

**Chingching Chang**

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**EDUCATION**

Ph.D. Mass Communication, University of Wisconsin-Madison, 1996  
M.A. Mass Communication, University of Wisconsin-Madison, 1991

**CURRENT POSITION**

2018.8-present Distinguished Research Fellow, Academia Sinica

**ACADEMIC EXPERIENCE**

2010.02-2020.07 Chair Professor, Communication, National Chengchi University  
2008.01-2010.01 Distinguished Professor, Advertising, National Chengchi University  
2003.02-2007.12 Professor, Advertising, National Chengchi University  
1996.08-2003.01 Associate Professor, Advertising, National Chengchi University

**VISITING APPOINTMENT**

2015.01-2015.03 Fulbright Scholar, University of Washington, USA  
2006.08-2007.01 Fulbright Scholar, Stanford University, USA

**ADMINISTRATIVE EXPERIENCE**

2015.1-2017.12 Convener, Sociology Division, Ministry of Science and Technology  
2012.01-2014.12 Co-convener, Sociology Division, Ministry of Science and Technology  
2009.08-2011.07 Chair, Dept. of Advertising, National Chengchi University

**ACADEMIC AWARDS**

Academic Award, Ministry of Education in Taiwan: 2016  
Outstanding Special Appointed Researcher Award, Ministry of Science and Technology : 2022  
Distinguished Research Award, Ministry of Science and Technology in Taiwan : 2003, 2009, 2012

Distinguished Reviewer Award, Journal of Advertising: 2011  
Distinguished Research Proposal Award, National Science Council in Taiwan: 2007, 2008  
Award of Research Excellence, National Chengchi University: 2006, 2007, 2008  
Distinguished Research Faculty, National Chengchi University: 2004, 2005, 2006  
Excellence International Research Award, National Chengchi University: 2002, 2003, 2006  
Outstanding International Research Award, National Chengchi University: 2002, 2005, 2006  
Excellence International Research Award, National Chengchi University: 2004, 2005  
Distinguished Research Faculty, National Chengchi University: 2002, 2003  
Top Paper Award, Information System Division, 2002 Annual Conference of ICA

## ACADEMIC RECOGNITION

Recognized as one of the **World's 2% Scientists** released by Dr. John Ioannidis at Stanford University in 2019, 2020, 2021 and 2022.

(<https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/5>)

Ranked as the 1<sup>st</sup> productive author in major advertising journals indexed in SSCI (*Journal of Advertising*, *Journal of Advertising Research* and *International Journal of Advertising*) between 2001 and 2014 (Chan, Tse & Kineta Hung, 2017)

Ranked as the 11<sup>th</sup> most productive author in *Media Psychology* (1999-2010) (Derwin & de Merode, 2013)

## MEDIA COVERAGE

Research (Chang, 2018) covered in a feature article in Forbes, titled “Research Confirms: Different Types of Products Require Different Layouts To Convert” by Harrison on Nov.12, 2018 (<https://www.forbes.com/sites/kateharrison/2018/11/12/research-confirms-different-types-of-products-require-different-layouts-to-convert/#26c7a6785bbf>).

## JOURNAL PUBLICATIONS

### *International Journals*

1. Chang, C. (forthcoming). Enjoyment of Love-Related Dramas and the Implications of Perspective Taking. Paper accepted to be published on *Communication Research* (Indexed in SSCI).
2. Chang, C. (forthcoming). User-Type Differential Paths for a Media Effect Model: A Test of Self-Regulation Deficiency in Drama Watching for Different Motive-Driven Users. Paper accepted to be published on *Media Psychology* (Indexed in SSCI).  
<https://doi.org/10.1080/15213269.2024.2326876>.
3. Chang, C. (forthcoming). How Dramas Featuring Morally Ambiguous Protagonists Increase a Sense of Life Expansion: The Role of Moral Judgment. Paper accepted to be published on *Mass Communication and Society* (Indexed in SSCI).

4. Chang, C., Hung, Y. & Hsieh, M. (forthcoming). We Are What We Consume: Predicting Independent Voters' Preferences from Their Media Diet Color. *Social Science Computer Review* (Indexed in SSCI). <https://doi.org/10.1177/08944393231214027>
5. Chang, C. (forthcoming). Feeling Ambivalent While Using Instant Messaging: A Value–Motive–Experience Framework Comparing Maximizers and Social Groomers. Paper accepted to be published on *Chinese Journal of Communication* (Indexed in SSCI). <https://doi.org/10.1080/17544750.2023.2266503>
6. Chang, C. (2024). Examining the Effectiveness of Public Service Announcements in Encouraging Pro-Health Behaviors: Self-Referent Mental Simulation and Empowerment as Mediators. Paper accepted to be published in *International Journal of Advertising*, 43(2), 336-360 (Indexed in SSCI).

