD IX) will be held for the first time in China on November 29, 2024. Questions and enquiries from Chinese academia and professionals regarding the Global China Academy and its Fellowships have been frequently raised during the preparation period. Since May 2024, controversies in China have arisen over a ‘400,000-yuan academician title purchase’<sup>1</sup>, an ‘800,000-yuan deal to secure a European Academy of Natural Sciences (EANS) position’<sup>2</sup>, and the 300% increase in EANS fellows from 2022 to 2024.<sup>3</sup> The China Association for Science and Technology responded, urging scientists to stay focused, exercise patience, and remain modest, advising institutions to avoid supporting ‘opportunists’ and calling for self-discipline to uphold academic integrity.<sup>4</sup> Chen Zhiwen, of the China Education Development Strategy Association, noted in interviews, ‘In China, an academician is the highest scholar honour, often with special benefits, unlike foreign fellowships that are one of several honours’. He attributed these issues to cultural and governance differences between China and the West, recommending closing information gaps, limiting speculation, and ensuring clarity from authorities to address public misconceptions.<sup>5</sup> Articles from *Beijing Evening News* (2017)<sup>6</sup> and *Chinese Academy of Sciences Journal* (2019)<sup>7</sup> provide additional insights into foreign fellowship systems. The following introduces several fellowship institutions, using GCD IX participants as examples.

### **Brief Introduction to Several Prestigious Fellowship Institutions and Fellowships in the UK**

The Royal Society, founded in 1660, is widely regarded as the oldest systematic scientific research institution in the world. Its full name is The Royal Society of London for Improving Natural Knowledge. While it enjoys national-level and official academic authority due to its Royal Charter, it is not a government institution but a non-governmental organization registered with the UK government’s Charity Commission. The title FRS (Fellow of the Royal Society) is typically translated as ‘院士’ (Fellow) rather than ‘会士’ (Member) in Chinese, a term widely recognized as representing high-level academic achievement.

In the UK, other institutions also hold Royal Charters, including the Royal Society of Arts (RSA), founded in 1754. Its full name is the Royal Society for the Encouragement of Arts, Manufactures and Commerce. The RSA’s royal designation underscores its significance as a national-level institution, promoting economic growth and social progress through innovation and creativity across fields such as art, manufacturing, business, design, and education. The FRSA (Fellow of the Royal Society of Arts) title is often translated as ‘院士’ (Fellow) rather than ‘会士’ (Member) in Chinese. Notable individuals such as Benjamin Franklin, Stephen

<sup>1</sup> Xin Shengzhi, ‘An Academician Title at the ‘European Academy of Natural Sciences’ for 400,000 Yuan? The Mask Should Be Pierced’, *Southern Weekly*, May 6, 2024, 14:39. Available at: <https://mp.weixin.qq.com/s/TXotSyreoaDwBn7zrsjUWw>.

<sup>2</sup> Ji Lu, ‘Agent Agreement Exposed: 800,000 Yuan to Secure a Position as Academician at the European Academy of Natural Sciences’, *The Paper*, May 9, 2024, 18:32. Available at: [https://www.thepaper.cn/newsDetail\\_forward\\_27311939](https://www.thepaper.cn/newsDetail_forward_27311939).

<sup>3</sup> Yu Heng, ‘What Are People Worried About Amid the ‘400,000 Yuan Academician Purchase’ Suspicion?’ *CCTV Network*, May 8, 2024, 09:29. Available at: <https://mp.weixin.qq.com/s/g3-vAEHXNOYTvOYBFO-toQ>.

<sup>4</sup> ‘What Does the “Surge” of European Academy of Natural Sciences Academicians Reflect?’ *China Association for Science and Technology Voice*, May 8, 2024, 15:13. Available at: <https://baijiahao.baidu.com/s?id=1798467624930510340>.

<sup>5</sup> Cai Wenqing, ‘What Have Foreign Academicians Brought Us? Uncovering the Origins of the Academician System’, *Beijing Evening News*, December 10, 2017, 12:00. Available at: <https://www.takefoto.cn/viewnews-1345285.html>.

<sup>6</sup> Wang Yong, Wen Yanjie, Miao Hang, Wang Zhenyu, ‘A Preliminary Study of the Chinese Academy of Sciences Foreign Academician System from a Comparative Perspective’, *Journal of the Chinese Academy of Social Sciences*, 2019, Vol. 34, Issue 1, pp. 79-88.

<sup>7</sup> Experts Discuss the ‘400,000 Yuan Purchase of European Academician Titles’: Some Intermediaries Profit by Exploiting Differences in How the Title Is Perceived Between China and the West, *Great Wall Network*, May 15, 2024, 02:03. Available at: <https://baijiahao.baidu.com/s?id=1799052106356259124>.

Hawking, Karl Marx, and Adam Smith were Fellows of the RSA. Among the speakers at GCD IX, Tony McEnery, Gavin Brookes, Xiangqun Chang, Niall Curry, and Martin Garthwaite each have FRSA after their names, indicating they are Fellows of the Royal Society of Arts.

