

履歷 Curriculum Vitae

林翠絹

Trisha Tsui-Chuan Lin, Ph.D.

台灣國立政治大學傳播學院廣播電視學系教授

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CURRENT APPOINTMENT

Professor, Department of Radio & Television, School of Communication, National Chengchi University, Taiwan (國立政治大學傳播學院廣播電視學系教授) (2019.09~till now)

Vice President, Chinese Communication Association (國際中華傳播學會副會長) (2023.09~2025.09)

EDUCATION

Ph.D.2007, University of Hawai'i at Manoa, Communication and Information Sciences, USA
(美國夏威夷大學 Manoa 分校傳播資訊科技博士)(GPA: 4.0)

M.A.1997, Telecommunications, Michigan State University. USA
(美國密西根州立大學電訊傳播研究所碩士)

B.A.1994, Journalism (Minor in Advertising), National Chengchi University, Taiwan
(國立政治大學新聞系學士,輔系廣告系)

EMPLOYMENT HISTORY&INDUSTRY EXPERIENCES

2022-2023 Harvard Yenching Visiting Scholar & affiliate (2023-) (哈佛燕京學者)

2022-2023 Fulbright Scholar (Senior Research Grant), Harvard Faculty of Arts & Science (傅爾布萊特資深研究學者 哈佛大學文理學院)

201803-202306 Research fellow & founding member, Taiwan Institute for Governance and Communication Research (台灣政經傳播研究中心研究員)

201609-201908 Associate Professor, Department of Radio & Television, School of Communication, National Chengchi University, Taiwan (政治大學傳播學院廣播電視學系副教授)

2007-201608 Assistant Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University (南洋理工大學黃金輝傳播與信息學院)

2006-2007 Research Assistant, Information Technology Management, Shidler College of Business, University of Hawai'i at Manoa (美國夏威夷大學 Manoa 分校資訊科技管理系)

2000-2004 Lecturer, Radio & Television, Ming Chuan University(銘傳大學廣電系), Taiwan

1998-2000 Program Executive Producer & News Line Producer, Formosa Television (民間全民電視台), Taiwan

1998 Producer, DJ& News Anchor, Formosa-Hakka Radio Station (FM 93.7) (寶島客家電台), Taiwan (part-time)

1997-1998 Program Planner & Reporter, Eastern Broadcasting Corporation (東森電視台), Taiwan

1994-1995 News Anchor, Host, & Reporter, Netwave Cable Television, Taiwan (聯維有線電視)

HONORS, AWARDS, & RECOGNITIONS

Academia

- 2023 High Distinction Award, National Chengchi University Research Excellent Awards 國立政治大學學術研究獎「研究特優獎」(111 學年度)
- 2022-2023 Harvard Yenching Visiting Scholar 哈佛大學燕京中心訪問學者
- 2022-2023 Fulbright Senior Research Grant & visiting scholar at Harvard Faculty of Arts and Sciences 傅爾布萊特資深學者研究獎(哈佛大學文理學院訪問學者)
- Top paper Award, Mobile Communication Division, 70th Annual International Communication Association Conference (virtual), 2020. (Lin, T. T. C#. Nomophobia and phubbing among Taiwanese emerging adults: Investigating affective smartphone use and family cohesion. (May, 2020)
- 2018 Outstanding Service Award, Chinese Communication Association (Awarded 2019.05)
- 2018 July-Sep, Visiting Research Fellow at Digital Media Research Center, Queensland University of Technology (2018 QS Top 31 University ranking in Communication and Media studies) (NCCU Grant for International Academic Exchange and Collaboration).
- 2018 Best Faculty Article Award, Chinese Communication Association (2017 Journal article: Dual screening use: Examining social predictors and impact on online and offline political participation among Taiwanese Internet users. Journal of Broadcasting & Electronic Media, 61(2), 240-263.)
- Top paper Award, Mobile Communication Division, International Communication Association, Prague, Czech Republic, 2018. (Bautista, J.R.#, Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). Predictors and outcomes of nurses' use of personal mobile phones for work purposes. Paper accepted by International Communication Association, Prague, Czech Republic.)
- 106 學年度 台灣科技部延攬特殊優秀人才獎勵 (2017 Ministry of Science and Technology to Recruit Special Talents Award, Taiwan)
- 105 學年度 台灣科技部延攬特殊優秀人才獎勵 (2016 Ministry of Science and Technology to Recruit Special Talents Award, Taiwan)
- 2017 10th Communication Visiting Scholar, Chinese University of Hong Kong (“第十屆香港中文大學傳播學訪問學者計劃) & participating in “Impact of Digital Technologies on Journalism” Workshop.
- 2016, 1st place, Top Paper Award, Interactive Media and Emerging Technology Division, Broadcast & Education Association, Las Vegas, USA, 2016. (Lin, T. T. C., Wen, Y., & Thong, Y. J. (April, 2016). Understanding user experiences of a multiscreen social TV system: A mix-method study. Paper accepted at 2016 Broadcast & Education Association, Las Vegas, USA)
- 2016, 2nd place, Top Paper Award, Research Division, Broadcast & Education Association, Las Vegas, USA, 2016. (Lin, T. T. C., Chiang, Y., Liew, K. K., Theng, Y. L., Bautista, J.R.,* & Teo, W. (April, 2016). How sociability and social presence influence viewers' bridging social capital and program loyalty. Paper accepted at 2016 Broadcast & Education Association, Las Vegas, USA)
- 2014 Outstanding Service Award, Chinese Communication Association (Awarded 2015.05)
- 2010 Best Faculty Paper Award, Journalism Division, Association of Education in Journalism and Mass Communication conference, Denver, USA. 2010. (Zhou, S., Lin, T. T. C., & Zhang, C. (August, 2010). Marketing sensationalism: A comparison of television news in mainland China, Taiwan and Hong Kong. Paper presented at Association of Education of Journalism and Mass Communication conference, Denver, USA)

- 2004 Australia Asia Executive Award, offered by the Australian Government International Education Network & visiting scholar at University of New South Wales, Australia to undertake research in “Digital television migration in Australia.”

Industry

- 1998 Best Television Program, Formosa Television Award 1998 (First Place), Taiwan (similar to Star Awards in Singapore)
- 1998 Best Socio-cultural Program, 34th Golden Bell Awards (金鐘獎) (Finalist), Taiwan (similar to Emmy Awards in USA)

SCHOLARSHIPS & FELLOWSHIPS

- Asia Pacific Scholarship, University of Hawai'i at Manoa, 2004-2006
- Hawaiian Foundation Scholarship, Pacific Telecommunication Council, 2006 & 2007
- Graduate Student Organization Grants & Awards, University of Hawaii at Manoa, 2005 & 2006
- PHI BETA DELTA Honor Society for International Scholars, Michigan State University 1997
- Outstanding Academic Performance (Third Place), Journalism, National Chengchi University, Taiwan, 1992

RESEARCH GRANTS

External Grant

2022-2023	PI, Harvard Yenching Institute Workshop grant: Post-truth politics and public health: Dis- and misinformation crises and media challenges
2022-2025	PI, National Science Council three-year research grant: Exploring risk communication of health misinformation and deepfakes during pandemic crisis (三年期台灣國科會研究計畫主持人: 疫情資訊傳染病危機: 探討健康假訊息深偽科技之風險傳播研究)
2022-2023	PI, Ministry of Science and Technology overseas research grant: (Mis) Trust in social media : Health misinformation and digital literacy research and practices 科技部補助科學與技術人員國外短期研究計畫(主持人: 社群媒體信任、健康假訊息與數位素養之研究與實踐)(哈佛大學)
2021	PI, Research Project: 5G technologies & audiovisual media innovations, funded by Ministry of Education, Taiwan (主持人: 台灣教育部高教深耕計畫: 5G 科技與影音媒體創新)
2021	PI, Research Project: Asian new media convergence, funded by Ministry of Education, Taiwan (主持人: 台灣教育部高教深耕 E 課程計畫: 亞洲新媒體匯流)
2020-2021	Co-PI, Konrad-Adenauer-Stiftung cross-country research project: Data security, privacy and innovation capability in Asia. PI: Dr. Natalie Pang; National University of Singapore. Collaborative research with six countries (德國阿登納基金會跨國研究計畫, 此計畫由新加坡國立大學主導, 合作國家包括台、日、韓、印、香港及中國)
2020	PI, Research Project: Audiovisual industry media innovation & AI technologies, funded by Ministry of Education, Taiwan (主持人: 台灣教育部)

高教深耕計畫: 創新影音媒體與 AI 數位科技)

- 2019-2022 PI, Ministry of Science and Technology three-year research grant: The development of artificial intelligence socialbots and its impacts on political opinions and media presentations (三年期台灣科技部計畫研究主持人: 人工智慧社群機器人發展對於網路政治言論與媒體呈現影響之研究)
- 2018-2023 Founding member & research fellow, Taiwan Institute for Governance and Communication, funded by Ministry of Education, Taiwan (台灣政治經濟研究中心研究員, 台灣教育部高教深耕計畫領域特色中心計畫申請會員之一)
- 2017-2018 Co-PI, Taiwan Public Television Service Foundation, NTD\$1,500,000
Project Title: *Digital viewership investigation: Public Television Service new media audience research*. (共同主持人, 數位收視調查: 公視新媒體收視使用行為研究, 公共電視基金會). (PI: Chiang Yi-Hsuan; Co-PI: Jane, Wen-Jhan, Shin Hsin University)
- 2014-2017 PI, Singapore Ministry of Education Tier 1 Grant, SGD\$79,984
Project Title: *Multi-screen social TV: Investigating determinants of users' attitudes, viewing behavior, and engagement*. (Co-PI: Theng Yin Leng, Liew Kai Khiuh, Nanyang Technological University; collaborator: Chiang Yi-Hsuan, Shin Hsin University, Taiwan). (2016-2017 International Co-PI after leaving Singapore)
- 2014-2016 Co-PI, Singapore MIT SMART Innovation Centre Grant, SGD\$250,000
Project title: *iClonecast - Cloud-based service engine for multi-screen applications*. (PI: Yonggang Wen, Computer Engineering, Nanyang Technological University). Time involvement as Co-PI: 10% (S\$25,000).
- 2013-2016 Co-PI, Taiwan Commercial Vocational Education Society Grant, SGD\$40,000
Project title: *Mobile Generation: How high school students are using smartphones? Dependency and Problem Use*. (PI: Chiang Yi-Hsuan, Shin Hsin University, Taiwan). Time involvement as Co-PI: 40% (S\$16,000)
- 2010-2013 Co-PI, UK Open Society Foundation Grant, SGD\$13,954
Project Title: *Mapping digital media project in Singapore*. (PI: Lau Joon-Nie, Co-PI: Low Meimei). Time involvement as Co-PI: 30%. (S\$4,186)
- 2010-2011 Co-PI, Institute of Policy Studies, Lee Kuan Yew School of Public Policy, National University of Singapore, SGD\$ 478,000
Project Title: *GE201X Internet election*. (PI: Arun Mahizhnan & Tan Tarn How, Institute of Policy Studies, National University of Singapore; multiple Co-PIs)(PI of a sub-project: *Youth, new media & political socialization*. S\$9,800 plus national survey support; Co-PI: Alice Hong Yah-Huei.)
- Internal Grant
2016-2017 National Chengchi University Seed Fund for Ministry of Science and Technology Research Grant Application for New Faculty (國立政治大學鼓勵新進教師及研究人員申請科技部專題研究計畫補助經費), NTD \$11,000.