## 2023

7. Chang, C. & Wu, C. (2023). Active Versus Passive Ambivalent Voters: Implications for Interactive Political Communication and Participation. Paper accepted to be published on *Communication Research*, 50(7), 828-853 (Indexed in SSCI) <https://doi.org/10.1177/00936502211066001>
8. Chang, C. (2023). The Multiple Mechanisms by Which Watching Dramas Can Repair or Enhance Moods. Paper accepted to be published on *Journal of Broadcasting & Electronic Media*. (Indexed in SSCI) 67(1), 21-46. <https://doi.org/10.1080/08838151.2022.2146692>
9. Bowman, N. & Chang, C. (2023). Covariation among gaming motivations is correlated with anxiety and sociality A latent class analysis. Paper accepted to be published on *Entertainment Computing*. 45, 100546. <https://doi.org/10.1016/j.entcom.2023.100546>
10. Chang, C. (2023). Being Inspired by Media Content: Psychological Processes Leading to Inspiration. *Media Psychology*, 26(1), 72-87. (Indexed in SSCI) <https://doi.org/10.1080/15213269.2022.2097927>

## 2022

11. Chang, C. (2022). How Short Film Ads Improve Brand Attitudes: The Roles of Viewing Experiences and Consumption Visions. *Journal of Consumer Behaviour*, 21(6), 1440-1453. (Indexed in SSCI) <https://doi.org/10.1002/cb.2094>
12. Chang (2022). Cross-Country Comparison of Effects of Early Government Communication on Personal Empowerment During the COVID-19 Pandemic in Taiwan and the United States. *Health Communication*, 37(4), 476-489 (Indexed in SSCI). (<https://doi.org/10.1080/10410236.2020.1852698>)
13. Chang, C. (2022). Seeking Scientific Health Information for Empowerment: Empowered-Get-More-Empowered Effects. *Science Communication*, 44(2) 169–199. (Indexed in SSCI). <https://doi.org/10.1177/10755470211063864>

## 2021

14. Wu, C. L., Lin, A. M. W., & Chang, C. (2021). Strategic voting revisited: the case of the 2018 Taipei City mayoral election. *Japanese Journal of Political Science*, 22(3), 175-191. (Index

in SSCI) doi:10.1017/S146810992100013X

15. Chang, C. (2021). Fake News: Audience Perceptions and Concerted Coping Strategies. *Digital Journalism*, 9(5), 636-659. (Indexed in SSCI) (<https://doi.org/10.1080/21670811.2021.1923403>)
16. Chang, C. (2021). Effects of Responsibility Appeals for Pro-Environmental Ads: When Do They Empower or Generate Reactance? *Environmental Communication-A Journal of Nature and Culture*, 15(4), 546-569 (Indexed in SSCI) (<https://doi.org/10.1080/17524032.2021.1876132>)
17. Chang, C. (2021). How Morality Judgments Influence Humor Perceptions of Prankvertising. *International Journal of Advertising*, 40(2), 246-271. (Indexed in SSCI) (DOI: 10.1080/02650487.2020.1772648)

## 2020

18. Chang, C. (2020). How Branded Videos Can Inspire Consumers and Benefit Brands: Implications for Consumers' Subjective Well-being. *Journal of Advertising*, 49(5), 613-632. (Indexed in SSCI) (DOI: 10.1080/00913367.2020.1806153)
19. Chang, C. (2020). Self-control-centered empowerment model: Health consciousness and health knowledge as drivers of empowerment seeking through health communication. *Health Communication*, 35, 1497-1508. (Indexed in SSCI).([DOI: 10.1080/10410236.2019.1652385](https://doi.org/10.1080/10410236.2019.1652385))

## 2019

20. Chang, C., Lee, W. N., & Liu-Thompkins, Y. (2019). Advertising in Asia: theories and implications for practice. *Journal of Advertising*, 48, 417-436. (Indexed in SSCI)( <https://doi.org/10.1080/00913367.2019.1675103>)
21. Chang, C. & Wu, C. (2019). Model of Behavioral Strategies for Coping with Party Ambivalence. *Political Science*, 71(1), 17-39. (Indexed in SSCI). ([DOI: 10.1080/00323187.2019.1613733](https://doi.org/10.1080/00323187.2019.1613733))
22. Chang, C., Chang, W. S., & Yu, W. Y. (2019). Effects of the number of advertised brands in a choice set: A metacognitive process. *Psychology & Marketing*, 36(5), 502-519. (Indexed in SSCI) ([DOI: 10.1002/mar.21193](https://doi.org/10.1002/mar.21193))
23. Chang, C. (2019). Ambivalent Facebook Users: Anxious Attachment Style and Goal Cognition. *Journal of Social and Personal Relationship*, 36(8) 2528–2548 (Indexed in SSCI) ([DOI: 10.1177/0265407518791310](https://doi.org/10.1177/0265407518791310))

## 2018

24. Chang, C. (2018). How Salient Pictures in Magazine Advertisements Bias Consumers' Preference Construction: A Comparison with Product Pages in E-stores Applying Dual System Model. *Journal of Consumer Behaviour*, 17(2), 123-140. (Indexed in SSCI). ([DOI: 10.1002/cb.1696](https://doi.org/10.1002/cb.1696))

## 2017

25. Chang, C. (2017). A Metacognitive Model of the Effects of Susceptibility to Persuasion Self-Beliefs on Advertising Effects. *Journal of Advertising*, 46(4), 487-502. (Indexed in SSCI) ([DOI: 10.1080/00913367.2017.1392911](https://doi.org/10.1080/00913367.2017.1392911))
26. Chang, C. (2017). Methodological Issues in Advertising Research: Current Status, Shifts, and Trends. *Journal of Advertising*, 46(1), 2-20 (Indexed in SSCI) ([DOI: 10.1080/00913367.2016.1274924](https://doi.org/10.1080/00913367.2016.1274924))

## 2016

27. Chang, C. (2016, published online before print in 2015). Responses to Conflicting Information in Computer-Mediated Communication: Gender Difference As an Example. *New Media & Society*, 18(1), 5-24. (Indexed in SSCI) ([DOI: 10.1177/1461444814535344](https://doi.org/10.1177/1461444814535344))
28. Chang, C. (2016). Behavioral Recommendations in Health Research News as Cues to Action: Self-Relevancy and Self-Efficacy Processes. *Journal of Health Communication*, 21(8), 954-968. (Indexed in SSCI) ([DOI: 10.1080/10810730.2016.1204377](https://doi.org/10.1080/10810730.2016.1204377))
29. Chang, C. (2016, published online before print in 2015). Before and After Appeals: A Dual Route Effect Model. *International Journal of Advertising*, 35, 301-324. (Indexed in SSCI) ([DOI: 10.1080/02650487.2015.1022300](https://doi.org/10.1080/02650487.2015.1022300))