The foremost research institution in the humanities and social sciences in the UK is the British Academy, founded in 1902. Its full name is The British Academy for the Promotion of Historical, Philosophical and Philological Studies, and it also holds a Royal Charter. It is said that the founders chose the name ‘British Academy’ because, in the history of academia, the term ‘Academy’ carries a strong humanistic resonance, linking it to ancient Greek thought and philosophical traditions such as Plato’s Academy. This naming approach also aligns with the usage of Académie des Inscriptions et Belles-Lettres in France, thereby broadly encompassing research across the humanities and social sciences. As the United Kingdom’s national institution dedicated to the humanities and social sciences, the title FBA (Fellow of the British Academy) is translated as ‘院士’ (Fellow) in Chinese.

In the Global China Academy, there are also Fellows of the British Academy (FBA), such as Professor LI Wei, Director and Dean of the UCL Institute of Education (IOE), UCL’s Faculty of Education and Society and Professor David Parkin, former Head of the School of Anthropology and Museum Ethnography at the University of Oxford, is also a Fellow of All Souls College, Oxford. The term ‘Fellow’ should not be translated as ‘Research Fellow’, as it represents a higher academic status. He is also an Honorary Fellow at the School of Oriental and African Studies (SOAS), University of London, which can be translated as ‘Honorary Research Fellow’ because it implies an honorary academic position. In contrast, Fei Xiaotong was an Honorary Fellow at the London School of Economics (LSE), and this title should not be translated as ‘Honorary Research Fellow’ owing to the high status and strict criteria at LSE. Overall, at top universities like Oxford, Cambridge, and LSE, the titles of Fellow and Honorary Fellow are given to scholars with significant academic achievements and are widely respected in the academic community.

The Academy of Social Sciences (AcSS) in the UK is a national-level fellowship institution focused on the field of social sciences, particularly emphasizing the role of social sciences in addressing real-world issues in policy research, social behaviour, and organizational development. Although it does not have a Royal Charter, its status is established primarily through its influence in the social sciences community and professional accreditation or recognition. The title of Fellow of the Academy of Social Sciences (FACSS) is awarded to those who have demonstrated outstanding research, influence, or practical achievements in social science disciplines such as economics, sociology, psychology, law, public policy, and education. Martin Albrow, Past Honorary President of the Global China Academy, and Tony McEnery, Chair of the Global China Academy Council, are both Fellows of the Academy of Social Sciences. Since 2014, the Global China Academy (GCA) has held the status of Associate Member within the Academy of Social Sciences (AcSS). The GCA is currently striving to achieve full membership.

In the list of speakers for the 9th Global China Dialogue, ‘SFHEA’ after Niall Curry’s name indicates that he is a Senior Fellow of Advance HE. Here, ‘Fellow 院士’ refers to a senior member of a professional organization, not a title representing high academic honours. For example, ‘FRAI’ (Fellow of the Royal Anthropological Institute) was once translated as 院士 because the institute holds a Royal Charter, granting it academic authority in the UK and internationally. Later, especially after RAI became a full member of the British Academy of Social Sciences, ‘FRAI’ has been translated as 院士, similar to being a member of the British Sociological Association.

### **Brief Introduction to Fellowship Institutions and Fellowships in Europe and Other Countries**

In Europe, some countries use the title Fellow for academicians, as with the European Academy of Sciences, where members have the post-nominal FEurASc, indicating Fellow of the European Academy of Sciences. In countries such as the United States, Canada, Australia, and India, academician titles are generally referred to as Fellows. However, in France, Northern and Eastern Europe, Russia, Mongolia, and former Soviet regions, the title Academician is more common. The title Academician is typically not abbreviated when placed after a person’s name. Professor LOU Yongqi, Vice President of Tongji University, which is co-organizing the 9th Global China Dialogue (GCD IX), holds the title of Academician at the Royal Swedish Academy of Engineering Sciences (*Kungliga Ingenjörsvetenskapsakademien*, IVA). Professor HAO Shiyuan, a renowned ethnologist and anthropologist at the Chinese Academy of Social Sciences (CASS), who will present certificates to recipients of Fellowships of the Global China Academy (GCA) during the Closing Ceremony of GCD IX, holds the title of Academician with the Mongolian Academy of Sciences and is also an Academician of

CASS. He is also a Fellow of the Global China Academy (FGCA), where the term Fellow is used, and FGCA is placed after his name.

The European Academy of Nursing Science (EANS), based in Hanover, Germany, as mentioned earlier, is composed of scientists from various European countries and follows a rigorous selection process for its academicians. The title Academician at this academy aligns with the traditional usage found in parts of continental and Eastern Europe. Former Vice President and Academician of the Chinese Academy of Social Sciences (CASS), Professor LI Yang, who will speak at the GCD IX Dinner, is also an Academician of the International Eurasian Academy of Sciences (IEAS). This academy comprises distinguished natural scientists, engineering and technology experts, as well as management and social scientists, and is affiliated with the Chinese Academy of Sciences. It has scientific centres in 15 countries, and its members also hold the title Academician in English. The European Academy of Natural Science (EANS) and the International Eurasian Academy of Sciences (IEAS) are both international academic institutions spanning across countries and regions, aimed at promoting collaborative scientific research and the exchange of knowledge among different nations and fields of study.