- 2012-2015 Project: *Multiscreen social TV viewer research in Singapore and Taiwan*. 調查多螢社交電視使用者態度、觀看行為和投入(台新比較)
PI, Nanyang Technological University 50K Research Cluster Grant, SGD\$50,000
- 2013-2015 Project Title: *Location-based Services: Impacts and Implications*. Nanyang Technological University. (Co-PI: Dion Goh)
Co-PI, Nanyang Technological University 50K Research Cluster Grant, SGD\$38,325
- 2014-2015 Project Title: *Exploring the link between media socialization and learning with technology*. (PI: Fernando Paragas; Co-PIs: Alton Chua; Chen Wen-Lin)
- 2014-2015 PI, Nanyang Technological University RCC 3K Grant, SGD\$3,000
Project title: *Mobile Phone Dependency among Working Adults in China: An Examination of Predictors and Impacts*. (Co-PI: Li Li.)
- 2013-2015 PI, Nanyang Technological University RCC 3K Grant, SGD\$3,000
Project title: *Social Media Usage for TV Viewing in China: predictors, media engagement, and user behaviour*. (Co-PI: Liang Ziqi.)
- 2012-2013 PI, Nanyang Technological University RCC 5K Grant, SGD\$5,000
Project Title: *Investigating mHealth in Singapore: users' and stakeholders' perspectives*.
- 2012-2013 PI, Nanyang Technological University RCC 5K Grant, SGD\$5,000
Project Title: *Location-Based advertising in Singapore: Consumer perception, attitude, and utilization*.
- 2011-2012 PI, Nanyang Technological University RCC 5K Grant, SGD\$4,996
Project Title: *Mobile dependency among Singapore youth: psychological attributes, addiction symptoms and patterns*. (Co-PI: Chloris Jiang)
- 2011-2012 PI, Nanyang Technological University RCC 3K Grant, SGD\$2,910
Project Title: *Impact of microblogging on journalistic practices in China*. (Co-PI: Cui Di)
- 2010-2011 PI, Nanyang Technological University RCC 5K Grant, SGD\$4,995
Project Title: *Content and interactivity management of IPTV in Singapore*.
- 2009-2010 PI, Nanyang Technological University RCC 5K Grant, SGD\$4,997
Project Title: *Interactivity and relational maintenance: political blogging in Singapore*.
- 2008-2009 PI, Nanyang Technological University RCC 5K Grant, SGD\$4,980
Project Title: *Exploring mobile TV opportunities in Singapore: A socio-technical perspective*.
- 2007-2008 PI, Nanyang Technological University RCC 5K Grant, SGD\$4,980
Project Title: *Digital Transition in Singapore's TV news: An intraorganizational model of core production ICT adoption*.

PUBLICATIONS

Refereed Journal Articles	Total = 63 SSCI-indexed= 41 SCI=1 ISI-indexed= 1 ARC-indexed= 1 TSSCI-indexed= 3
Encyclopedia Proceedings	Total = 2
Book Chapters	Total = 9
Media Reports	Total = 4
Peer-reviewed Conference Papers	Total = 114
News Columns & Magazine Articles	Total = 31
Keynote & invited speakers	Total = 31

Journal Articles (Peer-Reviewed)

denotes corresponding author.

Bold & Underline denotes main author or lead author.

1. Lin, T. T. C. # (2023). Taiwanese Media reporting COVID-19 disinformation crisis: A mixed method study of technological epidemic prevention regarding health personal data, privacy and security issues. (台灣媒體報導新冠肺炎假訊息危機:混合法分析科技防疫之個資、隱私、資安議題). *Chinese Journal of Communication Research* (中華傳播學刊), 43, 245-286. (Chinese) **(TSSCI)**
2. Lin, T. T. C. # (2023). Investigating socialbot campaigns in Taiwanese data- driven elections. (社交媒體機器人應用於台灣數據導向選戰之初探性研究). *Journal of Communication Research & Practice* (傳播研究與實踐), 13(1), 115-148 (Chinese). **(TSSCI)**
3. Lin, T. T. C. # (2022). Nomophobia and phubbing: Examining affective smartphone communication and family cohesion among youths. *Behaviour & Information Technology*. <https://doi.org/10.1080/0144929X.2022.2111272> **(SSCI IF 3.3)**
4. Lin, T. T. C. # (2022). Online opinions, sentiments and news framing of the first nuclear referendum in Taiwan: A mix-method approach. *Asian Journal of Communication*, 32(2), 152-173. **(SSCI-indexed, IF 1.097)**
5. Lin, T. T. C. # & Tasi, C. (2022). Taking stock of social-political polarization in Asia: Political communication, social media and digital governance. *Asian Journal of Communication*, 32(2), 71-74. **(SSCI-indexed, IF 1.097)**
6. Lin, T. T. C., Bautista, J. R. #, & Core, R. (2020). Seniors and mobiles: A qualitative inquiry of mHealth adoption among Singapore seniors. *Informatics for Health & Social Care*, 45(4), 360-373. **(SSCI-indexed, 5-year IF: 1.144)**
7. Kwanda, F., & Lin, T. T. C. # (2020). Fake news practices in Indonesian newsrooms during and after the Palu earthquake: A Hierarchy-of-Influences approach. *Information, Communication and Society*, 23(6), 849-866. **(SSCI-indexed, IF: 4.124)**
8. Bautista, J.R. #, Lin, T. T. C., & Theng, Y. L. (2020). The influence of organizational issues on nurse administrators' support of smartphones for work purposes in the Philippines: A focus group study. *JMIR Nursing*, 3(1). doi:10.2196/17040 (Open Access)
9. Lin, T. T. C. #, Kononova, A, & Chiang, Y. (2020). Screen addiction and media multitasking among American and Taiwanese Users. *Journal of Computer Information Systems*, 60(6). **(SSCI-indexed, IF 1.1)** DOI: 10.1080/08874417.2018.1556133 (Open Access)
10. Liew, K. K. #, Lin, T. T. C., & Theng, Y. L. (2020). Skeuomorphic domestic Television's analog divide: Television and social stratification in Singapore. *Television and New Media*, 21(7), 730-748. **(SSCI-indexed, IF 0.835)** DOI: 10.1177/1527476419826514

11. **Lin, T. T. C.**[#] (2019). Communicating haze crisis online: Comparing traditional media news and new media perspectives in Singapore. *Environmental Communication*, 13, 864-878. **(SSCI-indexed, IF 1.22)** DOI: 10.1080/17524032.2018.1488754
12. **Lin, T. T. C.**[#] (2019). Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire. *International Journal of Human-Computer Interaction*, 18, 1672-1680. **(SSCI-indexed, IF 1.118)** DOI: 10.1080/10447318.2018.1561813
13. **Lin, T. T. C.**[#], & Chiang, Y. (2019). Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty. *Telematics and Informatics*, 43, 1-12. **(SSCI indexed, IF 3.678)** <https://doi.org/10.1016/j.tele.2019.05.006>
14. **Lin, T. T. C.**[#] (2019). Motivation and trust: How dual screening influences offline civic engagement among Taiwanese Internet users. *International Journal of Communication (19328036)*, 13, 4663-4681. **(SSCI indexed, IF 0.71)**
15. **Lin, T. T. C.**[#] (2019). Multiscreen social TV system: A mixed method understanding of users' attitudes and adoption intention. *International Journal of Human-Computer Interaction*, 35(2), 99-108. **(SSCI-indexed, IF 1.118)** DOI: 10.1080/10447318.2018.1436115
16. **Li L.**[#], & Lin, T. T. C. (2019). Smartphones at work: A qualitative exploration of psychological antecedents and impacts of work-related smartphone dependency. *International Journal of Qualitative Methods*, 18, 1-12. **(SSCI-indexed, IF 1.387)** DOI: 10.1177/1609406918822240
17. **Bautista, J.R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (2018). Predictors and outcomes of nurses' use of smartphones for work purposes. *Computers in Human Behavior*, 84, 360-374. **(SSCI-indexed, IF3.435; 5-year IF: 4.252)** DOI: 10.1016/j.chb.2018.03.008
18. **Li L.**[#], & Lin, T. T. C. (2018). Examining how dependence on smartphones at work relates to Chinese employees' workplace social capital, job performance, and smartphone addiction. *Information Development*, 34(5), 289-503. **(SSCI-indexed, IF 1.691)** DOI: 10.1177/0266666917721735
19. **Lin, T. T. C.**, & Bautista, J. R. R.[#] (2018). Content-related factors influence perceived value of location-based mobile advertising. *Journal of Computer Information Systems*, 60(2), 184-193. **(SSCI-indexed, IF 1.1)** DOI: 10.1080/08874417.2018.1432995 (Open Access)
20. **Lin, T. T. C.**[#] (2018). Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times' online news practices (數位優先新聞室: 海峽時報網絡新聞匯流與轉型分析). *Communication & Society (傳播與社會學刊)*, 43, 73-102. (Chinese). **(TSSCI)**
21. **Lin, T. T. C.**[#], & Chiang, Y. (2017). Investigating predictors of smartphone dependency symptoms and effects on academic performance, improper phone use and perceived sociability. *International Journal of Mobile Communications*, 15(6), 655-676. **(SSCI-indexed, IF 1.221)**
22. **Bautista, J. R.**[#], & Lin, T. T. C. (2017). Nurses' use of mobile instant messaging applications: A uses and gratifications perspective. *International Journal of Nursing Practice*, 23(5), e12577. **(ISI-indexed, IF 1.018)** DOI: 10.1111/ijn.12577
23. **Lin, T. T.C.**[#], & Chiang, Y. (2017). Dual screening: Examining social predictors and impact on online and offline political participation among Taiwanese Internet users. *Journal of Broadcasting & Electronic Media*, 61(2), 240-263. **(SSCI-indexed, IF 1.352) (2018 Best Faculty Article Award, Chinese Communication Association)**
24. **Lin, T. T. C.**[#], & Bautista, J. R. R. (2017). Understanding the relationships between mHealth apps' characteristics, trialability, and mHealth literacy. *Journal of Health Communication*, 22(4), 346-354. **(SSCI-indexed, IF2.013; 5-year IF: 2.949)**
25. **Lin, T. T. C.**[#], Li, L.^{**}, & Bautista, J. R.^{*} (2017). Examining how communication and knowledge relate to Singaporean youth's perceived risk of haze and intentions to take preventive behaviors. *Health Communication*, 32(6), 749-758. **(SSCI-indexed, IF1.297; 5-year IF: 1.686)**