## 2015

30. Chang, C. (2015). Inaccuracy in Health Research News: A Typology and Predictions of Scientists' Perceptions of the Accuracy of Research News. *Journal of Health Communication*, 20(2), 177-186. (Indexed in SSCI) ([DOI: 10.1080/10810730.2014.917746](https://doi.org/10.1080/10810730.2014.917746))
31. Chang, C. (2015). Self-Construal and Facebook Activities: Exploring Differences in Social Interaction Orientation. *Computers in Human Behavior*, 53, 91-101. (Indexed in SSCI) ([DOI: 10.1016/j.chb.2015.06.049](https://doi.org/10.1016/j.chb.2015.06.049))
32. Chang, C. (2015). Motivated Processing: How People Perceive News Covering Novel or Contradictory Health Research Findings. *Science Communication*, 37, 602-634. (Indexed in SSCI) ([DOI: 10.1177/1075547015597914](https://doi.org/10.1177/1075547015597914))

## 2014

33. Chang, C. (2014). The Influence of Ambivalence Toward a Communication Source: Media Context Priming and Persuasion Polarization. *Communication Research*, 41(6), 782-825. (Indexed in SSCI) ([DOI: 10.1177/0093650213495408](https://doi.org/10.1177/0093650213495408))
34. Chang, C. (2014). When New Commercials do not Meet Expectations. *Journal of Advertising*, 43(4), 359-370. (Indexed in SSCI) ([DOI: 10.1080/00913367.2013.878887](https://doi.org/10.1080/00913367.2013.878887))
35. Chang, C. (2014). Guilt Regulation: The Relative Effects of Altruistic versus Egoistic Appeals for Charity Advertising. *Journal of Advertising*, 43(3), 211-227. (Indexed in SSCI) ([DOI: 10.1080/00913367.2013.853632](https://doi.org/10.1080/00913367.2013.853632))
36. Chang, C., Wei, R., & Lo, V. (2014). Ambivalent Versus Univalent Voters: Perceived Media Influences and Third-Person Perceptions. *Media Psychology*, 17(4), 420-450. (Indexed in SSCI) ([DOI: 10.1080/15213269.2014.924420](https://doi.org/10.1080/15213269.2014.924420))

37. Chang, C. (2014). Why do Caucasian Advertising Models Appeal to Consumers in Taiwan? A Cue-Triggered Value-Expressive Framework. *International Journal of Advertising*, 33(1), 155-177. (Indexed in SSCI) ([DOI: 10.2501/IJA-33-1-155-177](https://doi.org/10.2501/IJA-33-1-155-177))

## 2013

38. Chang, C. (2013). Men's and Women's Responses to Two-Sided Health News Coverage: A Moderated Mediation Model. *Journal of Health Communication*, 18(11), 1326-1344. (Indexed in SSCI) ([DOI: 10.1080/10810730.2013.778363](https://doi.org/10.1080/10810730.2013.778363))
39. Chang, C. (2013). Imagery Fluency and Narrative Advertising Effects. *Journal of Advertising*, 42(1), 54-68. (Indexed in SSCI) ([DOI: 10.1080/00913367.2012.749087](https://doi.org/10.1080/00913367.2012.749087))
40. Chang, C. (2013). Seeing is Believing: The Direct and Contingent Influence of Pictures in Health Promotion Advertising. *Health Communication*, 28(8), 822-834. (Indexed in SSCI) ([DOI: 10.1080/10410236.2012.726403](https://doi.org/10.1080/10410236.2012.726403))

## 2012

41. Chang, C. (2012). Ambivalent Attitudes in a Communication Process: An Integrated Model. *Human Communication Research*, 38(2), 332-359. (Indexed in SSCI) ([DOI: 10.1111/j.1468-2958.2012.01429.x](https://doi.org/10.1111/j.1468-2958.2012.01429.x))
42. Chang, C. (2012). Is That Website for Me? Website-Self Congruency Effects Triggered by Visual Designs. *International Journal of Advertising*, 31(4), 835-860. (Indexed in SSCI) ([DOI: 10.2501/IJA-31-4-835-860](https://doi.org/10.2501/IJA-31-4-835-860))
43. Chang, C. (2012). The Effectiveness of Advertising that Leverages Sponsorship and Cause-Related Marketing: A Contingency Model. *International Journal of Advertising*, 31(2), 317-338. (Indexed in SSCI) ([DOI: 10.2501/IJA-31-2-317-337](https://doi.org/10.2501/IJA-31-2-317-337))
44. Chang, C. (2012). News Coverage of Health-Related Issues and Its Impacts on Perceptions: Taiwan as an Example. *Health Communication*, 27(2), 111-123. (Indexed in SSCI) ([DOI: 10.1080/10410236.2011.569004](https://doi.org/10.1080/10410236.2011.569004))
45. Chang, C. (2012). Effectiveness of Consensus Information in Advertising: The Moderating Roles of Situational Factors and Individual Differences. *Journal of Business & Psychology*, 27(4), 483-494. (Indexed in SSCI) ([DOI: 10.1007/s10869-012-9258-5](https://doi.org/10.1007/s10869-012-9258-5))
46. Chang, C. (2012). The Role of Ad-Evoked Consumption Visions in Predicting Brand Attitudes: A Relevancy Principle Model. *Psychology & Marketing*, 29(12), 956-967. (Indexed in SSCI) ([DOI: 10.1002/mar.20577](https://doi.org/10.1002/mar.20577))
47. Chang, C. (2012). How People Tell an Ad Story: Western vs. Asian Styles. *Asian Journal of Communication*, 22(3), 235-252. (Indexed in SSCI) ([DOI: 10.1080/01292986.2012.681662](https://doi.org/10.1080/01292986.2012.681662))