### **Brief Introduction to the Global China Academy and its Fellowships**

The Global China Academy was established in 2013 and was initially known as CCPN Global, a relatively loosely structured, membership-based academic society registered with the UK government's Charity Commission, with approximately 6,000 members. In 2015, it transitioned to become the Global China Institute (GCI), during which it undertook several research projects and attracted a range of associate research fellows and researchers. In 2018, it was renamed the Global China Academy (GCA), shifting its focus to building publication and dialogue platforms aimed at promoting academic achievements and contributing to global social governance. In 2022, the Charity Commission approved GCA as a Charitable Incorporated Organization (CIO).

According to the GCA's constitution, it is defined as a global fellowship system, similar to other fellowship institutions in the UK. Its governance structure consists of a trustee board responsible for operating the organization in accordance with charity law, the academy's constitution and relevant policies, as well as overseeing strategic direction and taking appropriate action when risks arise. The GCA Council is tasked with specific responsibilities, including recommending new Fellows, enhancing the Academy's image and reputation, suggesting articles or books for publication in journals by Global Century Press (GCP), and proposing themes and speakers for the Global China Dialogue (GCD) series.

The GCA fulfils both academic and social missions. The title of Fellow is an honour that recognizes distinguished scholars, intellectuals, experts, and professionals who contribute to China studies and the globalization of Chinese scholarship from a global or comparative perspective, as well as those who make significant contributions to global society building, governance, and world peace. Fellows play a vital role in the development of the academy, offering expert advice and guidance, participating in activities relevant to their fields of expertise, and contributing to the GCP and the GCD series.

In the context of the Global China Academy, the term 'Fellowship' refers to two categories: Individual Fellowship and Institutional Fellowship. Here, 'Fellowship' should not be translated as '奖学金' (Scholarship). Typically, '院士' (Fellow) is an honorary title awarded to individuals for their academic achievements, while '院士单位' (Institutional Fellowship) recognizes organizations for their contributions to research or practice in specific fields. Therefore, translating 'Institutional Fellowship' as '院士单位' is more appropriate. Globally, many institutions with fellowship systems establish various awards to honour organizations that have made significant accomplishments in particular areas.

The prestige of Global China Academy Fellows is primarily established through the influence of distinguished scholars with global and comparative perspectives in the field of China studies and recognition by relevant academic communities. Fellows of the Global China Academy take pride in being awarded the honour of Fellowship and feel a sense of belonging. For instance, Professor Robin Cohen, author of *Global Sociology* and former director of the Oxford University Institute for Migration Studies, has been awarded Fellowship at the Global China Academy. Reports on the Oxford University website include links to the Global China Academy's website<sup>8</sup>.

<sup>8</sup> See: <https://www.kellogg.ox.ac.uk/news/a-fellow-for-life>

The 2021 Fellowship awarding ceremony was held at the British Academy during the 7th Global China Dialogue Dinner<sup>9</sup>. To meet the criteria for a full member of the Academy of Social Sciences, we introduced the Associate Fellow title. Currently, there are 42 Fellows (including associate Fellows and Institutional Fellows) across the UK, France, Germany, the US, Australia, India, Japan, South Korea, and China<sup>10</sup>. In 2023, the awarding ceremony was held during the 8th Global China Dialogue Dinner at the UK Houses of Parliament<sup>11</sup>.

The 2024 Fellowship Certificate Presentation Ceremony, encompassing both Individual and Institutional Fellowships, will be held during the Closing Session of the 9th Global China Dialogue (GCD IX). In the English Edition of the GCD IX Handbook, individuals whose names are followed by 'FGCA' are Fellows of the Global China Academy. They are (in alphabetical order): BING Zheng, Xiangqun Chang, GU Yueguo, HAO Shiyuan, LI Linxue, Tony McEnery, XIE Lizhong, ZHANG Xiaodong, and ZHU Guanglei. The Associate Fellows of GCA include Gavin Brookes, QIAN Yufang, and WANG Xin; Institutional Fellows include the College of Arts and Media at Tongji University (China), the Centre for Corpus Approaches to Social Science at Lancaster University (UK), Global Century Press (UK), and the Institute of Linguistics at Sun Yat-sen University (China).

All Fellows, Associate Fellows, and representatives of Institutional Fellows will be invited onstage during the Fellowship awarding ceremony at the Closing Session to witness the conferring of honours on the 2024 Fellows. Awarding Fellowships on significant occasions helps showcase the remarkable achievements and academic authority of the recipients, enhances the influence and reputation of the academic institution, inspires future scholars to pursue excellence, and fosters broader societal appreciation and support for academic research.