26. **Hong, Y. #**, & Lin, T. T. C. (2017). The impacts of political socialization on people's online and offline political participation—Taking the youth of Singapore as an example. *Advances in Journalism and Communication*, 5, 50-70.
27. **Bautista, J. R. #**, & Lin, T. T. C. (2016). Sociotechnical analysis of nurses' use of personal mobile phones at work. *International Journal of Medical Informatics*, 95, 71-80. **(SCI-indexed, IF 2.363)**
28. **Li, L. #***, & Lin, T. T. C. (2016). Exploring work-related smartphone dependency among young working adults in China: A qualitative approach. *International Journal of Communication*, 10, 2915-2933. **(SSCI indexed, IF 0.35)**
29. **Li, L. #***, & Lin, T. T. C. (2016). Examining Weibo posting anxiety among well-educated youth in China: A qualitative approach. *Information Development*, 32(4), 641-646. **SSCI indexed, IF 0.491)**
30. **Paragas, F. #**, & Lin, T. T. C. (2016). Organizing and Reframing Technological Determinism, *New Media and Society*, 18(8), 1528-1546. **(SSCI-indexed, IF 2.052, 5-year IF 2.441)**
31. **Shin, W. #**, & Lin, T. T. C. (2016). Who avoids Location-based advertising and Why? Investigating the relationship between user perceptions and advertising avoidance. *Computers in Human Behavior*, 63, 444-452. **(SSCI-indexed, IF3.435; 5-year IF: 4.252)**
32. **Lin, T. T. C. #** & Bautista, J. R.* (2016). Predicting intention to take protective measures during haze: The roles of efficacy, threat, media trust, and affective attitude. *Journal of Health Communication*, 21(7), 790-799. **(SSCI-indexed, IF2.013; 5-year IF: 2.949)**
33. **Lin, T. T. C. #**, Paragas, F., & Bautista, J. R.* (2016). Determinants of mobile consumers' perceived value of location-based mobile advertising and user responses. *International Journal of Mobile Communications*, 14 (2), 99- 117. **(SSCI-indexed, IF 1.221)**
34. **Lin, T. T. C. #**, Paragas, F., Goh, D., & Bautista, J. R.*. (2016). Developing emerging location-based mobile advertising in Singapore: A socio-technical perspective. *Technological Forecast and Social Change*, 103, 334-349. **(SSCI-indexed, IF 2.058; 5-year IF: 2.634)**
35. **Lin, T. T. C. #**, & Oranop, C. (2016). Responding to convergence: Regulating multiscreen television services in Thailand. *Telematics & Informatics*, 33, 722-732. **(SSCI-indexed, IF 1.120)**
36. **Lin, T. T.C. #**, Chiang, Y., & Jiang, C. (2015). Sociable people beware? Investigating smartphone vs. non-smartphone dependency symptoms among young Singaporeans. *Social Behavior and Personality*, 43(7), 1209-1216. **(SSCI-indexed, IF 0.366)**
37. **Bautista, J. R. R. #***, & Lin, T. T. C. (2015). Tweeting social support messages after a Non-celebrity's death: The case of the Philippine's #Fallen44. *Cyberpsychology, Behavior, and Social Networking*, 18(11), 641-646. **(SSCI-indexed, IF 2.182)**
38. **Cui, D. #***, & Lin, T. T.C. (2015). Professional intervention and organizational incorporation: Examining journalistic use of microblogs in two Chinese newsrooms, *Asian Journal of Communication*, 25(4), 351-370. **(SSCI-indexed, IF 0.41)**
39. **Lin, T. T. C. #** (2015). Online political participation and attitudes: Analyzing election user-generated videos in 2011 Singapore General Election. *Communication Research & Practice*, 1(2), 131-146.
40. **Hong, Y. H. #**, Lin, T. T. C, & Ang, P. H. (2015). Innovation resistance of political websites and blogs among Internet users in Singapore. *Journal of Comparative Asian Development*, 14 (1), 110-136.
41. **Lin, T. T.C. #**, Jung Y., & Sim, C*. (2015). Towards an understanding of intention to use mobile videos: Impression management, perceived facilitation, and social norms. *Mobile Media and Communication*, 3(1), 106-124. **(SSCI-indexed, IF 1.5)**
42. **Lin, T. T.C. #**, Zhou, S., & Cui, D*. (2014). Content characteristics of IPTV: Analysis of sensationalism, localism, and interactivity. *Asian Journal of Communication*, 24(6), 549-566. **(SSCI-indexed, IF 0.41)**

43. **Lin, T. T. C.** & Chiu, V. C.[#] (2014). Investigating adopter categories and determinants affecting the adoption of mobile television in China. *China Media Research*, 10(3), 74-86.
44. **Lin, T. T. C.**[#] (2014). Changes of journalistic practices and workflow in integrated television newsrooms: A multiple case study of early adopters in Taiwan. *Journal of Communications Management*, 15(1), 1-28.
45. **Lin, T. T. C.**[#] & Li, L.* (2014). Perceived characteristics, perceived popularity, and playfulness: Youth adoption of mobile instant messaging in China, *China Media Research*, 10(2), 60-71.
46. **Lin, T. T. C.**[#] (2013). A study of political blogs in Singapore: Characteristics, interactivities, and relational maintenance. *Journal of Communication and Culture*, 12, 74-114.
47. **Lin, T. T. C.**[#] (2013). Convergence and regulation of multi-screen television: The Singapore Experience. *Telecommunications Policy*, 37(8), 673-685. **(SSCI-indexed, IF 1.411)**
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54. **Zhou, S.**[#], Lin, Cuijuan, & Zhang, C. (2011). Commercialization and sensationalism: comparison of television news in Mainland China, Hong Kong, and Taiwan (商業化與煽情新聞:中國大陸香港台灣電視新聞比較研究), *Chinese Media Report Overseas*, 7(2), 1-11.(Chinese)(The editor translated my Chinese name “林翠絹” directly as Lin Cuijian.) ****A** previous version of this manuscript was awarded Top Faculty Paper at the 2010 Association for Education in Journalism and Mass Communication Conference (Radio-Television Journalism Division), Denver, CO.
55. **Lin, T. T. C.**[#], Chiu. C. H., & Lim, W. (2011). Factors affecting the adoption of Social Network Sites: Examining four adopter categories of Singapore’s working adults. *Asian Journal of Communication*, 21(3), 221-242. **(SSCI-indexed, IF0.41)**
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58. **Lin, T. T. C.**[#] & Tan, P. (2010). How cultural and linguistic pluralism shape humor? Social construction of Singapore’s humor industry. *Intercultural Communication Studies*, 19(1), 60-77.
59. **Lin, T. T. C.**[#](2010). TV blogging: A multiple case study of blog management in Taiwan. *Journal of Cyber Culture and Information Society*, 18, 275-306.
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2. **Lin, T. C.**[#], & Davidson, E. (January, 2007). *Mediating organizational innovation: A study of implementation of digital technologies in TV news*. Proceedings of 2007 Hawaii International Conference in System Sciences (HICSS-40). **IEEE Indexed. Los Alamitos: IEEE Computer Society. E-ISBN: 0-7695-2755-8; ISSN: 1530-1605 (Acceptance rate 10%).

Book Chapters

1. **Lin, T. T. C.**[#] (In press). COVID-19 in Taiwan: Examining health data innovation and news framing (新冠肺炎在台科技防疫研究：探討健康數據創新與新聞報導框架), Chang, L., Shi, J., & Huang, Y. (Eds.). *Frontiers of health communication in Asia: Challenges and opportunities*. Tsinghua University Press. [In Chinese]
2. **Lin, T. T. C.**[#] & Guo, Y. (2022). Data innovations and digital democracy: Covid-19 Technological epidemic prevention and digital governance in Taiwan, in Pang, N., Echle, C., Naumann, K & Ho, M. (Eds.), *Data Security, Privacy and Innovation Capability in Asia: Case Studies* (pp. 267-310). Konrad-Adenauer-Stiftung's "Regional Programme Political Dialogue Asia/Singapore.
3. **Lin, T. T. C.**[#] (2020). Taiwanese OTT TV's innovation and transformation: Case study of PBS+ and Yahoo TV (台灣 OTT TV 創新與轉型: 公視+和 Yahoo TV 個案研究), in Peng, Y. (Ed), *5G, OTT & Convergence Research (5G、OTT、匯流論文集)* (pp.187-222). Yuan Ze University, Taoyun, Taiwan. (元智大學大數據與數位匯流創新中心). [In Chinese]
4. **Lin, T. T. C.**[#], & Liang, Z. (2020). Social media usage for TV viewing in China in Hong, J. (Ed.). *China in the age of social media: An unprecedented force for an unprecedented social transformation*. (pp.311-332). Maryland, USA: Rowman & Littlefield. 978-1793608741
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6. **Chiang, Y.**[#], Lin, T. T. C., & Kang, L. P. (2016). How to use big data in communication research methods (大數據與傳播研究方法), in Liu, Y. L. (Ed), *Big data and future communication (大數據與未來傳播)* (pp.17-34), Taipei, Taiwan: Wunun Publishing. [In Chinese]
7. **Chiang, Y.**[#], & Lin, T. T. C. (2015). Big data in communication studies: A systematic review (採用大數據探討媒體使用之學術期刊文獻分析), in Peng, Y. (Ed), *Big data, new media & users (大數據、新媒體、使用者) 研討會論文集*. Yuan Ze University, Taoyun, Taiwan. (元智大學大數據與數位匯流創新中心). [In Chinese]

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9. **Lin, T. T.C.#** (2011). Multi-skilling as a solution? Changing workflow and journalistic practise and the implications for international news, in Clarke, J. & Bromley, M. (Eds), *International News in the Digital Age: East-West perceptions of a new world order* (pp.90-109), New York, NY: Routledge.

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2. **Lau, J.#**, Lin, T. T.C., & Low, M. M. (2013). *Mapping digital media in Singapore: a global project of the Open Society media program*. **A global research project of the Open Society Media Program. Mapping Digital Media monitors and analyzes the impact of new (digital) media cover 60 countries. (www.mediapolicy.org)
3. **Lin, T. T. C.#** (2009). Singapore, the global test bed for emerging mobile TV. *Intermedia Journal*, 37(2), 27-31.
4. **Lin, T. T. C.#** (2009). China's Mobile TV development after Olympics. *China Media Observatory Newsletter* (Università della Svizzera italiana (USI) & Lugano Universi, Switzerland), 5, 2-5.

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1. **Lin, T. T. C.#**, Oktavianus, J & Heng, E. H. T. (August, 2023). *Alleviating Coronavirus disinformation: Examining influences of social media (dis)information efficacy, critical social media post, and health literacy on preventive measures and vaccination*, 2023 Association of Education of Journalism and Mass Communication, Washington D.C., USA.
2. **Lin, T. T. C.#** & Oktavianus, J. (July, 2023). *Health misinformation, ideology polarization, and digital literacy in Taiwan*. Accepted by 2023 *International Association for Media & Communication Research*, France, Lyon.
3. **Lin, T. T. C.#** & Jao, P. C. (April, 2023) *Understanding factors affecting the relationship between socialbots' anthropomorphism and user trust among Taiwanese social media users*. Paper accepted by 2023 Broadcast Education Association, Les Vegas.
4. **Lin, T. T. C.#** & Putra, R. O. N. (January, 2023). *Understanding social media echo chamber, socialbots and trust: Theory of Planned Behavior perspectives*. Paper presented at 2023 Pacific Telecommunications Council, Honolulu.
5. **Lin, T. T. C.#** (June, 2022) *Investigating the relationship of disguised socialbots and disinformation threat in Taiwan*. Paper presented at International Telecommunication Society Conference, Gothenburg, Sweden.
6. **Lin, T. T. C.#** (June, 2021). *Controversial digital eID implementation in Taiwan: Social-technical system analyses of smart governance* (台灣數位身分證實施爭議: 以社會科技系統論分析智慧治理). Paper presented at 2022 中華傳播學會年會 (Chinese Communication Society Annual Conference), Taipei, Taiwan. (Virtual)
7. **Lin, T. T. C.#**, Li, S. & Bautista, J. R. R. (May, 2022). *Examining socialbot use, disinformation interaction and risk attitude in the extended parallel process model*. Paper presented at 72nd International Communication Association Annual Conference, Paris, France.