## 2011

48. Chang, C. (2011). Opinions from Others Like You: The Role of Perceived Source Similarity. *Media Psychology*, 14(4), 415-441. (Indexed in SSCI) ([DOI: 10.1080/15213269.2011.620539](https://doi.org/10.1080/15213269.2011.620539))

49. Chang, C. (2011). Feeling Ambivalent about Going Green: Implications for Green Advertising Processing. *Journal of Advertising*, 40(4), 19-32 (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367400402](https://doi.org/10.2753/JOA0091-3367400402))
50. Chang, C. (2011). The Effect of the Number of Product Subcategories on Perceived Variety and Shopping Experience in an Online Store. *Journal of Interactive Marketing*, 25(3), 159-168. (Indexed in SSCI) ([DOI: 10.1016/j.intmar.2011.04.001](https://doi.org/10.1016/j.intmar.2011.04.001))
51. Chang, C. (2011). The Influence of Editorial Liking and Editorial-Induced Affect on Evaluations of Subsequent Ads: Individual Differences as Moderators. *Journal of Advertising*, 40(3), 45-59. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367400304](https://doi.org/10.2753/JOA0091-3367400304))
52. Chang, C. (2011). The Effects of Ad-Induced and Context-Induced Affect on On-Line and Off-Line Judgments of Health Ads. *Asian Journal of Communication*, 21(6), 523-543. (Indexed in SSCI) ([DOI: 10.1080/01292986.2011.609597](https://doi.org/10.1080/01292986.2011.609597))
53. Chang, C. (2011). Enhancing Self-Referencing to Health Messages: Implications for Public Health Campaigns. *Journal of Consumer Affairs*, 45(1), 147-164. (Indexed in SSCI) ([DOI: 10.1111/j.1745-6606.2010.01196.x](https://doi.org/10.1111/j.1745-6606.2010.01196.x))

## 2010

54. Chang, C. (2010). The Effects of Retrieval Ease on Health Issue Judgments: Implications for Campaign Strategies. *Health Communication*, 25(8), 670-680. (Indexed in SSCI) ([DOI: 10.1080/10410236.2010.521907](https://doi.org/10.1080/10410236.2010.521907))
55. Chang, C. (2010). Message Framing and Interpersonal Orientation at Cultural and Individual Levels: Involvement as a Moderator. *International Journal of Advertising*, 29(5), 765-794. (Indexed in SSCI) ([DOI: 10.2501/S0265048710201452](https://doi.org/10.2501/S0265048710201452))
56. Chang, C. and Li, H. (2010). Why Are Childlike Portrayals Appealing in East Asia? A Cross-Cultural Comparison between Taiwan and the U.S. *International Journal of Advertising*, 29(4), 451-474. (Indexed in SSCI) ([DOI: 10.2501/S0265048710201269](https://doi.org/10.2501/S0265048710201269))
57. Chang (2010). Making Unique Choices or Being Like Others: How Priming Self-Concepts Influences Advertising Effectiveness. *Psychology & Marketing*, 27(4), 399-416. (Indexed in SSCI) ([DOI: 10.1002/mar.20336](https://doi.org/10.1002/mar.20336))

## 2009

58. Chang, C. (2009). Repetition Variation Strategies for Narrative Advertising. *Journal of Advertising*, 38(3), 51-65. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367380304](https://doi.org/10.2753/JOA0091-3367380304))
59. Chang, C. (2009). “Being Hooked” by Editorial Content: The Implications for Processing Narrative Advertising. *Journal of Advertising*, 38(1), 21-34. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367380102](https://doi.org/10.2753/JOA0091-3367380102))
60. Chang, C. (2009). Enhancing the Effectiveness of Anti-Smoking Messages via Self-Congruent Appeals. *Health Communication*, 24(1), 33-40. (Indexed in SSCI) ([DOI: 10.1080/10410230802606976](https://doi.org/10.1080/10410230802606976))
61. Chang, C. (2009). Effectiveness of Promotional Premiums: The Moderating Role of Affective State in Different Context. *Psychology & Marketing*, 26(2), 175-194. (Indexed in SSCI)

([DOI: 10.1002/mar.20266](https://doi.org/10.1002/mar.20266))

62. Chang, C. (2009). Psychological Motives vs. Health Concerns: Predicting Smoking Attitudes and Promoting Anti-Smoking Attitudes. *Health Communication*, 24(1), 1-11. (Indexed in SSCI) ([DOI: 10.1080/10410230802465241](https://doi.org/10.1080/10410230802465241))
63. Chang, C. (2009). Masculinity and Cognitive Age Perception: An Examination of their Relationship and Implications for Advertising Persuasion. *Sex Roles*, 61(5-6), 434-447. (Indexed in SSCI) ([DOI: 10.1007/s11199-009-9631-7](https://doi.org/10.1007/s11199-009-9631-7))

