Empirical Questions and Theoretical Application

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Multimedia Laboratory 2 (M5064),
5/F, Run Run Shaw Creative Media Centre

Please register HERE by
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Research starts with specific questions, and is informed by applicable theories. How to find a theory that works as a resourceful informer for a study and attain a higher level of academic inquiry are the essential tasks for media and communication researchers. Dr. Li will address the issue of theory identification and applications in research and use his works as examples to discuss the delicate issue in research on media and communication.

Xigen Li is Distinguished Professor of School of Journalism and Communication, Shanghai University, and formerly professor of Department of Media and Communication, City University of Hong Kong. Dr. Li’s research focuses on impact of communication technology on mass communication, media use and communication behavior in the digital age, and communication and social interaction.