8. **Lin, T. T. C.**[#] & Hu, T. Y. (January, 2022). COVID-19 pandemics and disinformation issues in Taiwan: Analyses on YouTube videos, Paper accepted at Pacific Telecommunications Council, Honolulu, USA (Virtual).
9. Lee, Z. & **Lin, T. T. C.**[#] (November, 2021). *5G technologies and OTT innovation: TV augmented reality applications in online video industry (5G 時代 OTT 科技創新: 擴增實境科技與網路影音應用)*, Paper presented at 2020 台灣資訊社會研究學會年會 (Annual Conference of Taiwan Academy for Information Society), Taiwan. (Virtual)
10. **Lin, T. T. C.**[#], Chiu, P. J. & Lin, Y. Y. (June, 2021). *Taiwanese media news framing of Covid-19 public health crisis: Analyses of personal data, privacy and security issues. (台灣媒體報導新冠肺炎公衛危機新聞框架: 個資、隱私及資安議題分析)*. Paper presented at 2021 中華傳播學會年會 (Chinese Communication Society Annual Conference), Taipei, Taiwan. (Virtual)
11. **Lin, T. T. C.**[#] (June, 2021). *Socialbot representations on cross-media platforms during 2020 Taiwanese Presidential Election: A big data research*. Paper presented at International Telecommunication Society Biennial Conference, Gothenburg, Sweden. (Virtual)
12. **Lin, T. T. C.**[#], & Szeto, S. (May, 2021). *Socialbots, political computational propaganda, and disinformation in Taiwan: A social-technical system analysis*. Paper presented at Virtual 71st International Communication Association Annual Conference.
13. **Lin, T. T. C.**[#], Shin, W. & Tam, L. (May, 2021). *Location-based mobile advertising, benefit-cost assessment, and advertising skepticism among Taiwanese mobile consumers*. Paper presented at Virtual 71st International Communication Association Annual Conference.
14. **Lin, T. T. C.**[#] (November, 2020). *Taiwan video industry, artificial Intelligence, media Innovations. (當台灣影音產業遇上 AI 媒體創新)*. Paper presented at Annual Conference of Taiwan Academy for Information Society. (台灣資訊社會研究學會年會). Taipei, Taiwan.
15. **Lin, T. T. C.**[#] (October, 2020). *Early development of 5G-enabled immersive media innovations in Taiwan*. Paper presented at Taiwan Academic Network Conference. Taipei, Taiwan.
16. **Lin, T. T. C.**[#], & Wang, J. Y. (September, 2020). *Socialbots and disinformation in political domains: A systematic literature review*. Paper presented by 2020 E-Society International Conference, Kaohsiung, Taiwan.
17. **Zhou, C. W.**[#], & Lin, T. T. C. (July, 2020). *Why people continuously use gamified charitable crowdfunding applications in China: A mixed-method approach*. Paper presented at International Association of Media and Communication Research Conference, Tampere, Finland. (Virtual)
18. **Lin, T. T. C.**[#], & Wang, J. Y. (June, 2020). *社交媒體機器人在政治宣傳及科技選戰之運用: 以臺灣選舉為例. (Using social bots in political campaigns and elections in Taiwan)*. Paper presented at 2020 中華傳播學會年會 (Chinese Communication Society Annual Conference), Taipei, Taiwan.
19. **Lin, T. T. C.**[#] (June, 2020). *台灣 OTT 創新經營與轉型: 以公視+與 Yahoo TV 為例. (Taiwan OTT innovation, management and transformation: Case study of PTS+ and Yahoo TV)*. Paper presented at 5G、OTT、匯流研討會, Taipei, Taiwan.
20. **Lin, T. T. C.**[#] (May, 2020). *Nomophobia and phubbing among Taiwanese emerging adults: Investigating affective smartphone use and family cohesion*. Paper presented at 70th Annual International Communication Association Conference, Gold Coast, Australia. (Top Paper, Mobile Communication Division)
21. **Kao, C.**[#], & Lin, T. T. C. (May, 2020). *Exploring partisan slant of online news framing: A Semantic Network Analysis on an energy referendum issue in Taiwan*. Paper presented at 70th Annual International Communication Association Conference, Gold Coast, Australia.
22. **Kwanda, F.**[#], & Lin, T. T. C. (May, 2020). *Combating fake news in Indonesia: Exploring the practices of third-party fact-checker*. Paper presented at 70th Annual International Communication Association Conference, Gold Coast, Australia.

23. **Lin, T. T. C.**[#], & Wang, J. Y. (April, 2020). *Socialbot in Taiwanese elections: Platform transience and government policy for democracy*. Paper presented at Interdisciplinary Conference on Advances in Communication and Information Science. Hawaii, USA. (Closing Keynote)
24. **Lin, T. T. C.**[#] (Oct, 2019). *News framing and sentiment analysis of Go Green with Nuclear during 2018 Taiwanese referendum*. Paper presented at 1st International Conference at Taiwanese Institute for Governance and Communication Research, Taipei, Taiwan.
25. **Lin, T. T. C.**[#] (Oct, 2019). *Sam-sex marriage referendum in Taiwan: Understanding socially mediated activism, fake news and social media trust*. Paper presented at 19th Association of Internet Researchers Conference, Brisbane, Australia.
26. **Kwanda, F.**[#], & Lin, T. T. C. (Oct, 2019). *Fake news during natural disaster: Information flow, news practices and fact-checking in Indonesia*. Paper presented at Association of Internet Researchers Conference, Brisbane, Australia.
27. **Lin, T. T. C.**[#], & Chiang, Y. (May, 2019). *How do Social TV engagement dimensions influence viewers' program commitment and loyalty?* Paper presented at 69th Annual International Communication Association Conference, Washington, D.C., United States.
28. **Oktavianus, J.**[#], & Lin, T. T. C. (May, 2019). *When terrorists attack: Examining Indonesians' crisis response communication process and media use*. Paper presented at 69th Annual International Communication Association Conference, Washington, D.C., United States.
29. **Lin, T. T. C.**[#] (January, 2019). *Taiwanese broadcasters' competitive advantages in developing OTT platforms and harnessing user data: A case of Public Broadcasting Television Service Plus*. Paper presented at the 2019 Pacific Telecommunications Council, Honolulu, Hawaii.
30. **Lin, T. T. C.**[#] (August, 2018). *Dual screening use and civic engagement in Taiwan*. Presented at *Communication, Culture and Governance in China and East Asia Symposium*, Brisbane, Australia. **(Keynote Presentation)**
31. **Oktavianus, J.**[#], & Lin, T. T. C. (June, 2018). *Dual screening and crisis communication: Exploring Indonesians' motivations to use dual screening during a terrorist attack*. Paper presented at the annual conference of the International Association for Media and Communication Research, Oregon, USA.
32. **Davidson, B.**[#], & Lin, T. T. C. (June, 2018). *To Knee or not to knee: An examination of Twitter visual content during the 2017 NFL national anthem protests in the United States*. Paper presented at 22nd Biennial Conference of the International Telecommunications Society, Seoul, Korea.
33. **Lin, T. T. C.**[#] (May, 2018). *Understanding Social TV user commitment: Motivations and engagement types matter!* Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic.
34. **Lin, T. T. C.**[#], & Chiang, Y. (May, 2018). *The mediating effect of perceived trust on privacy concern and intention to use app-based location-based mobile advertising: Evidence from Taiwan*. Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic.
35. **Li, L.**[#], & Lin, T. T. C. (May, 2018). *Examining factors influencing smartphone addiction among organizational workers in China*. Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic.
36. **Bautista, J. R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). *Predictors and outcomes of nurses' use of personal mobile phones for work purposes*. Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic. **(Mobile Communication Top Paper)**
37. **Bautista, J. R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). *Mobile Phones for Clinical Work Scale – Nurses (MPCWS-N): Development and psychometric evaluation*. Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic.

38. **Chua, S.[#]**, Goh, D., & Lin, T. T. C. (May, 2018). *News convergence in legacy media organisations and online news start-ups*. Paper presented by 68th Annual International Communication Association Conference, Prague, Czech Republic.
39. **Chiang, Y.[#]**, Lin, T. T. C. & Huang, T. (Nov, 2017). *Youth use of Line to connect with parents: Examining technological benefits/cost and family coherence*. (青少年使用LINE 與父母聯繫之益處與成本及家庭凝聚力之關聯性研究). Paper presented at Taiwan Academy of Information Society (台灣資訊社會研究學會), Hsinchu, Taiwan. (Chinese)
40. **Liew, K. K.[#]**, & Lin, T. T. C. (Nov, 2017). *Televisual Skeuomorphism: A Case Study of Television in Singapore's Households*. Paper presented by 2nd International Conference on Communication and Media Studies. University of British Columbia – Robson Square, Vancouver, Canada.
41. **Oktavianus, J.[#]**, Oviedo, H., Gonzales, W., Putri, A. P., & Lin, T. T. C. (June, 2017). *Why Taiwanese young adults don't jump on the bandwagon of Pokémon Go? Exploring barriers of innovation resistance*. Paper presented by International Telecommunications Society Kyoto 2017, Kyoto, Japan.
42. **Lin, T. T. C.[#]**, & Chiang, Y. (May, 2017). *Why do we use second screen devices? Predictors of dual screening and effects on online and offline political participation among Taiwanese Internet users*. Paper presented by International Communication Association, San Diego, USA.
43. **Lin, T. T. C.[#]**, Liew, K. K. & Tanhehco, C. (May, 2017). *Second screening and online political participation among Singaporean youth: A qualitative approach*. Paper presented by International Communication Association, San Diego, USA.
44. **Li, L.[#]**, & Lin, T. T. C. (May, 2017). *Work-related smartphone dependency among young working adults in China: An examination of dependency relations and their antecedents*. Paper presented by International Communication Association, San Diego, USA.
45. **Lin, T. T. C.[#]** (January, 2017). *The impact of digital first and journalism convergence on changing newsroom practices: A case study of The Straits Times in Singapore*. Paper presented at Impact of Digital Technologies on Journalism Workshop, Hong Kong, China.
46. **Lin, T. T. C.[#]** & Chua, K. M. S. T. (November, 2016). *A comparison study of multimedia convergence on news websites in Singapore: Analyzing digital video strategies, workflow, and collaboration*. Paper presented at Impact of New Media Development on Audiovisual Industry Forum, Taipei, Taiwan.
47. **Lin, T. T. C.[#]** (October, 2016). *Using big data in communication Research: Examining user generated opinions on social issues*. Paper presented at Big Data in Asian Society Workshop, Nanyang Technological University, Singapore.
48. **Li, L.^{#*}**, & Lin, T. T. C. (August, 2016). *Exploring the roles of social anxiety, self-efficacy, and job stress on Chinese workers' smartphone addiction*. Paper presented at Association for Education in Journalism, Media, and Communication, Minneapolis, USA.
49. **Chua, K.M. S. T.^{**}**, & Lin, T. T. C. (July, 2016). *When online news embraces professional videos: Examining a newspapers' changing journalistic practices and news presentation strategies*. Paper presented at 2016 Euromedia: The European Conference on Media and Mass Communication, Brighton, UK.
50. **Lin, T. T. C.[#]**, Yeo, T. H., & Chiang, Y. (July, 2016). *Understanding active second screen users' motivations, user patterns and engagement*. Paper presented at 2016 International Association of Media and Communication Research, Leicester, United Kingdom.
51. **Liew, K. K.[#]**, Lin, T. T. C., & Theng, Y. L. (July, 2016). *Family Time: The new socio-digital divide in television?* Paper presented at 2016 Film & Media, London, United Kingdom.
52. **Lin, T. T. C.[#]**, Chiang, Y., Bautista, J.R.,* & Teo, W. (June, 2016). *Understanding multiscreen video consumption: Examining viewers' media multitasking motivations, polychronic*