## 2008

64. Chang, C. (2008). Chronological Age vs. Cognitive Age for Young Consumers: Implications for Advertising Persuasion. *Journal of Advertising*, 37(3), 7-31. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367370302](https://doi.org/10.2753/JOA0091-3367370302))
65. Chang, C. (2008). The Effectiveness of Using a Global Look in an Asian Market. *Journal of Advertising Research*, 48(2), 199-214. (Indexed in SSCI) ([DOI: 10.2501/S0021849908080240](https://doi.org/10.2501/S0021849908080240))
66. Chang, C. (2008). Increasing Mental Health Literacy via Narrative Advertising. *Journal of Health Communication*, 13(1), 37-55. (Indexed in SSCI) ([DOI: 10.1080/10810730701807027](https://doi.org/10.1080/10810730701807027))
67. Chang, C. (2008) Ad Framing Effects for Consumption Products: An Affect Priming Process. *Psychology & Marketing*, 25(1), 25-47. (Indexed in SSCI) ([DOI: 10.1002/mar.20199](https://doi.org/10.1002/mar.20199))

## 2007

68. Chang, C. (2007). Diagnostic Advertising Content and Individual Differences: Testing a Resource-Matching Perspective with a Taiwanese Sample. *Journal of Advertising*, 36(3), 75-84. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367360305](https://doi.org/10.2753/JOA0091-3367360305))
69. Chang, C. (2007). The Relative Effectiveness of Comparative and Non-comparative Advertising-Evidence for Gender Differences in Information Processing Strategies. *Journal of Advertising*, 36(1), 21-35. (Indexed in SSCI) ([DOI: 10.2753/JOA0091-3367360102](https://doi.org/10.2753/JOA0091-3367360102))
70. Chang, C. (2007). Ideal Self-Image Congruency as a Motivator for Smoking-The Moderating Effects of Personality Traits. *Health Communication*, 22(1), 1-12. (Indexed in SSCI) ([DOI: 10.1080/10410230701310240](https://doi.org/10.1080/10410230701310240))
71. Chang, C. (2007). The Interplay of Candidate-Initiated and Journalist-Initiated Agendas in the 1996 and 2004 Taiwan Presidential Election. *Asian Journal of Communication*, 17(1), 1-23. ([DOI: 10.1080/01292980601114497](https://doi.org/10.1080/01292980601114497))
72. Chang, C. (2007). Politically Mobilizing vs. Demobilizing Media: A Mediation Model. *Asian Journal of Communication*, 17(4), 362-380. (Indexed in SSCI) ([DOI: 10.1080/01292980701636985](https://doi.org/10.1080/01292980701636985))

## 2006

73. Chang, C. (2006). Beating the News Blues: Mood Repair through Exposure to Advertising. *Journal of Communication*, 56, 198-217. (Indexed in SSCI) ([DOI: 10.1111/j.1460-2466.2006.00010.x](https://doi.org/10.1111/j.1460-2466.2006.00010.x))



74. Chang, C. (2006). Changing Smoking Attitudes by Strengthening Weak Counter Smoking Beliefs—Taiwan as an Example. *Journal of Health Communication*, 11(8), 769-788. (Indexed in SSCI) ([DOI: 10.1080/10810730600959697](https://doi.org/10.1080/10810730600959697))
75. Chang, C. (2006). Cultural Masculinity/Femininity Influences on Ad Appeals. *Journal of Advertising Research*, 46(3), 315-323. (Indexed in SSCI) ([DOI: 10.2501/S0021849906060296](https://doi.org/10.2501/S0021849906060296))
76. Chang, C. (2006). Context-Induced and Ad-Induced Affect: Individual Differences as Moderators. *Psychology & Marketing*, 23(9), 757-782. (Indexed in SSCI) ([DOI: 10.1002/mar.20128](https://doi.org/10.1002/mar.20128))
77. Chang, C. (2006). See the Small Picture: The Importance of Culture versus Self in Determining Advertising Effectiveness. *Journal of Business & Psychology*, 20(3), 445-465. (Indexed in SSCI) ([DOI: 10.1007/s10869-005-9011-4](https://doi.org/10.1007/s10869-005-9011-4))
78. Chang, C. (2006). The Influence of Masculinity and Femininity in Different Advertising Processing Contexts: An Accessibility Perspective. *Sex Roles*, 55, 345-356. (Indexed in SSCI) ([DOI: 10.1007/s11199-006-9088-x](https://doi.org/10.1007/s11199-006-9088-x))
79. Lo, V. H., & Chang, C. (2006). Knowledge about the Gulf War: A Theoretical Model of Learning from the News. *Harvard International Journal of Press/Politics*, 11(3), 135-155. (Indexed in SSCI) ([DOI: 10.1177/1081180X06289582](https://doi.org/10.1177/1081180X06289582))
80. Chang, C. (2006). Enhancing Self-Consciousness: Implications for the Effectiveness of Ad Appeals. *Advances in Consumer Research*, 33, 503-508. (Indexed in SSCI before 2006) ([DOI: 10.1086/504142](https://doi.org/10.1086/504142))

## 2005

81. Chang, C. (2005). Ad-Self-Congruency Effects: Self-Enhancing Cognitive and Affective Mechanisms. *Psychology & Marketing*, 22(11), 887-910. (Indexed in SSCI) ([DOI: 10.1002/mar.20089](https://doi.org/10.1002/mar.20089))
82. Chang, C. (2005). The Moderating Influence of Ad Framing for Ad-Self-Congruency Effects. *Psychology & Marketing*, 22(12), 955-968. (Indexed in SSCI) ([DOI: 10.1002/mar.20093](https://doi.org/10.1002/mar.20093))
83. Chang, C. (2005). Personal Values, Advertising and Smoking Motivation in Taiwanese Adolescents. *Journal of Health Communication*, 10 (7), 621-634. (Indexed in SSCI) ([DOI: 10.1080/10810730500267654](https://doi.org/10.1080/10810730500267654))
84. Chang, C. (2005). How Individuals Develop Brand Evaluations in Different Contexts-The Relative Impacts of Affect, Self-Relevant Thoughts and Product Attribute Thoughts. *Advances in Consumer Research*, 32, 106-111. (Indexed in SSCI before 2006) ([Full text](#))
85. Chang, C. (2005). Ad and Brand Evaluations in a Competitive Processing Context-The Effects of Number of Attributes and Repetition Strategies. *Advances in Consumer Research*, 32, 548-553. (Indexed in SSCI before 2006) ([Full text](#))

