

Workshop No. 8

Digital and Social Media Influencers Impact on Developing Country Image in Light of GCC National Visions

Workshop Schedule

Workshop Directors

Mohammad Abuljadail
King Abdulaziz University
Saudi Arabia

Louisa Ha
Bowling Green State University
USA

First Workshop Day - Wednesday, 23 July 2025

08:15 - 08:30 – Welcome coffee and tea

08:30 - 09:00 – Introduction of Workshop and Participants

09:00 – 09:45 – Paper 1

Presenters: Ping Yang, Millesville University, USA; Chin-Chung Chao, University of Nebraska-Omaha, Afnan Qutab, King Abdulaziz University, Saudi Arabia; Osama Bahassan, Bowling Green State University, USA and King Abdulaziz University, Saudi Arabia
How Social Media Influencers Impact Tourism and City Image: A Cross-Cultural Comparison of TikTok Users in the United States and Saudi Arabia

Discussant: Ke Guo, Shanghai International Studies University, China

09:45 - 10:30 – Paper 2

Presenter: Amel Hadja, National Postgraduate School of Political Sciences, Algeria
Value and Identity Transformations Among Women on Instagram and TikTok: Promoting Gulf Culture

Discussant: Marta Mensa, University of North Texas, USA

10.30 - 10.45 – Coffee break

10:45 - 11:30 – Paper 3

Presenters: Yang Yang, University of Southern Indiana, USA; Marta Mensa, University of North Texas, USA

Sexual Objectification and Stereotypes on Instagram: Fashion Influencers from GCC and Non-GCC Countries

Discussant: Chin-Chung Chao, University of Nebraska-Omaha, USA

11:30 - 12:15 – Paper 4

Presenters: Qicheng Liu, Peking University; Yushu Zhu, Beijing Film Academy

How a Chinese Wife Changed Stereotypes of GCC Countries — An Analysis of Douyin Influencer Roujie's Role in Shaping Saudi Arabia's National Image Among Chinese Audiences

Discussant: Yang Yang, University of Southern Indiana, USA

12:15 - 13:00 – Paper 5

Presenters: Ghayda Aljuwaiser, King Abdulaziz University, Saudi Arabia; Aljawhara Al-Mutairi, King Saud University, Saudi Arabia

#Mshāhīr_Al-falas; Celebrities of Worthlessness: The Dynamics of Cancel Culture and GCC Influencers on X Platform

Discussant: Peiqin Chen, Shanghai International Studies University, China

13:30 - 15:00 – Lunch break (lunch is served at 13.45, please make sure to be on time as it is roughly a 15 minutes' walk to King's College from the workshop venue)

15:15 - 16:00 – Paper 6

Presenters: Duaa Salim and Mai Salamah, King Abdulaziz University, Saudi Arabia

Social Media Influencers and Their Role in Enhancing the Image of Saudi Arabia's National Brand in Global Media

Discussant: Shazia Farooq Fazli [RECORDED]

16:00 - 16:15 – Coffee break

16:15 - 17:00 – Paper 7

Presenters: Guangda Wang, Shanghai International Studies University, China; Loujain Suliman, Chongqing University, China [RECORDED]

The Role of Social Media Influencers in Shaping the Public Image of Gulf Cooperation Council Countries: Opportunities and Challenges

Discussant: Ghayda Aljuwaiser, King Abdulaziz University, Saudi Arabia

17:00 - 17:45 – Paper 8

Presenter: Jack Kangjie Liu, Guangdong Foreign Studies University, China

Diversity, Diaspora, Media Influencer: WeChat Communication in a Triangle Framework in UAE

Discussant: Guangda Wang, Shanghai International Studies University, China

End of First Workshop Day

Evening Free

Second Workshop Day - Thursday, 24 July 2025

08:15 – 08:30 – Welcome coffee and tea

08:30 - 09:15 – Paper 9

Presenter: Radia Rerhi, Mouloud Mammeri University of Tizi Ouzou – UMMTO, Algeria
The Impact of Social Media Influencers on the Image of GCC Countries: Perspectives from Algerian Social Media Users

Discussant: Amel Hadja, National Postgraduate School of Political Sciences, Algeria

09:15 - 10:00 – Paper 10

Presenters: Ke Guo, Shanghai International Studies University, China; Qingying Han, Shanghai International Studies University, China
Representation on Social Media: Perceptions of Images of Arab countries among Chinese Gen Z Youth

Discussant: Jack Kangjie Liu, Guangdong Foreign Studies University, China

10:00 - 10:45 – Paper 11

Presenters: Shazia Farooq Fazli, Mysha Taj, Rakshanda Farooq, Aligarh Muslim University, India [RECORDED]
Reflexivity in Media: Social Media Influencers and the Globalisation of GCC Cultural Narratives
Discussant: Ping Yang, Millesville University [RECORDED VIDEO]

11.00 - 11.15 – Coffee break

11:15 - 12:00 – Paper 12

Presenter: Liping Cen, Tsinghua University, China (RECORDED)
Digital and Social Media Influencers: Catalysts for GCC Countries' Image Enhancement in the Development Context

Discussant: Aljawhara Al-Mutairi, King Saud University, Saudi Arabia

12:00 - 12:45 – Paper 13

Presenter: Hajar Mahfoodh (University of Surrey), Zainab Mahfoodh (Boston University), Sayed Hameed Shubbar, (Green Globe for Research Consultation, Bahrain)
Social Media Influencers and Evolving Marketing Strategies: Building Trust and Knowledge Users
Discussant: Musaab Alharbi, King Abdulaziz University, Saudi Arabia

12:45 - 14:15 – Lunch break (lunch is served from 13:00 till 14:00 at the workshop venue)

14:30 - 15:15 – Paper 14

Presenters: Peiqin Chen, Shanghai International Studies University, China; Ruonan Zhang, Rollins College, USA

Decoding Viral Social Media Tourist Sites and Key Influencers Among International Travelers of Major GCC Cities

Discussant: Hajar Mahfoodh/Zainab Mahfoodh/S Shubbar Naser

15:15 - 16:00 – Paper 15

Presenter: Musaab Alharbi, King Abdulaziz University, Saudi Arabia

Setting a favorable agenda or fostering skepticism? A survey on the perception and attitudes towards GCC national visions based on influencers Twitter posts

Discussant: Loujain Suliman, Chongqing University, China

16:00 - 16:15 – Coffee break

16:15 - 17:00 – Paper 16

Presenter: Cole Highhouse, Shanghai International Studies University

Title: Vlogging Saudi Arabia: How YouTube vlogs are influencing the perception of travel destinations

Discussant: Mai Salamah, King Abdulaziz University, Saudi Arabia

17:00 - 17:45 – Publication Plan and Tips on Preparing Journal Submissions and Selecting Publication Outlets

17:45 - 18:00 – Next Steps and Submission of Online Evaluation Forms

End of Second and Final Workshop Day

19:00 Farewell Dinner at King's College