- tendency and media repertoire*. Paper presented at 2016 International Telecommunication Society Biennial Conference, Taipei, Taiwan.
53. Li, Li[#], & Lin, T. T. C. (June, 2016). *Understanding the symptoms and psychological antecedents of smartphone addiction among young working adults in China*. Paper presented at 2016 International Telecommunication Society Biennial Conference, Taipei, Taiwan.
 54. Lin, T. T. C.[#], Kononova, A. & Chiang, Y. (June, 2016). *Exploring the relationships of media multitasking on screen device addiction among Internet users in the United States and Taiwan*. Paper presented at 2016 International Communication Association, Fukuoka, Japan.
 55. Lin, T. T. C.[#], Bautista, J.R.,* Chiang, Y., & Quek, R. A. (June, 2016). *Examining perceived value of location-based mobile advertising applications among Taiwanese smartphone users*. Paper presented at 2016 International Communication Association, Fukuoka, Japan.
 56. Lin, T. T. C.[#], Liang, Z.* & Chiang, Y. (June, 2016). *Understanding the relationships of Weibo TV viewing and media Engagement in China*. Paper presented at 2016 International Communication Association, Fukuoka, Japan.
 57. Bautista, J.R.^{**}, & Lin, T.T.C. (2016, June). *A sociotechnical analysis of staff nurses' use of personal mobile phones at work: Perspectives from the Philippines*. Paper presented for presentation at the 66th International Communication Association Annual Conference, Fukuoka, Japan.
 58. Lin, T. T. C.[#], Wen, Y., & Thong, Y. J. (April, 2016). *Understanding user experiences of a multiscreen social TV system: A mix-method study*. Paper presented at 2016 Broadcast & Education Association, Las Vegas, USA. (**1st Place of Top Faculty Paper, Interactive Media & Emerging Technologies Division.**)
 59. Lin, T. T. C.[#], Chiang, Y., Liew, K. K., Theng, Y. L., Bautista, J.R.,* & Teo, W. (April, 2016). *How sociability and social presence influence viewers' bridging social capital and program loyalty*. Paper presented at 2016 Broadcast & Education Association, Las Vegas, USA. (**2nd Place of Top Faculty Paper, Research Division.**)
 60. Liang, Z.^{*}, Lin, T. T. C.[#], & Chiang, Y. (July, 2015). *Sociability, social presence and media engagement: Examining Weibo user behavior for TV viewing in China*. Paper presented at 2015 International Association of Media and Communication Research, Montreal, Canada.
 61. Lin, T. T. C.[#], Liang, Z.* & Chiang, Y. (June, 2015). *Examining predictors for media engagement of using TV-related Weibo and Chinese user behavior*. Paper presented at 2015 International Telecommunication Society, San Lorenzo de El Escorial, Spain.
 62. Lin, T. T. C.[#], & Bautista, J. R.* (May, 2015). *Examining the roles of efficacy, threat, and media trust: The case of haze pollution in Singapore*. Paper presented at 2015 International Communication Association, Puerto Rico, USA.
 63. Lin, T. T. C.[#], & Bautista, J. R.* (May, 2015). *Investigating determinants affecting triability of mHealth apps and youth's mHealth literacy*. Paper presented at 2015 International Communication Association, Puerto Rico, USA.
 64. Shin, W.[#] & Lin, T. T. C. (March, 2015). *Perceptual and attitudinal factors affecting consumers' avoidance of location-based mobile advertising*. Paper presented at the 2015 American Academy of Advertising Conference, Chicago, USA.
 65. Lin, T. T. C.[#], Li, L., Chiang, Y. & Liang, Z.* (October, 2014). *Understanding symptoms and impacts of smartphone dependency among adolescents in Singapore*. Paper presented at ICA regional conference, Brisbane, Australia.
 66. Lin, T. T. C.[#], & Core, R. (October, 2014). *Technological adoption and anxiety: mHealth and aging population in Singapore*. Paper presented at ICA regional conference, Brisbane, Australia.
 67. Lin, T. T. C.[#] & Li, L.* (August, 2014). *Investigating Weibo posting anxiety among well-educated youths in China*. Paper presented at Association Education of Journalism and Media Communication (AEJMC) Conference, Montreal, Canada.

68. **Lin, T. T. C.**[#] & Bautista, J. R.*. (August, 2014). *Predictors of perceived value in location-based advertising and consumer attitudes: affective attitude, use intention, and consumer response*. Paper presented at 2014 International Association of Intercultural Communication Studies, Providence, RI, USA.
69. **Lin, T. T. C.**[#], Chiang Y. & Bautista, J. R.*. (August, 2014). *A model of mobile dependency: Exploring relationships between psychological attributes, mobile phone activities, dependency symptoms and usage*. Paper presented at 2014 International Association of Intercultural Communication Studies, Providence, RI, USA.
70. **Lin, T. T. C.**[#], Bautista, J. R.*, Paragas, F., & Goh, D. (May, 2014). *Examining consumer acceptance of location based mobile advertising: Affective attitude, use intention, and consumer response*. Paper presented at 2014 International Communication Association, Seattle, USA.
71. **Paragas, F.**[#], Lin, T. T. C., Goh, D., & Bautista, J. R.*. (May, 2014). *Situating privacy concerns in intent to use location-based advertising in Singapore*. Paper presented at 2014 International Communication Association, Seattle, USA.
72. **Lin, T. T. C.**[#], & Tan, H. J. S. (March, 2014). *Public opinions about haze crisis in Singapore: Traditional media news vs. new media voices*. Paper presented at International Conference on Media Impact and Public Opinion Representation. Taipei, Taiwan.
73. **Lin, T. T. C.**[#], & Li, L.* (November, 2013). *Youth adoption of mobile instant messaging in China*. Paper presented at ICA 2013 regional conference, Shanghai, China.
74. **Chiang Y.**[#], & Lin, T. T.C. (August, 2013). *Impact of various online media on television audience ratings of idol dramas*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. Perth, Western Australia.
75. **Lin, T. T. C.**[#], & Oranop, C. (August, 2013). *Examining socio-technical development of multi-screen TV in Thailand*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. August 4-7, Perth, Australia.
76. **Lin, T. T. C.**[#], & Ho, K. K, T (August, 2013). *How location matters to advertising? Market competitiveness of location-based advertising in Singapore*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. August 4-7, Perth, Western Australia.
77. **Lin, T. T. C.**[#], Chiang, Y. & Jiang, C. (June, 2013). *Examining mobile dependency and sociability among young users in Singapore*. Paper presented at 2013 International Association of Media and Communication Research, Dublin, Ireland.
78. **Wang, Y.**[#], & Lin, T. T.C. (June, 2013). *Understanding mobile dating: self-presentation, self-disclosure and location awareness*. Paper presented at 2013 International Association of Media and Communication Research, Dublin, Ireland.
79. **Lin, T. T. C.**[#], Bautista, J. R.*, Paragas, F. D. C. & Tan, M. (June, 2013). *Drivers and challenges of evolving location based advertising in Singapore*. Paper presented at 2013 International Communication Association, London, UK.
80. **Lin, T. T. C.**[#], & Cui, D. (June, 2013). *Changes in news-making after implementing the integrated newsroom: A longitudinal study*. Paper presented at 2013 International Communication Association, London, UK.
81. **Lin, T. T. C.**[#], & Chiu, C. H. (December, 2012). *Exploring the adoption of mobile broadcasting television among young users in China*. Paper presented at 2012 China New Media Communication Association Annual Conference, Macau, China.
82. **Tan, M.**[#], & Lin, T. T. C. (November, 2012). *Exploring the organizational adoption of cloud computing in Singapore*. Proceedings of 2012 International Telecommunication Society, Bangkok, Thailand.
83. **Lin, T. T. C.**[#], & Lim, X. (July, 2012). *User generated videos in 2011 Singapore's Generation Election*. Paper presented at 2012 Chinese Communication Society, Taipei, Taiwan.

84. **Lin, T. T. C.**[#], Lee, P.* , & Venkataraman, S.* (June, 2012). *How gender and relationship stages differ in the use of smartphone for romantic relationship maintenance*. Paper presented at 2012 International Association of Intercultural Communication Studies, Taoyuan, Taiwan.
85. **Lin, T. T. C.**[#], Lee, P.* , & Venkataraman, S.*. (May, 2012). *Exploring smartphone use and romantic relationship maintenance in Singapore*. Paper presented at 2012 International Communication Association, Phoenix, USA.
86. **Chiu, C. H.**[#], & Lin, T. T.C. (May, 2012). *A study of Chinese television market entry modes: The relationship between Taiwanese firms and human broadcasting system*. Paper presented at 2012 International Communication Association, Phoenix, USA.
87. **Cui, D.**^{**}, & Lin, T. T.C. (May, 2012). *How does microblogging shape traditional newsmaking? Examining two newspapers in China*. Paper presented at 2012 International Communication Association, Phoenix, USA.
88. **Cui, D.**^{**}, & Lin, T. T.C. (2012). *Will microblogging affect Chinese journalists' professional identity?* Paper presented at the 10th Chinese Internet Research Conference at University of Southern California, Los Angeles, U.S.
89. **Lin, T. T. C.**[#], & Hong, A. (October, 2011). *Youth, new media, and political participation in the election*. Paper presented in Impact of New Media on General Election 2011 conference, Singapore.
90. **Lin, T. T. C.**[#], & Cui, D*. (July, 2011). *Sensationalism, localism, and interactivity: understanding IPTV content strategy*. Paper presented at 2011 International Association of Media and Communication Research, Istanbul, Turkey.
91. **Lin, T. T. C.**[#], & Hong, Y. H. (July, 2011). *Mobile TV adoption and content preferences: perceptions of Internet users in Singapore*. Paper presented at 2011 International Association of Media and Communication Research, Istanbul, Turkey.
92. **Lin, T. T. C.**[#] (June, 2011). *Media fusion and future TV: examining multi-screen TV convergence in Singapore*, paper presented at 2011 International Telecommunications Society, Taipei, Taiwan.
93. **Lin, T. T. C.**[#], & Han, S. Q. (May, 2011). *Will CMMB mobile broadcasting TV bloom in China?* Paper presented at 2011 International Communication Association conference, Boston, USA.
94. **Lin, T. T. C.**[#], Jung, Y., & Sim C*. (May, 2011). *Understanding mobile video use in Singapore: Theory of planned behavior and social norms perspectives*. Paper presented at 2011 International Communication Association conference, Boston, USA.
95. **Lin, T. T. C.**[#], (January, 2011). *Convergent and regulatory challenges for three-screen TV in Singapore*. Proceedings of the 2011 Pacific Telecommunications Council, Honolulu, Hawaii.
96. **Zhou, S.**[#], Lin, T. T. C., & Zhang, C. (August, 2010). *Marketing sensationalism: A comparison of television news in mainland China, Taiwan and Hong Kong*. Paper presented at Association of Education of Journalism and Mass Communication conference, Denver, USA.
** Top Faculty Paper at the Radio-Television Journalism Division.
97. **Lin, T. T. C.**[#], Lee, B. & Lim, S*. (July, 2010). *Interactivity and relational maintenance: Examining political blogs in Singapore*. Paper presented at 2010 International Association of Media and Communication Research conference, Braga, Portugal.
98. **Lin, T. T. C.**[#] (June, 2010). *Exploring the development of CMMB mobile broadcasting TV in China: A socio-technical perspective*. Paper presented at 18th Biennial conference 2010 International Telecommunications Society, Tokyo, Japan.
99. **Lin, T. T. C.**[#], & Sun, S. H. L. (June, 2010) *Connection vs. control: mobile phone usage of foreign domestic workers in Singapore*. Paper presented at 2010 International Communication Association conference, Singapore.
100. **Lin, T. T. C.**[#] (June, 2010). *The converging regulatory challenges of IPTV and mobile TV in Singapore*. Paper presented at 2010 International Communication Association conference, Singapore.