## 2004

86. Chang, C. (2004). Country-of-Origin as a Heuristic Cue: The Effects of Message Ambiguity and Product Involvement. *Media Psychology*, 6, 169-193. (Indexed in SSCI) ([DOI: 10.1080/108107304200016289582](https://doi.org/10.1080/108107304200016289582))

[10.1207/s1532785xmep0602\\_3](https://doi.org/10.1207/s1532785xmep0602_3))

87. Chang, C. (2004). The Interplay of Product Class Knowledge and Trial Experience in Attitude Formation. *Journal of Advertising*, 33(1), 83-92. (Indexed in SSCI) ([DOI: 10.1080/00913367.2004.10639156](https://doi.org/10.1080/00913367.2004.10639156))
88. Chang, C. (2004). Relative Judgments in Competitive Ad Context. *Advances in Consumer Research*, 31, 700-706. (Indexed in SSCI before 2006) ([Full text](#))
89. Chang, C. (2004). How Mood and Ad-Self-Congruency Affect the Relative Influence of Hedonic Ad Appeals and Utilitarian Ad Appeals on Brand Evaluations. *Advances in Consumer Research*, 31, 721-727. (Indexed in SSCI before 2006) ([Full text](#))
90. Chang, C., & Hitchon, J. (2004). When Does Gender Count: Further Insights into Gender Schematic Processing of Female Candidates' Political Advertisements. *Sex Roles*, 51, 197-208. (Indexed in SSCI) ([DOI: 10.1023/B:SERS.0000037763.47986.c2](https://doi.org/10.1023/B:SERS.0000037763.47986.c2))

### 2003

91. Chang, C. (2003). Party Bias in Political Advertising Processing: Results from an Experiment Involving the 1998 Taipei Mayor Election. *Journal of Advertising*, 32(2), 55-67. (Indexed in SSCI) ([DOI: 10.1080/00913367.2003.10639129](https://doi.org/10.1080/00913367.2003.10639129))

### 2000-2002

92. Chang, C. (2002). Self-Congruency as a Cue in Different Advertising Processing Contexts. *Communication Research*, 29, 503-536. (Indexed in SSCI) ([DOI: 10.1177/009365002236193](https://doi.org/10.1177/009365002236193))
93. Tsao, J., & Chang, C. (2002). Communication Strategy in Taiwanese and US Corporate Web Pages: A Cross-Cultural Comparison. *Asian Journal of Communication*, 12(2), 1-29. ([DOI: 10.1080/01292980209364821](https://doi.org/10.1080/01292980209364821))
94. Chang, C. (2001). The Impacts of Emotion Elicited by Political Advertising on Candidate Evaluation. *Media Psychology*, 3(2), 91-118. (Indexed in SSCI) ([DOI: 10.1207/S1532785XMEP0302\\_01](https://doi.org/10.1207/S1532785XMEP0302_01))
95. Chang, C. (2000). The Effects of Personality differences on Product Evaluations. *Advances in Consumer Research*, 28, 26-33. (Indexed in SSCI before 2006) ([Full text](#))
96. Chang, C. (2000). Political Advertising in Taiwan and the US: A Cross-Cultural Comparison of the 1996 Presidential Election Campaign. *Asian Journal of Communications*, 10(1), 1-17. ([DOI: 10.1080/01292980009364772](https://doi.org/10.1080/01292980009364772))

### 1995-1999

97. Chang, C., & Hitchon, J. (1997). Mass Media Impact on Voter Response to Women Candidates: Theoretical Development. *Communication Theory*, 7(1), 29-52. (Indexed in SSCI) ([DOI: 10.1111/j.1468-2885.1997.tb00141.x](https://doi.org/10.1111/j.1468-2885.1997.tb00141.x))
98. Hitchon, J., Chang, C., & Harris, R. (1997). Should Women Emote? Perceptual Bias and Opinion Change in Response to Political Ads for Candidates of Different Genders. *Political Communication*, 14(1), 49-69. (Indexed in SSCI) ([DOI: 10.1080/105846097199533](https://doi.org/10.1080/105846097199533))

99. Hitchon, J., & Chang, C. (1995). Effects of Gender Schematic Processing on the Reception of Political Commercials for Men and Women Candidates. *Communication Research*, 22(4), 430-458. (Indexed in SSCI) ([DOI: 10.1177/009365095022004003](https://doi.org/10.1177/009365095022004003))