The Global China Academy website offers information in both Chinese and English on the benefits and responsibilities of Fellowship<sup>12</sup>, along with an introduction to the Fellows' Home (The GCA Centre)<sup>13</sup>. Those interested in becoming a Global China Academy Fellow are invited to review the Fellowship nomination guidelines, including eligibility criteria and the nomination process<sup>14</sup>. We warmly welcome you to join the Global China Academy, a distinguished community of scholars and professionals, to advance Sino-foreign academic exchange and the growth of human knowledge, working together to build a global future.

---

<sup>9</sup> See: <https://globalchinaacademy.org/launching-global-china-academy-gca>

<sup>10</sup> See: <https://globalchinaacademy.org/fellows>

<sup>11</sup> See: <https://globalchinaacademy.org/new-fellowships-awarded-2023>

<sup>12</sup> See: <https://globalchinaacademy.org/fellowship-benefits-obligations-cn/>

<sup>13</sup> See: <https://globalchinaacademy.org/gca-centres-facilities-libraries-function-rooms-bedrooms-garden/>

<sup>14</sup> See: <https://globalchinaacademy.org/wp-content/uploads/2024/03/Fellowship-Nominations-Guidance-03-2024.pdf>

## IX Participants

(In alphabetical order)

- Professor Patrick Baert, Professor of Social Theory at the University of Cambridge and a Fellow of Selwyn College, Cambridge, UK [Dinner: video]
- Dr BIAN Qing, Associate Professor, College of Arts and Media, Tongji University, China
- Professor BING Zheng FGCA and Chinese Chair of Global China Academy Council, Former Vice-President of Jilin University, former Vice-President of Chinese Sociological Association, China [Closing remarks]
- Dr Gavin Brookes, Reader in Linguistics and a UKRI Future Leader Fellow with expertise in corpus linguistics, discourse analysis, and health communication at Lancaster University, UK [Panel IV: Plenary speaker]
- Mr Matt Burney (tbc), Director of the British Council in China, China [Opening Session: Greetings]
- Professor Joe Burton, Professor of International Security, Department of Politics, Philosophy and Religion (PPR) at Lancaster University, UK [Panel I: Plenary speaker]
- Professor Madeline Carr, Professor of Global Politics and Cybersecurity at University College London, UK [Closing Session: Remarks]
- Professor Xiangqun Chang FRSA FGCA, President of Global China Academy; Honorary Professor of University College London (2015-20); Distinguished Professor of Nankai University of China, UK [Opening Session: Greetings]
- CHEN Jingxi, Associate Professor, College of Arts and Media, Tongji University, China
- Dr CHEN Lanxin, Assistant Research Fellow at the Institute of Chinese Marxism, Shanghai Academy of Social Sciences, China
- Dr CHEN Qiwei, Director of the Yangtze Delta FinTech Institute at East China Normal University; Founder of Asia Business Group and Asia Business Capita, China [Dinner: speaker]
- Dr CHEN Qingwen, Associate Professor, College of Arts and Media, Tongji University, China
- Dr CHEN Shuhuan, Associate Professor, College of Arts and Media, Tongji University, China
- Dr CHENG Yuan, Trustee of the Board of Trustees, Global China Academy; Chair of Russell Reynolds Associates Greater China [Dinner: speaker]
- Dr Niall Curry FRSA SFHEA, Senior Lecturer in TESOL and Applied Linguistics within the Department of Languages, Information, and Communications at Manchester Metropolitan University, UK [Panel I: Plenary speaker]
- Dr DING Fan, Assistant Professor, College of Arts and Media, Tongji University, China
- Professor DING Jianxin, Director of the Institute of Linguistics at Sun Yat-sen University; representative of the Global China Academy Institutional Fellow, China.
- Mr DU Yichao, PhD Researcher at the Institute of Advanced Studies and Department of Anthropology at University College London, and the Director of the Wuxi Institute of New Culture China, China [Panel II: Plenary speaker]
- Mr Martin Garthwaite FRSA, Account Excellence Manager, Co-Chair of the Social Mobility Network PwC, UK [Panel II: Plenary speaker]
- Professor GONG Weigang, Director of Media Big Data Research Centre, School of sociology, Wuhan University, China [Panel III: Plenary speaker]