101. **Hong, Y. H.**[#], Lin, T. T.C., & Ang, P. H. (June, 2010). *Political campaigning in cyberspace: Innovation resistance among Internet users in Singapore*. Paper presented for 19th Asian Media Information and Communication conference, Singapore.
102. **Lin, T. T. C.**[#] (February, 2010). *Managing the implementation of integrated newsroom: A longitudinal study of MediaCorp news in Singapore*. 2010 European Media Management Association conference, London, England.
103. **Lin, T. T. C.**[#], Lim, W.* , & Chiu. C. H. (September, 2009). *Adopt or Not? Differences among Users and nonusers of social network sites*. Paper presented at 2009 International Association of Intercultural Communication Studies conference, Kumamoto Gakuen University, Japan.
104. **Lin, T. T. C.**[#] (July, 2009). *Coping with shifts in workflow and news practices after adopting integrated TV newsrooms*. Paper presented at Journalism in the 21st Century: Between Globalization and National Identity conference, Melbourne, Australia.
105. **Lin, T. T. C.**[#] (May, 2009). *Implementing digital television newsrooms: Strategies, mediation activities, and innovation responses*. Paper presented at 2009 International Communication Association (ICA), Chicago, USA.
106. **Lin, T. T. C.**[#], & Liu. Y. L. (May, 2009). *Comparison of mobile TV in Singapore and Taiwan: A social-technical system approach*. Paper presented at 2009 International Communication Association (ICA), Chicago, USA.
107. **Lin, T. T. C.**[#] (April, 2009). *Impact of digital television newsrooms: Multiskilling of journalistic practices in Singapore and Taiwan*. Paper presented at The Changing World of International News in the 21st Century: The Impact of Digital Technology conference, Hong Kong Baptist University, China.
108. **Lin, T. T. C.**[#] (January, 2009). *Emerging mobile TV industry in Singapore: A six forces model analysis*. Proceedings of the 2009 Pacific Telecommunications Council, Honolulu, Hawaii.
109. **Lin, T. T. C.**[#] (July, 2008). *Organizational adoption of core production ICT: TV news digitalization in Singapore*. Paper presented at 2008 International Association of Media and Communication Research conference, Stockholm, Sweden.
110. **Lin, T. T. C.**[#], & Chiu. C. H. (May, 2008). *Corporate blogging beyond publicity: A multiple case study of early adopters in TV context*. Paper presented at 2008 International Communication Association conference, Montreal, Canada.
111. **Davidson, E.**[#], Vaast E.& Lin, T.C. (July, 2007). *Tech Blogging: A discourse-based exploration of the emergence of a virtual community and its elite*. Paper presented at 2007 Academy of Management Conference, Philadelphia, USA.
112. **Lin, T. C.**[#] (July, 2006). *ICT Adoption in organization: A case study of TV news digitalization in Taiwan*. Paper presented at 26th International Association of Media and Communication Research conference, Cairo, Egypt.
113. **Lin, T. C.**[#] (July, 2005). *Transiting from an analog past to a digital future: The social construction of digital television*. Paper presented at 25th International Association of Media and Communication Research conference, Taipei, Taiwan.
114. **Lin, T. C.**[#] (July, 2005). *Digital dreams and blues: Transition of digital TV in Australia*. Paper presented at 11th International Association of Intercultural Communication Studies conference, Taipei, Taiwan.

Newspaper Columns & Magazine Articles

**LianHeZaobao (联合早报) is the largest Chinese newspapers in Singapore. It has 750,000 readers in the local market as well as in China, Hong Kong, and Brunei, etc. Its articles are re-distributed on Zaobao.com for global readership.

1. Lin, T. T. C. (林翠絹) (03 July 2016). Online journalism variation in Singapore. (網絡新聞變奏曲), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
2. Lin, T. T. C. (林翠絹) (28 March 2016). Challenging Chinese Education in Singapore. (華文教育用心良苦), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
3. Lin, T. T. C. (林翠絹) (24 January 2016). Live streaming in vogue. (網路直播正盛), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
4. Lin, T. T. C. (林翠絹) (06 December 2015). Cultivate Chinese Media New Blood. (栽培華文媒體新苗), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
5. Lin, T. T. C. (林翠絹) (25 Oct 2015). Film then, touch now: History of Taiwanese movies. (攝錄那時感動此刻), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
6. Lin, T. T. C. (林翠絹) (23 August 2015). Online social support. (網路社會支持不單是取暖), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
7. Lin, T. T. C. (林翠絹) (24 May 2015). mHealth and active living. (移動健康與樂活), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
8. Lin, T. T. C. (林翠絹) (8 February 2015). Digital childhood panic. (數碼童年誰的驚恐?), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
9. Lin, T. T. C. (林翠絹) (30 November 2014). Pry into anonymous social media. (窺探匿名社群媒體), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
10. Lin, T. T. C. (林翠絹) (24 August 2014). Aerial documentaries of environmental issues. (從雲端看地球), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
11. Lin, T. T. C. (林翠絹) (13 July 2014). Smartphone dependency syndrome. (手機依賴症), New Media Observatory, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
12. Lin, T. T. C. (林翠絹) (20 April 2014). New media cast spotlight on Taiwan's Sunflower Movement. (新媒體照亮太陽花學運), Scholar Perspective, View section, *LianHeZaobao* (聯合早報想法版“新媒體觀”專欄).
13. Lin, T. T. C. (林翠絹) (9 March 2014). Chinese media education in Singapore (華語媒體在新加坡), Scholar Perspective, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
14. Lin, T. T. C. (林翠絹) (26 January 2014). Creative culture for taste of life (文創樂活), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
15. Lin, T. T. C. (林翠絹) (28 November 2013). Love spreading in social media (愛在社交媒體蔓延時), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
16. Lin, T. T. C. (林翠絹) (22 September 2013). Multi-screen nomads (螢幕遊牧族), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
17. Lin, T. T. C. (林翠絹) (21 July 2013). Immersive experiences of theatre performance and space (入戲), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
18. Lin, T. T. C. (林翠絹) (09 June 2013). Can the floodgates of the internet be maintained? (網路防洪), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).

19. Lin, T. T. C. (林翠絹) (28 April 2013). Maintaining relationships on the finger tips (指尖談情), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
20. Lin, T. T. C. (林翠絹) (31 March 2013). Travelling smart with mobile (手機 SMART 旅行), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
21. Lin, T. T. C. (林翠絹) (20 January 2013). Decoding 3D language of Life of Pi (李安少年 Pi 的 3D 語言), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
22. Lin, T. T. C. (林翠絹) (02 December 2012). When TV meets social media (當電視遇上社交媒體), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
23. Lin, T. T. C. (林翠絹) (October 2012). Taiwanese Popular Cultural Sweeps Southeast Asia (台灣流行文化風靡東南亞), *Hsin Yuan (新緣)*, V47, p.22-23.
24. Lin, T. T. C. (林翠絹) (21 October 2012). Digital Newsroom Convergence & Challenge (數位新聞室之匯合與挑戰), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
25. Lin, T. T. C. (林翠絹) (26 August 2012) Impact of new media on politics (新媒體的政治效應), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
26. Lin, T. T. C. (林翠絹) (22 July 2012). Social media sweeping Singapore (社群媒體風靡人心), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
27. Lin, T. T. C. (林翠絹) (17 June, 2012). Infinite creativity in cosplay and recreation (創意無限), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
28. Lin, T. T. C. (林翠絹) (13 May, 2012). Smartphone & romantic relationship (手機關係一線牽), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
29. Lin, T. T. C. (林翠絹) (01 April, 2012). Analyzing charm of YouTube (解析 YouTube 魔力), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
30. Lin, T. T. C. (林翠絹) (19 February, 2012). Ripple Effect of Social media (社群媒體之漣漪), Scholar Perspective column, View section, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).
31. Lin, T. T. C. (林翠絹) (09 January, 2012). Taiwan's presidential election & news (新台情緣), Scholar Perspective column, View section, Scholar Perspective column, *LianHeZaobao* (聯合早報想法版“學人視角”專欄).

Invited Presentations

1. Invited speaker, on “Socialbots, computational propaganda and disinformation threats in Taiwan’s politics and elections” presented at Harvard Yenching Institute workshop titled “Post-truth politics and public health: Dis- and misinformation crises and media challenges,” Harvard University, Boston (March 24, 2023).
2. Invited speaker, on “COVID-19 health misinformation, digital literacy and mitigation in Taiwan,” presented at Asian Studies Graduate Program, Bridgewater State University, Boston (February 19, 2023).

3. Invited guest sharing research results about “Disguised socialbot, political disinformation and risks: A mixed method research,” Stanford Social Media Lab, Stanford University, San Francisco (January 25, 2023).
4. Harvard Yenching Visiting Scholar talk, on “Mitigating COVID disinfodemic: Health misinformation, digital literacy and vaccination in Taiwan” Presented at Harvard Yenching Institute, Harvard University (December 12, 2022).
5. Invited speaker, on “Socialbot and disinformation risks on public opinion, politics and elections” presented at Emerging Media Studies, College of Communication, Boston University (November 9, 2022).
6. Invited speaker, on “Digital transformation, technology innovations and challenges to news media and practices,” presented at Dept. of Communication, Chang Jung Christian University (November 24, 2021).
7. Invited speaker, on “Covid-19 technological pandemic prevention in Taiwan: Health data innovations and news framing of data issues,” presented at 2021 HKBU Health Communication Symposium (virtual) (March 5, 2021).
8. Invited speaker, on “At multiscreen social TV age: Thinking about Hakka TV’s innovative directions” (多螢幕社交電視時代: 思考客家電視台創新方向), for TV professionals at Hakka TV Station, Taipei (January 14, 2021).
9. **Keynote Speech**, on “Conducting new media research and publication experience sharing,” for faculty members and researchers at Hsuan Chuang University (December 14, 2020),
10. Invited speaker, on “Conducting research on media innovations: Opportunities and challenges,” for doctoral course Innovative communication management, Graduate School of Communication Arts and Management Innovation, National Institute of Development Administration, Thailand (November 21, 2020).
11. **Closing Keynote Presenter**, on “Socialbot in Taiwanese elections: Platform transience and government policy for democracy,” Interdisciplinary Conference on Advances in Communication and Information Science. Hawaii, USA. (April 9, 2020).
12. Invited speaker, on “2019 Taiwan Referendum Research: Mixed-method approach to examine marriage equality and nuclear energy online opinions” (2019 台灣公投議題研究: 以混合法檢視婚姻平權及核能政策之網路民意), for graduate students at Dept. of Journalism, National Defense University, Taipei (December 9, 2019).
13. **Invited Opening Plenary Speaker**, on “Screen dependency: A mixed method approach to understand user groups in multiple countries”, Communication Research International Conference (CRIC 2019) organized by the Department of Communication Research of the University of the Philippines College of Mass Communication in Manila, Philippines (October 17, 2019).
14. Invited speaker, on “Smartphone communication in Asia: Antecedents of mobile dependency and impacts on young adults,” University of Hawaii at Manoa, United States (January 17, 2019).
15. Invited speaker, on “Mixed methods research in mHealth apps: Adoption factors and health literacy among seniors and youths,” 6th International Conference of Asian Health Literacy Association, Taichung, Taiwan (October 27, 2018).
16. **Keynote Presenter**, on “Dual screening use & political participation and civic engagement,” Dept. of Media and Communications, School of Communication, University of Technology Sydney, Australia (August 31, 2018).
17. Invited speaker, on “Multiscreen social television in Asia: Motivations, Usage and Engagement,” Dept. of Media and Communications, School of Culture and Communication, University of Melbourne, Australia (August 23, 2018).
18. Invited speaker, mentoring graduate students in communication research and career planning,” HDR Masterclass, Queensland University of Technology, Australia (August 01 2018).