### **Chinese Journals**

100. Chang, C. (2017). Party Ambivalence: Antecedents, Decision Strategies, Media Uses and Coping Strategies. *Chinese Journal of Communication Research*, 32, 167-202. (Indexed in TSSCI) ([DOI: 10.6195/cjcr.2017.32.05](https://doi.org/10.6195/cjcr.2017.32.05))
101. Chang, C. (2016). Motivations for Online Video Viewing, Sharing and Posting. *Chinese Journal of Communication Research*, 30, 61-107. (Indexed in TSSCI) (DOI: 10.6195/cjcr.2017.32.05) ([DOI: 10.6195/cjcr.2016.30.03](https://doi.org/10.6195/cjcr.2016.30.03))
102. Chang, C. (2016). Hedonism as a Driving Force: Exploring Online Shopping as a Form of Media Entertainment. *Chinese Journal of Communication Research*, 29, 3-43. (Indexed in TSSCI) ([DOI: 10.6195/cjcr.2016.29.01](https://doi.org/10.6195/cjcr.2016.29.01))
103. Chang, C. (2014). Ambivalent Attitudes and Advertising Avoidance/Approach. *Chinese Journal of Communication Research*, 25, 71-98. (Indexed in TSSCI) ([DOI: 10.6195/cjcr.2014.25.03](https://doi.org/10.6195/cjcr.2014.25.03))
104. Chang, C. (2012). Features of Science Reporting and Their Influences. *Chinese Journal of Science Education*, 20(3), 193-216. (Indexed in TSSCI) ([DOI: 10.6173/CJSE.2012.2003.01](https://doi.org/10.6173/CJSE.2012.2003.01))
105. Chang, C. (2010). Issue/Trait Ownership in Taiwanese Political Advertising. *Information and Society*, 11(1), 31-70. ([Full text](#))
106. Chang, C. (2009). The Effects of Political Advertising: The Role of Issue Ownership. *Chinese Journal of Communication Research*, 16, 93-129. (Indexed in TSSCI) ([DOI: 10.6195/cjcr.2009.16.06](https://doi.org/10.6195/cjcr.2009.16.06))
107. Chang, C. & Lo, V. H. (2009). The Influence of Political Call-In Programs. *Mass Communication Research*, 98, 47-91. (Indexed in TSSCI) ([Full text](#))
108. Chang, C. (2007). Blurring the Line between Advertising and Editorial: The Content and Effectiveness of Advertorials. *Management Review*, 26(3), 55-78. (Indexed in TSSCI) ([DOI: 10.6656/MR.2007.26.4.CHI.53](https://doi.org/10.6656/MR.2007.26.4.CHI.53))
109. Chang, C. (2007). How Context-Evoked Affect Influences Responses to Ads for High and Low Involving Product. *Advertising Research*, 27, 57-77. ([DOI: 10.30412/TJAPR.200701\\_\(27\).0003](https://doi.org/10.30412/TJAPR.200701_(27).0003))
110. Chang, C. & Lo, V. H. (2007). Seeking Knowledge, Identification or Entertainment? An Exploration of Content of Political Call-In Programs and Audience's Viewing Motives. *Mass Communication Research*, 93, 83-139. (Indexed in TSSCI) ([Full text](#))
111. Chang, C. (2006). Ad Repetition and Variation in a Competitive Ad Context. *Management Review*, 23(6), 765-784. (Indexed in TSSCI) ([DOI: 10.6504/JOM.2006.23.06.06](https://doi.org/10.6504/JOM.2006.23.06.06))
112. Chang, C. (2006). The Relationship between Internet Use, Political Participation and Social Capital. *Mass Communication Research*, 86, 45-90. (Indexed in TSSCI) ([Full text](#))
113. Chang, C. (2004). Self-Congruency Effects in Advertising: Cultures vs. Self. *Management Review*, 23(3), 93-114. (Indexed in TSSCI) ([DOI: 10.6656/MR.2004.23.3.CHI.93](https://doi.org/10.6656/MR.2004.23.3.CHI.93))

114. Chang, C. (2004). Framing Effects: The Moderating Effects of Gender and Attitude Certainty. *Management Review*, 23(1), 1-24. (Indexed in TSSCI) ([DOI: 10.6656/MR.2004.23.1.CHI.1](https://doi.org/10.6656/MR.2004.23.1.CHI.1))
115. Chang, C. (2004). Portrayal of Smokers in Cigarette Advertising. *Advertising Research*, 32, 61-91. ([Full text](#))
116. Kuo, C., & Chang, C. (2004). The Effectiveness of Trick Banners. *Management Review*, 23(2), 93-114. (Indexed in TSSCI) ([DOI: 10.6656/MR.2004.23.3.CHI.53](https://doi.org/10.6656/MR.2004.23.3.CHI.53))
117. Kuo, C., & Chang, C. (2003). The Effectiveness of Incentives in Trick Banners. *Management Review*, 22(4), 81-100. (Indexed in TSSCI) ([DOI: 10.6656/MR.2003.22.4.CHI.81](https://doi.org/10.6656/MR.2003.22.4.CHI.81))
118. Chang, C. (2002). Media Perceptions, Media-Related Behaviors and Political Consequences: The Role of Media in the Political Socialization of College Students in Taiwan. *Election Studies*, 9(2), 37-64. (Indexed in TSSCI) ([DOI: 10.6612/tjes.2002.09.02.37-63](https://doi.org/10.6612/tjes.2002.09.02.37-63))
119. Chang, C. (2002). Media Use and Voters' Campaign Issue Knowledge and Internal Political Efficacy—An Exploration of the 2000 Presidential Election in Taiwan. *Election Studies*, 9(1), 1-39. (Indexed in TSSCI) ([DOI: 10.6612/tjes.2002.09.01.01-39](https://doi.org/10.6612/tjes.2002.09.01.01-39))
120. Chang, C. (2002). The Influence of News Frames and Political Advertising on Voters' Political Efficacy and Trust. *Mass Communication Research*, 70, 135-165. (Indexed in TSSCI) ([Full text](#))
121. Chang, C. (2000). Effects of Political Advertising: A Review. *Advertising Research*, 14, 1-29. ([Full text](#))
122. Chang, C. (1999). The Advantages and Disadvantages of Being a Female Candidate in Elections—An Exploration of the 1997 Taipei County Magistrate Election. *Election Studies*, 6(1), 111-141. (Indexed in TSSCI) ([DOI: 10.6612/tjes.1999.06.01.111-141](https://doi.org/10.6612/tjes.1999.06.01.111-141))
123. Chang, C. (1999). Priming and Agenda Setting Effects of Political Advertising. *Advertising Research*, 12, 36-94. ([Full text](#))