- Ms Lara Groves, Senior Researcher at the Ada Lovelace Institute, UK [Panel I: Plenary speaker]
- Professor GU Yueguo FGCA, Emeritus Research Professor of Linguistics and Head of Contemporary Linguistics Institute in the Chinese Academy of Social Sciences (CASS); Former Pro-Vice-Chancellor, Beijing Foreign Studies University; China [Panel IV: Plenary speaker]
- Dr HAN Yahui, Associate Professor, College of Arts and Media, Tongji University, China
- Mr HAN Siyang, co-founder of the Shanghai branch of the Swarma Club, China. He has extensive experience in digital planning and architecture across various business domains within a Fortune 500 manufacturing enterprise
- Professor HAO Shiyuan FGCA, Academician and former Associate President and former Director of the Institute of Ethnology and Anthropology at Chinese Academy of Social Sciences, China [Presenter of certificates to GCA Fellows]
- Mr Ed Holroyd Pearce, co-founder and president of Virtual Internships, UK [Panel III: Plenary speaker]
- Mr HU Yi, Deputy Secretary General of Wuxi Municipal Government, Director of Wuxi Municipal Data Bureau, China [Panel II: Plenary speaker]
- Dr HUANG Hui, Honorary President of the Shanghai Information Society; CEO of Shanghai Tenly Software Incorporated, China [Panel II: Plenary speaker]
- Professor JIANG Huiling, Dean of the School of Law at Tongji University and Director of the Shanghai Collaborative Innovation Centre for AI Social Governance, China [Keynote speaker]
- Dr JIN Yunshui, Lecturer, College of Arts and Media, Tongji University, China
- Mr Elliot Jones, Senior Researcher at the Ada Lovelace Institute, UK [Panel III: Plenary speaker]
- Professor LI Benqian, Distinguished Professor at the School of Media and Communication, ShanghaiJiao Tong University, China [Panel II: Plenary speaker]
- Professor LI Boyi, Secretary of GCA Chinese Council, Professor of Management, School of Business Administration, Nanjing University of Finance and Economics, China [Panel II: Chair]
- Professor LI Linxue FGCA, Dean of College of Arts and Media, Tongji University, China [Opening Session: Chair; Panel III: Plenary speaker]
- Dr LI Lingyan, Associate Professor, College of Arts and Media, Tongji University, China
- Dr LI Rui, Associate Professor, College of Arts and Media, Tongji University, China
- Professor LI Xiangning, Assistant to the President and Dean of the College of Architecture and Urban Planning (CAUP) at Tongji University, China
- Professor LI Yang, Academician and Former Vice-President of Chinese Academy of Social Sciences [Dinner: speaker]
- Mr Kai Liang, Director of Business Development of MEL Science; Event Officer, Global China Academy. UK [Panel III: Chair]
- Professor LIN Sijie, Professor at the College of Environmental Science and Engineering, Tongji University; Deputy Director of the Graduate School, China [Panel I: Chair]
- Ms LIU Li, PhD researcher at Zhejiang Gongshang University, China
- Professor LIU Shan, Professor at the College of Arts and Media, Tongji University, China
- Professor LIU Shaojie, Former Director of Research Centre for Studies of Sociological Theory and Methods, Renmin University of China; Chair Professor of School of Social Sciences and Political Science, Anhui University, China [Dinner: video]
- Professor LIU Shuyan, Director of the Humanities Office, a Professor in the School of Political Science and International Relations, at Tongji University, China

- Professor Martin Lockett, Department of International Business and Management, former Dean of Faculty of Business at University of Nottingham Ningbo China, UK [Dinner: speaker]
- Mr LONG Zhe, Partner at M.Y. Union (Beijing) Technology Co., Ltd.; Executive Director and Manager of Guangdong Sidu Information Technology Co., Ltd., China
- Professor Lü Peiming: Executive Vice President of Tongji University, China. [Opening Remarks]
- Mr LU Puji, Associate Professor, College of Arts and Media, Tongji University, China
- Professor LUO Jiaojiao, former Director of the Institute for Social Development at Wuhan University; former Vice President of the Global China Institute (the predecessor of Global China Academy), China.
- Professor Tony McEnery FAcSS FRSA FGCA, Distinguished Professor of English Language and Linguistics at Lancaster University; Council Member of Academy of Social Sciences; Chair of Global China Academy Council and Founding Fellow, UK [Keynote speaker]
- Dr MEI Mingli, Associate Professor, College of Arts and Media, Tongji University, China
- Ms MEI Nan, Associate Professor, College of Arts and Media, Tongji University, China
- Dr MENG Xiaoxiao, Assistant Professor, College of Arts and Media, Tongji University, China
- Dr PENG Xianjie, Deputy Party Secretary, Associate Professor, College of Arts and Media, Tongji University, China
- Professor QIAN Yufang, Associate Fellow of Global China Academy, UK; Director of Institute of Corpus and Discourse Studies, School of Foreign Studies, Zhejiang Gongshang University, China; Editor of the Journal of Corpus Approaches to Chinese Social Sciences [Panel IV: Chair]
- Dr REN Lingling, Associate Professor, College of Arts and Media, Tongji University, China
- Professor SHEN Yang, dual-appointed professor of School of Journalism and School of Artificial Intelligence, Director of the Metaverse Culture Lab and New Media Research Center at Tsinghua University, China [Panel IV: Plenary speaker]
- Dr SHENG Bai, Associate Professor, College of Arts and Media, Tongji University, China
- Mr Ian Stafford, a multiple award-winning English sports journalist, author and broadcaster; Funder of the Sporting Club, UK [Dinner: Chair]
- Professor WANG Lei, Professor at the School of Electronics and Information Engineering, Tongji University; Council Member of the Chinese Association for Artificial Intelligence; Secretary-General of the Shanghai Artificial Intelligence Society [Opening Session: Greetings]
- Dr WANG Jing, Lecturer, College of Arts and Media, Tongji University, China
- Mr WANG Conghan: Doctoral researcher at the School of Foreign Languages, Zhejiang Gongshang University, China
- Professor WANG Dongdong, Professor at the College of Arts and Media, Tongji University, China
- Professor WANG Jianmin, Vice Dean, Professor, College of Arts and Media, Tongji University, China
- Professor WANG Xin, Associate Fellow of Global China Academy, UK; Head of Communication Department, College of Arts and Media, Tongji University, China [Closing Session: Chair]
- Professor WANG Yingji, Professor at the College of Arts and Media, Tongji University, China
- WANG Zhili, Assistant Professor, College of Arts and Media, Tongji University, China
- Professor WU Zhijun, Dean of the Undergraduate School at Tongji University, China