19. Invited speaker, on “New media transformation, civic engagement and social change in China,” Master of Contemporary China, Nanyang Technological University, Singapore (February 06 2018).
20. Invited speaker, on “How to conduct new media research: Dual Screening user research in Asia,” Department of Social and Policy Sciences, Yuan Zu University (December 12 2017).
21. Invited speaker (Communication Discipline, Ministry of Science and Technology Workshop 科技部人社中心學術研習營), on “Mobile Communication Research,” Department of Communication, Chang Jung Christian University (December 8 2017).
22. Invited speaker, on “Dual screening use and political participation in Asia,” Department of Media and Communication, Hong Kong City University (16 Jan 2017).
23. Invited speaker, on “Big data and communication research in Asia,” at “Big Data in Asian Society Workshop,” School of Humanities and Social Science, Nanyang Technological University, Singapore (28 Oct 2016).
24. Invited speaker, on “Emerging interactive digital media study: Multiscreen social TV user analysis,” Shih Hsin University, Taiwan (20 June 2016).
25. Invited speaker, on “User research on multiscreen social TV,” at College of Communication, National Chengchi University, Taiwan (16 May 2016).
26. Invited speaker, on "Changing journalistic practices in China: Marketization & technological convergence influences," at Graduate School of Journalism, Nation Taiwan University, Taiwan (15 March 2016).
27. Invited speaker, on "Comparing factors affecting consumers' perceived value of location-based mobile adverting in Singapore and Taiwan," at Fu Jen University, Taiwan (15 December 2015).
28. Invited speaker, on “Practicing convergent journalism and utilizing multi-screen social TV in learning environments” at City University of Macau (29 April, 2015).
29. Invited speaker, on "Predictors and impacts of mobile dependency & youth research" at Shih Hsin University, Taiwan (11 December, 2014).
30. **Keynote speaker**, on "Singapore’s multi-screen TV services and convergent strategies to cope with media globalization, at "Coexistence & Prosperity in the Era of Global Media International Conference, held by Korean Association for Broadcasting & Telecommunications Studies, Seoul, Korea (24 October 2014).
31. Invited speaker, on “Multidimensional understanding location-based advertising,” at Graduate Institute of Information Management, National Taipei University, Taiwan (1 October 2013).
32. Invited speaker, on “Investigating emerging mobile television industry in China,” at East Asian Institute, National University of Singapore (6 May 2013).
33. Invited speaker, on “Youth & new media in 2011 Singapore General Election,” at Fu Jen Catholic University, Taiwan (19 December, 2012).
34. Invited speaker, on “Mobile media study,” at Shih Hsin University, Taiwan (3 October, 2012).
35. Invited speaker: “Implementation of integrated newsroom: an intraorganizational model,” at Communications & New Media, National University of Singapore (October, 2007).

TEACHING

Bilingual Teaching Experiences

- 2016-Current Professor & Associate professor, Dept. of Radio and Television, College of Communication, Nanyang Chengchi University, Taiwan
Doctoral Program of Communication
- 學術志業導論 (Introduction to Academia as a Vocation)

International Master's Program in International Communication Studies

- Research Methods (English) (政治大學教發中心教學精進暨教師教學成長社群計畫補助課程 2018/09-2019/01) (Improvement and Teacher Teaching Growth Community Project by The Center for Teaching and Learning Development in National Chengchi University, 2018/09-2019/01)
- New Media Convergence (English) (107 學年度第 1 學期政治大學教發中心教學精進暨教師教學成長社群計畫補助課程 2018/09-2019/01) (Improvement and Teacher Teaching Growth Community Project by The Center for Teaching and Learning Development in National Chengchi University, 2018/09-2019/01)

Graduate Program of Communication

- 亞洲新媒體研究 (Asian New Media Research in China) (傳播碩士課程)
- 傳播理論 (Communication Theory) (傳播碩士課程)
- 傳播導論 (Introduction to Communication) (傳播碩士課程)
- 數位影音大講堂 (Digital Audiovisual Media Auditorium) (109 學年高教深耕計畫補助課程)
- 數位大講堂: Yahoo 學 (Digital Auditorium: Yahoo TV)
- 影音媒體創新與互動科技 (Digital Media Innovation & Interactive Technologies)

Undergraduate

- 數位媒體與創意實務 (Digital Media & Creative Practices) (105 學年第 2 學期、106 學年度第 1 學期、107 學年度第 2 學期政治大學教發中心教學精進暨教師教學成長社群計畫補助課程 2017/02-2017/06; 2017/09-2018/01; 2018/01-2018/06; 2019/01-2019/06)
- 媒體素養(Media Literacy) (政治大學核心通識課程)
- 數位影音大講堂 (Digital Audiovisual Media Auditorium) (教育部高教深耕 D 計畫課程 2020/02-2020/12)
- 數位大講堂: Yahoo 學 (Digital Auditorium: Yahoo TV)
- 影音媒體創新與互動科技 (Digital Media Innovation & Interactive Technologies)
- New Media Convergence: Multiscreen Social TV course, Bridgewater State University (Jan 2019)
- Taiwan OTT and we media ecology (台灣網路影音與自媒體生態課程) · Ngee Ann Polytechnic (July, 2019)

2007-2016

Assistant professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

Undergraduate Courses

1. Journalism courses:

- COM229 *Broadcast Journalism: Concepts and Application* (TV news production)
- CS2022 Basic Multimedia Writing in Chinese (Taught in Chinese)
- CS4015 *Multimedia Feature Writing in Chinese* (Taught in Chinese)

2. Broadcast & TV production courses:

- COM206 *Video Literacy & Communication* (Core-course)
- COM264/COM483 *Television Practicum* (Studio TV production)

3. Interactive Digital Media courses:

- CS4025 *Digital Media & Creative Practice* (Self-developed)

4. Final year projects

- Supervising Chinese & English video documentaries & dramas; Chinese multimedia feature writing; communication research projects

5. Founder & advisor of Spectrum TV (NTU campus TV)

Graduate courses

1. A6904 *New Media Convergence: Opportunities and Challenges* (Master of Mass Communication, WKWSCI)

2. CC6302 *Media in China: Political and Economic Implications* (Master of Arts in Contemporary China, HSS)

3. A9016 *Independent Study in Communication* (Three Graduate Seminars: Market competitiveness of location-based advertising; Old & new media: perceived risks of haze & preventions; Multi-screen social TV consumer study)

4. Guest lecture of *Study of media and telecommunications ecology in Singapore,* a course offered by International Master's Program in

2000-2004 International Communication Studies, National Chengchi University, Taiwan (Video conferencing)

Lecturer, Radio & Television Dept., Ming Chuan University, Taiwan

Undergraduate courses

1. COM30329 Practices in Radio & Television Media (廣播與電視媒體實務)

2. COM33131 News Reporting and Writing (新聞採訪與寫作)

3. COM 33319 Broadcasting Journalism (廣電新聞)

4. COM33215 Principles of Communication (傳播原理)

5. COM33422 Selected readings in Communication (傳播著作選讀)

6. COM30287 Capstone Seminars on Mass Communication (大傳講座)

7. COM30320 Thesis (1-year supervision, requirement for B.A. degree) (畢業論文)

Advisor, Ming Chuan Cable TV (MCCT campus TV)

Advisor, Ming Chuan Broadcasting Station (MCBS campus radio, FM 88.3)

SERVICE

Service to Academic Professional Bodies

Academic Journal services

- Editor-in-Chief, *Journal of Audio-visual Media & Technologies* (廣播與電視期刊). September 2019-August 2021 (Established in 1992 by the Dept. of Radio & Television Studies, National Chengchi University, Taiwan. ISSN: 1021-0776) (Bilingual, 2019 Top 3 influential humanity and social science journal in Taiwan). Associate Editor, August 2018-August 2019. Editorial board member, September 2021-present.
- Guest editor of Asian Journal of Communication special issue: "Social-political polarization in Asia" (Published April 2022) (Elsevier) (ISSN: 3085961) (SSCI) (IF 1.097)
- Editorial board member, *Telecommunications Policy*. March, 2022-present (Taylor & Francis) (Print ISSN: 2167-0811 Online ISSN: 2167-082X) (SSCI) (IF 3.684)

- Editorial board member, *Digital Journalism*. 2020-present (Taylor & Francis)(Print ISSN: 2167-0811 Online ISSN: 2167-082X)(SSCI) (IF 2.679)
- Editorial board member, *Human Communication Research*. 2020-present (Wiley Online Library)(Online ISSN: ISSN:1468-2958)(SSCI) (SSCI IF 1.549)
- Editorial board member, *Asia Journal of Communication*. 2019-present (Taylor & Francis)(Print ISSN: 0129-2986 Online ISSN: 1742-0911)(SSCI)
- Editorial board member, *Communication Research and Practice*. November 2014-present (Journal of Australian & New Zealand Communication Association, Taylor & Francis) (Print ISSN: 2204-1451 Online ISSN: 2206-3374)
- Editorial board member, *Teaching Practice Research Forum*(教學實務研究論叢). September 2020-present
- Associate Editor, *Media Asia*. May 2018-December 2019. (Journal of Asian Media of Information and Communication Centre, Taylor & Francis). (Print ISSN: 0129-6612 Online ISSN: 2377-6277)
- Associate Editor, *Mass Media Research* (新聞學研究). August 2017-July 2018. (Flagship Chinese communication journal established in 1967 by the Dept. of Journalism, National Chengchi University, Taiwan. ISSN 1016-1007 GPN2005600032)
- Editorial board member, *Journal of Communication and Innovation*. May 2015-present (Journal of Communications Management Association of Taiwan)
- Guest editor of Media Asia special issue: "Mobile Innovation in Asia" (Vol. 37, No. 4, 2010)

Academic association services

- Steering Committee, Chinese Communication Association, August 2011- present (CCA is an influential international professional society to promote, enhance, and facilitate Chinese communication scholarly activities. It has hundreds of members across the globe.) Responsibilities: Developing & maintaining CCA website & social media; publicizing CCA; assisting receptions at ICA conferences; creating brochure and ads; assisting conferences' call for paper, reviewing process and arranging programs of CCA sessions in ICA, AEJMC, and NCA)
 - ICA-CCA Research Co-Chair/Conference Chair, Sep 2017-present
 - Social Media Committee Chair, January 2016-present
 - Chair of Marketing and Promotion Committee, August 2013-December 2015
 - Digital Communication Director, August 2012-July 2013
- Applied Public Policy Research Award committee member, International Communication Association, July 2019-2022.
- Steering committee and academic advisor in Taiwan: Asia's Advancing News Diversity in Asia Project. Asian American Journalism Association (AAJA) June, 2021-July 2022.
- Chair, International Research and Collaboration Committee, Taiwan Institute for Governance and Communication Research, February 2019- March 2020