- Professor XIE Lizhong FGCA, Chinese President of Global China Academy, UK; Former Head of Department of Sociology, Peking University, China; former vice-President of Chinese Sociological Association [Presenter of certificates to GCA Fellows]
- Professor XU Xiang, Vice Dean, Professor, College of Arts and Media, Tongji University, China
- Professor YANG Xiaolin, Professor at the College of Arts and Media, Tongji University, China
- Professor YU Guoming, Executive Dean of the School of Journalism and Communication at Beijing Normal University, China [Dinner: video]
- Dr ZHANG Liwen, Assistant Professor, College of Arts and Media, Tongji University, China
- Mr ZHANG Tianci, PhD researcher at Zhejiang Gongshang University, China
- Professor ZHANG Xiaodong FGCA and Non-Executive Chinese Chair of the Global China Academy in the UK; CEO of the Agile Think Tank; and Professor and former Director of the Innovation and Entrepreneurship Research Institute at Nanjing University of Finance and Economics, China [Panel I: Plenary speaker]
- Dr ZHANG Yan, Assistant Professor, College of Arts and Media, Tongji University, China
- Ms ZHANG Yawen, Artificial Intelligence Manager and Machine Learning Computational Science Manager at Accenture China, as well as a specialist in digital inclusion, China
- Ms ZHANG Yanli, Associate Professor, College of Arts and Media, Tongji University, China
- Dr ZHANG Yu, Associate Professor, College of Arts and Media, Tongji University, China
- Dr ZHANG Yuchen, Associate Professor, College of Arts and Media, Tongji University, China
- Professor ZHAO Hongduo, Dean of the Graduate School at Tongji University, China
- Dr ZHAO Longxuan, Assistant Professor, College of Arts and Media, Tongji University, China
- Professor ZHAO Qizheng, former Dean of the School of Journalism at Renmin University of China, former Director of the State Council Information Office, and former Vice Mayor of Shanghai, China [Opening Session: speaker]
- Mr ZHAO Yonggang is the CEO of Beijing Yicai Zongheng Management Consulting Center and the founder of Beijing Shanxin She Investment Management Co., Ltd., China
- Ms ZHONG Lin, Lecturer, College of Arts and Media, Tongji University, China
- Ms ZHOU Bin, Deputy Party Secretary, Associate Professor, College of Arts and Media, Tongji University, China
- Professor Shuhua Zhou, Distinguished Chair Professor of Media and Communication at City University of Hong Kong; former President of the Chinese Communication Association (CCA), China [Panel III: Plenary speaker]
- Ms ZHOU Xiaorui, Associate Professor, College of Arts and Media, Tongji University, China
- Professor ZHU Guanglei FGCA, Former Vice-President of Nankai University; Vice President of the Chinese Political Science Association, China [Dinner: speaker]
- ZHUANG Muyang, Assistant Professor, College of Arts and Media, Tongji University, China

Note: Approximately 100 participants are expected to attend this dialogue. In addition to the aforementioned attendees, this includes participants and awardees from the Youth Scholars Essay Competition across the country, as well as some students from Tongji University and the institutions of the invited speakers and chairs.

## X Outcomes and Publications

### Youth Paper Awards

The GCD IX has set up a ‘Youth Paper Award’ with five recipients (not ranked). Winning papers may be considered for publication in the following journals: *Media Critique*, *Urban-Rural Communication*, *Computing, Intelligence, and Communication*, as well as relevant journals or Dialogue proceedings (listed below) published by Global Century Press in the UK.

### Main outcomes

- Through transcultural dialogue, to arrive at a better response to the new challenges of global governance, including mutually beneficial cooperation and possibilities for symbiosis, coexistence and prosperity.
- To promote cooperation between academic research institutions and think tanks in various countries and China, with a shared focus on academic, theoretical, and methodological topics from a global or comparative perspective related to China. To establish mechanisms for collaboration between these institutions and think tanks.

### Academic publications

- After revision, the notes of speeches and discussions will be included in Volume 9 of the *Global China Dialogue Proceedings* and published by Global Century Press (in English and Chinese).
- After peer review, some papers may be published in *Journal of China in Global and Comparative Perspectives* (JCGCP), in English and Chinese.
- Some materials may also be used in the *Journals of Chinese for Social Sciences* (JCSS) and *Journal of Corpus Approaches to Chinese Social Sciences* (CACSS), in Chinese.



## XI Essential information, registration and contacts

### I. Essential information

1. To ensure the smooth running of the conference, all delegates are required to abide by the conference schedule and regulations.
2. During the event, press conferences are not allowed to take place at the venue of the conference without permission from the Conference Organizing Committee. Neither can books and leaflets or any other products be sold or distributed without seeking prior permission from the organizers.
3. The conference is taking place in central Shanghai. Please travel with care. Keep yourself and your belongings safe.
4. Throughout the conference, please switch off your mobile phone or set it to vibrate only to avoid causing any disturbance.
5. The programme is very full. We will have to maintain very strict time discipline to allow everyone their allotted time, including Q&A slots.
6. The languages of the conference are English and Chinese. Simultaneous interpretation will be provided during the speeches, and consecutive interpretation during the Q&A sessions. All presentations will include bilingual English and Chinese text and titles in the PPT slides.
7. Disclaimer: the speakers, topics and times are correct at the time of publishing. However, in the event of unforeseen circumstances, the organizers reserve the right to alter or delete items from the conference programme.
8. All the hospitality, registration, book stands, etc., will be found in the 501 Conference Hall, Sino-French Center, Tongji University.
9. All the journals and books on our stalls are for DISPLAY only. Please do not remove any copies. We are not selling journals or books at the event, but order forms will be available, and you are welcome to take as many as you need.
10. Before and after you arrive in Shanghai, if you need any help, please contact either Professor WANG Xin +86 189 4005 5330 or Mr LI Xiangke +86 159 0042 1993.

### II. Registration

Registration link: <https://www.wjx.cn/vm/tOMHXPP.aspx>

- To participate in both the Dialogue and the Dinner: please click the link, fill in your basic personal information, and select 'Dialogue and Dinner' in the participation section.
- To participate in the dialogue only: please click the link, fill in your basic personal information, and select 'Dialogue' in the participation section.
- To participate in the Dinner only: please click the link, fill in your basic personal information, and select 'Dinner' in the participation section.

#### Notes:

- If you have any dietary requirements (e.g. vegetarian, gluten-free, any allergies, etc.), please indicate them in the registration form, and we will arrange special meals accordingly.
- If, for any reason, you are unable to attend the Dialogue or Dinner, kindly inform us as soon as possible, so we can make arrangements based on the expected number of participants.

### III. Contacts

Contacts:

- Dr ZHAO Longxuan (English +86 133 9181 6212)
- Mr LI Xiangke (Chinese +86 159 0042 1993)

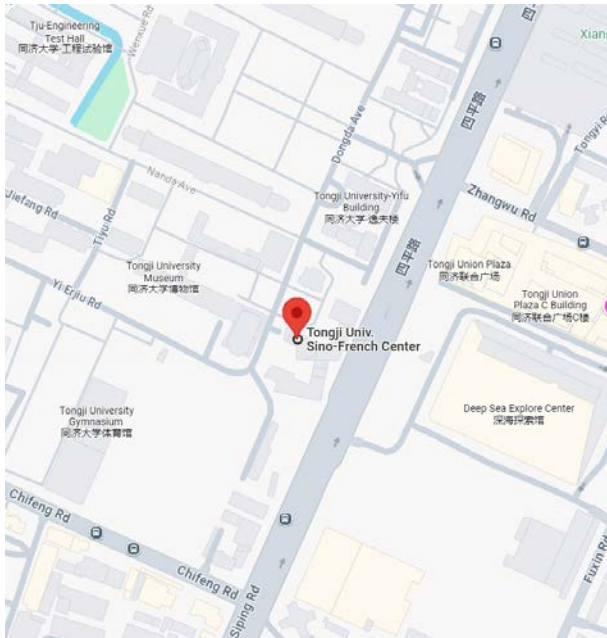
Email:

- [dialogue@gca-uk.org](mailto:dialogue@gca-uk.org) (English)
- [amoffice@tongji.edu.cn](mailto:amoffice@tongji.edu.cn) (Chinese)

Website: <https://globalchinaacademy.org/global-china-dialogue-9/>

## XII Venue and maps

### Global China Dialogue IX



**Time:**

8:30–21:30  
29 November 2024

**Venue:**

501 Conference Hall, Sino-French Center,  
Tongji University (Siping Road Campus),  
1239 Siping Road, Yangpu District, Shanghai

**Tube:**

Tongji University (Line 10, Exit 5),  
enter the school through Gate 1239 on Siping Road

**Buses:**

Tongji University (5-minute walk)  
Siping Road and Chifeng Road (10-minute walk)  
Guokang Road and Siping Road (15-minute walk)  
Chifeng Road and Miyun Road (15-minute walk)