Other services

- Ad-hoc Journal Reviewer, 2007-present
 - Journal of Communication (SSCI)
 - Journal of Broadcast & Electronic Media (SSCI)

- Computer in Human Behaviors (SSCI)
- Telecommunications Policy (SSCI)
- Mass Media and Society (SSCI)
- Telematics & Informatics (SSCI)
- Information Society (SSCI)
- Convergence: The International Journal of Research into New Media Technologies (SSCI)
- International Journal of Mobile Communication (SSCI)
- The International Communication Gazette (SSCI)
- International Journal of Human Computer Interaction
- Asian Journal of Communication (SSCI)
- Chinese Journal of Communication (SSCI)
- Mobile Media & Communication
- Journal of Electoral Studies (選舉研究) (TSSCI,ACI)
- Communication & Society (傳播與社會) (TSSCI)
- Mass Communication Research (新聞學研究) (TSSCI)
- Chinese Journal of Communication Research (中華傳播學刊) (TSSCI)
- Journal of Communication Research and Practice (傳播與實踐)(TSSCI)
- East Asian Science, Technology and Society
- Journal of Current Chinese Affairs
- Information
- Sage Open
- Conference Organizer/chair/discussant:
 - Harvard Yenching Institute workshop organizer, “Post-truth politics and public health: Dis- and misinformation crises and media challenges” (March 24, 2023).
 - Conference & Research Chair, & discussant., 2023 CCA session, 2023 International Communication Association, Toronto, Canada (2023.05)
 - Conference & Research Chair, 2022 CCA session, Hybrid 2022 International Communication Association, Paris, France (2022.05)
 - 2021 Conference Research Chair & CCA-KACA Chair, Chinese Communication Association research sessions at 71st Virtual International Communication Association Annual Conference.
 - 2020 Conference Chair & discussant, Chinese Communication Association research sessions at International Communication Association, Gold Coast, Australia.
 - 2019 Conference Chair & CCA-KACA discussant, Chinese Communication Association research sessions at International Communication Association, Washington D. C., United States.
 - 2018 Conference Chair, Chinese Communication Association research sessions at International Communication Association, Prague, Czech Republic.
 - Co-chair, 2010 mobile pre-conference “Innovation in Mobile Use,” International Communication Association, Singapore (June 22-23, 2010)
 - Organizer, 6th Chinese Media and Chinese Civilization Conference hosted by Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (August 7-9, 2009)
- Ad-hoc Conference Reviewer, 2007-present
 - International Communication Association
 - Association for Education in Journalism and Media Communication
 - National Communication Association
 - International Telecommunication Society
 - Asian Media and Communication Centre annual conference
 - Mobile pre-conference of International Communication Association
 - Chinese Communication Society (中華傳播學院)
 - Taiwan Academy for Information Society (資訊與社會學會)

- Conference Session Chair & Discussant
 - Chair, 2021 CCA-KACA themed session, “Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice,” Virtual 2021 International Communication Association (2021.05)
 - Discussant, 2020 CCA session, “Open Communication,” Virtual International Communication Association (2020.05)
 - Discussant, 2019 CCA-KACA session, “Pushing the Boundaries of Asian Communication Research: Cases and Issues,” International Communication Association, Washington D.C., USA (2019.05)
 - Chair, The Platformised Internet, speech given by Prof. Terry Flew, Queensland University of Technology & President of International Communication Association, invited by Taiwan Institute of Governance and Communication Research. (2019.04)
 - Chair & moderator, forum entitled Digital platforms, trust and governance with international panellists (Prof. Terry Flew, Queensland University of Technology & President of International Communication Association & George Chen, Head of Public Policy, Hong Kong, Taiwan, and Mongolia at Facebook), organized by College of Communication, NCCU (2019.04)
 - Discussant, 2019 Communication Studies & Practical Application in the Digital Generation, Ming Chuan University (2019.03)
 - Discussant, 2018 Three-university communication conference (University of Tokyo-National Seoul University-National Chengchi University), NCCU (2018.11).
 - Discussant, 2018 Taiwan Academy for Information Society (2018.11)
 - Chair & moderator, 2018 Cross-Strait young communication scholars’ research interaction conference, NCCU (2018.07)
 - Discussant, 2018 Communication conference, Ming Chuan University (2018.03)
 - Discussant, 2017 Taiwan Academy for Information Society (2017.11)
 - Chair & Discussant, 2017 Digital Genesis International Conference
 - Discussant, 2016 Chinese Communication Society
 - Discussant, 2016 Taiwan Academy for Information Society
 - Session Chair, 2014 International Communication Association regional conference, Brisbane, Australia
 - Session chair for 2014 International Association of Intercultural Communication Study, Rhode Island, USA
 - Session chair, 2014 International Communication Association, Seattle, USA
 - Session chair, 2013 International Telecommunications Society 6th Africa-Asia-Australia Regional Conference, Perth, Australia.
 - Session chair for 2013 International Communication Association mobile preconference, London, UK
 - Panel organizer & discussant, 2012 Chinese Communication Society Conference, Taichung, Taiwan.
 - Session chair, International Communication Association conference, Phoenix, USA.
 - Panel organizer & panellist, 2011 Chinese Communication Society Conference, Hsinchu, Taiwan
 - Discussant, 2011 International Association of Media and Communication Research, Istanbul, Turkey
- External dissertation examiners:
 - Nanyang Technological University, Singapore
 - National University of Singapore
 - Queensland University of Technology
- External Examiner (Invited), Diploma in Chinese Media & Communication, School of Humanities & Social Science, Ngee Ann Polytechnic, Jun 2015-Mar 2017(Responsibilities: Assessing curriculums and exams)

- External Assessor (Invited), Curriculum Design for COM257e “Writing for TV & Radio” & COM259e “Advertising Copywriting,” SIM University, 2009 (Responsibilities: Assessing on online courses)

Services to National Chengchi University

- Associate Dean of College of Communication (Research); Chair of Doctoral and Master Programs of Communication (政治大學傳播學院研究部副院長、傳播碩士班及博士班主任) (2019.08-2020.07)
- Chair, Department of Radio & Television (廣電系主任) (2019.08-2020.07)
- Chair, International Research and Collaboration Committee, Taiwan Institute for Governance and Communication Research 台灣政經傳播研究中心國際研究與交流小組召集人 (2019.02-2020.03)
- Review committee member, undergraduate & graduate student selection, appointed by College of Communication, NCCU (2019-). (政大傳院大學部及碩博班招生審查委員)
- Curriculum committee, College of Communication (政大傳播學院課程委員會委員) (2017/09-2020/08)
- 107 學年度政大學生獎懲委員會委員 (2018.08.01-2019.07.31)
- Associate Researcher, Taiwan Institute for Governance and Communication Research (2018.03~till now)
- Research Center Committee Member (政大傳院研究中心代表委員), College of Communication, NCCU (2018.09-2020.09)
- Curriculum & exam committee (教務及新生考務委員), Department of Radio & Television (廣電系), College of Communication, NCCU (2018.09- till now)
- Curriculum & exam committee (教務及新生考務委員), IMICS (國傳碩英), College of Communication, NCCU (2016/09- till now)
- 政大廣電系 30 周年系慶 籌備負責人 & 論壇規劃/主持 (2018.05)
- Review committee member, outgoing exchange student selection, appointed by Office of International Cooperation, NCCU (2017.11). (政大出國交換學生審查委員)

Services to Nanyang Technological University

- Director & Lecturer of Chinese Language Media Workshop (CMW), 2011-2015
(This annual workshop is sponsored by WKWSI and Singapore Press Holdings to train 30-40 outstanding junior college students to produce Chinese multimedia news. CMW publicizes the brand of WKWSI as the No. 1 communication school with the Chinese media niche program and provides opportunities to recruit excellent students and bond with local media.
(Responsibilities: Budget application, program development & invitations to professional SPH & MediaCorp guest speakers, student recruitment, media visits, logistics, training, website & Facebook.)
- Founder & Advisor of Spectrum TV (NTU campus TV), Aug 2008-2009
- Assist Newsplex Asia convergent newsroom setup & convergent news practicum, 2011-2013
- WKWSI Graduate Programme Committee Member, Aug 2011-Dec 2014
- WKWSI Restructure Committee Member, Oct 2014-June 2015
- WKWSI Research Committee Member, 2015-present
- WKWSI Faculty Search Committee (TV & cinema studies position; video literacy & video production position), Nov 2007-Apr 2008
- Selection Committee Panel Member, Nanyang Scholarship & HSS Scholarship, 2012
- Moderator & Reviewer for Honours Communication Doctoral Student Symposium (co-organized by WKWSI, Hong Kong City Univ., Korean Univ, Yonsei Univ.), 2011 & 2014
- WKWSI Institutional Revision Board Examiner, 2011-2012

Service to External Community Organizations

In Taiwan

- Examiner, Hakka TV Station viewership research examiner. 客家電視台收視質調查審查委員(2020-2021)
- Committee chair & judge, TV and web news, 2021 Journalism Excellent Awards. 19 屆卓越新聞獎評審暨電視與網路影音組召集人 (2020. 11)
- Programming & News Self-regulatory Committee, Public Television Service. 公共電視節目暨新聞自律委員會委員 (2019.09-present)
- Self-regulatory Committee, Chinese Television System Inc. 華視自律諮詢委員會委員 (2019.09-present)
- Consultant Committee, 2017 & 2018, Chunghwa Telecom foundation 第一、二屆「蹲點·台灣·心南向」顧問座談會 中華電信基金會會議委員
- Speaker, topic: Digital literacy in the post-truth world: Asia experiences (數位媒體素養在後真相時代: 亞洲經驗), invited by American Institute in Taiwan MOOC English on Media Literacy. (November 2018)
- Chair & discussant, Chasing truth session, g0v summit 2018 (October, 2018)
- Discussant, YouTube Creator Academy Forum (YouTube 創作者學院論壇討論人), March 2018, invited by Google Taiwan Office.
- Grant reviewer, School of Communication, Hong Kong Baptist University, March 2019

In Singapore

- Judge, 2013, 2014, 2015, 2016, 2017 Star Awards (紅星大獎), Singapore (Responsibilities: Assessing “Best Current Affairs Presenter Award,” “Best News Award” & “Best Current Affairs Story Award”) (新加坡金鐘獎)
- Jury, Asia Media Award 2015, World Association of Newspapers and News Publishers (WAN-IFRA)(Responsibilities: Assessing “Best Chinese News Award” & “Best Chinese Feature Writing Award”.)
- Jury, “My Singapore Story” Chinese Microfilm Competition 2015 (Organized by Zaobao.com, Singapore Chinese Cultural Centre, and Singapore Federation of Chinese Clan Associations)
- LianheZaobao (聯合早報) Columnist, Jan 2012-present (Frequently writing new-media related articles published on Zaobao’s “Scholar Perspective” column and “New Media Observatory” column at Zaobao. LianheZaobao is the largest Chinese newspaper in Singapore with lots of overseas Chinese readers.)
- Media Appearance in Singapore (Bilingual new media expert) (26 media interviews by Singapore's Newspaper, Radio, and TV programs about new media-related topics.)

Professional Affiliations

- Chinese Communication Association, Lifelong Member
- International Communication Association, 2007-present
- International Telecommunication Society, 2007-present
- Broadcast & Education Association, 2016-present
- International Association of Media and Communication Research, 2007-present
- International Association of Intercultural Communication Studies, 2005-present
- Singapore Internet Research Centre (SiRC) Associates Programme, 2011-present
- Chinese Communication Society, 2011-present
- European Media Management Association 2010