### Tongji University (Siping Road Campus) Map

<https://photo.tongji.edu.cn/readStorage/D31C5AC76247F585EB9B2D3FE77F9AB7>





**Dinner**



**Time:**  
18:00–21:30  
29 November 2024

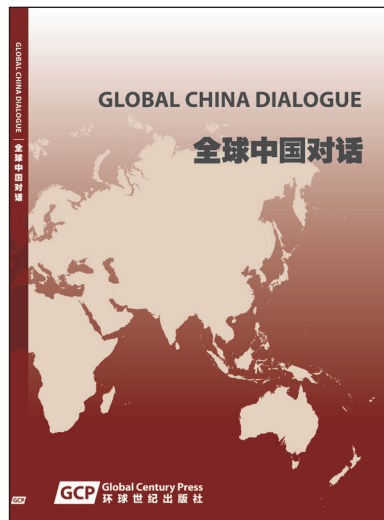
**Venue:**  
Tongji Junxi Hotel, 50 Zhangwu Road, Yangpu District, Shanghai, China

**Tube:**  
Tongji University (Line 10, Exit 1 or Exit 2), walk along Zhangwu Road for 3 minutes after exiting the station to reach the destination.

**Buses:**  
Tongji University (5-minute walk)  
Siping Road and Chifeng Road (10-minute walk)  
Guokang Road and Siping Road (15-minute walk)  
Chifeng Road and Miyun Road (15-minute walk)

To reach the Tongji Junxi Hotel on foot, please follow the route from the Sino-French Center, Tongji University, shown on the map below







The 9th Global China Dialogue is scheduled to take place on November 29, 2024, at Tongji University in Shanghai. This marks the first time the forum will be held in China, following the first eight sessions hosted at the British Academy in the UK.

According to the 2024 QS World University Rankings by Subject, Tongji University ranks first in China in the field of Data Science. Shanghai Collaborative Innovation Center for AI Social Governance, Tongji University, China, based at Tongji University's School of Law, has assisted the College of Arts and Media in organizing this year's Global China Dialogue. The theme of this dialogue is 'AI and Global Society: Building, Governance, Communication', which builds upon Tongji University's existing strengths in AI research and incorporates global, societal, and media perspectives.

Adding 'and the First International Forum on Cross-Media Intelligent Communication' after 'the 9th Global China Dialogue' aims to enrich and deepen the theme of this event. Leveraging the high-level platform of 'the 9th Global China Dialogue', this addition incorporates perspectives on cross-media and intelligent communication to foster multidimensional discussions on global social governance and communication. It is expected to attract participation from both academia and industry, promote the integration of academic insights and practical applications, and enhance the impact of the dialogue's outcomes in the fields of international business and communication.

GCD IX and the First International Forum on Cross-Media Intelligent Communication will both feature a series of diverse panels and discussions, bringing together experts from academia, technology, policy and business sectors. These panels will explore AI's transformative role in various domains, including healthcare, the economy, ethics, and international collaboration. The event will emphasize the ethical implications of AI, the importance of data privacy, and the crucial balance between innovation and regulation. GCD IX include the following four panels:

- Panel 1: Ethical Frameworks and Accountability in Artificial Intelligence
- Panel 2: Artificial Intelligence in Society Building and Governance
- Panel 3: Global Shifts in Perceptions and Attitudes in the AI Era
- Panel 4: Applications of Artificial Intelligence in Health, Media, and Communication

第九届全球中国对话将于2024年11月29日在上海同济大学举行。这是继在英国学术院举办的前八届全球中国对话论坛后，首次在中国举办。

根据2024年QS世界大学学科排名，同济大学在数据科学领域位居中国第一。设立在同济大学法学院的上海市人工智能社会治理协同创新中心将协助该校艺术与传媒学院共同举办本届全球中国对话。本届对话的主题为“人工智能与全球社会：建设、治理、沟通”，在同济大学已有的人工智能研究优势基础上，融入全球、社会和传媒的视角与元素。

同时，在“第九届全球中国对话”之后增加“首届跨媒介智能传播国际论坛”，旨在丰富和深化本次活动的主题。借助“第九届全球中国对话”的高端平台，此次新增内容将融入跨媒介和智能传播的视角，促进对全球社会治理和传播的多维度讨论。预计将吸引更多学术界和产业界的参与，推动学术见解与实践应用的融合，提升对话成果在国际商业和传播领域的影响力。

第九届全球中国对话暨首届跨媒介智能传播国际论坛将设立一系列多元化的专题讨论，邀请来自学术、技术、政策和商业领域的专家共同参与。这些讨论将深入探讨人工智能在各个领域的变革性作用，包括医疗、经济、伦理和国际合作。活动将重点关注人工智能的伦理影响、数据隐私的重要性，以及在创新与监管之间实现平衡的必要性。本届对话包括以下四个版块：

- 人工智能的伦理框架与责任
- 人工智能在社会建设与治理中的应用
- 人工智能时代全球认知与态度的转变
- 人工智能在健康、媒体与传播中的应用