## BOOK CHAPTERS

### *In English*

124. Chang, C. (2019). Narrative Ads and Narrative Processing. In E. Thorson and S. Rodgers (Eds), *Advertising Theory* 2<sup>nd</sup> ed. New York: Routledge (40% new materials from 1<sup>st</sup> ed.) ([DOI: 10.4324/9781351208314](https://doi.org/10.4324/9781351208314))
125. Chang, C. (2012). Narrative Ads and Narrative Processing. In E. Thorson and S. Rodgers (Eds.), *Advertising Theory*. New York: Routledge. ([DOI: 10.4324/9780203149546](https://doi.org/10.4324/9780203149546))
126. Chang, C. (2009). Political Communication Research in Taiwan. In L. Willnat and A. Aw (Eds.) pp.72-92, *Political Communication in Asia*. New York: Routledge. ([DOI: 10.4324/9780203885680](https://doi.org/10.4324/9780203885680))

### *In Chinese*

127. Chang, C. (2004). Political Communication: American traditions vs. Taiwanese paradigms. In Wang, X. Q. (Ed.), *A Survey of Communication Research in Taiwan*. Taipei: Ju-liu Publisher. ([Full text](#))

## EDITORIAL RESPONSIBILITIES

### *Editorial Service: International Journals*

**Associate Editor**, *Journal of Advertising* (Indexed in SSCI), 2013.8-2014.12

Guest Editor, *Journal of Advertising* (Indexed in SSCI), 2019.3-2019.09

Editorial Review Board, *Journal of Communication* (Indexed in SSCI), 2022-present

Editorial Review Board, *International Journal of Advertising* (Indexed in SSCI), 2008-present

Editorial Review Board, *Journal of Advertising* (Indexed in SSCI), 2011-present

Editorial Review Board, *Journal of Advertising Research* (Indexed in SSCI), 2022.7-present

Editorial Review Board, *Journal of Current Issues and Research in Advertising*, 2019-present

Editorial Review Board, *Journal of Interactive Advertising*, 2020-present

Editorial Review Board, *Asian Journal of Communication* (Indexed in SSCI), 2011-present

Editorial Review Board, *Communication and the Public*, 2022-present

Editorial Review Board, *Psychology & Marketing* (Indexed in SSCI), 2011-2020

Guest Editor, *Asian Journal of Communication*, Special Issue on “Comparing the Effects of the Internet and Traditional Media in East Asia,” 2006

### *Editorial Service: Chinese Journals*

Editor, *Advertising Research*, 2009–2011

Editorial Review Board, *Chinese Journal of Communication Research*, 2009–2011

Editorial Review Board, *Communication and Society*, 2015-present

## RESEARCH GRANTS

### *Team Projects*

- 2023.5-2026.04      Principal Investigator, NSC grants (112-2740-H-001 -003 -MY3)  
“Project to Add Value to Taiwan’s Empirical Databases: Prospects, Sustainability and Promotion”
- 2023.1-2027.12      Principal Investigator, NSC grants (111-2740-H-001 -001 -SS4)  
“Annual Survey of Communication Behaviors” Phase III
- 2023.1-2024.12      Principle Investigator, Academia Sinica Grand Challenge Program Seed Grant (# AS-GCS-112-H02) “Online Social and Political Climates and Trust: A Method Triangulation Approach”
- 2020.1-2022.12      Principal Investigator, NSC grants (NSC 100-2420-H-004-049-SS3)  
“Annual Survey of Communication Behaviors” Phase II-4-5
- 2017.1-2019.12      Principal Investigator, NSC grants (NSC 100-2420-H-004-049-SS3)

- 2015.1-2016.12 “Annual Survey of Communication Behaviors” Phase II-1-3  
Principal Investigator, NSC grants (NSC 100-2420-H-004-049-SS3)
- 2012.1-2013.12 “Annual Survey of Communication Behaviors” Phase I-4-5  
Principal Investigator, NSC grants (NSC 101-2420-H-004 -013 -MY2)  
“Neuroaesthetics: Preference and Perceptions”
- 2011.10-2014.12 Principal Investigator, NSC grants (NSC 100-2420-H-004-049-SS3)  
“Annual Survey of Communication Behaviors” Phase I-1-2
- 2008.1-2015.12 Principal Investigator, NCCU Top University Program grants,  
“Digital Audience”
- 2008.1-2009.7 Co-investigator, NSC grants (97-2420-H-001-001-B1),  
“Taiwan Social Change Survey-Mass Communication module”
- 2005.8-2006.7 Co-Investigator, NSC grants (94-2412-H-004-023),  
“Ranking of Academic Journals in Social Science: Sociology, Social Works and  
Mass Communication”

### ***Individual Projects***

#### **MOST Projects**

- 2022.8-2025.7 Principal Investigator, MOST grants (MOST 111-2410-H-001 -039 -SS3),  
“Being Empowered for Actions: Designing Effective Pro-Environmental  
Messages”
- 2021.8-2024.7 Principal Investigator, MOST grants (MOST 110-2511-H-001 -001 -MY3),  
“Language Styles in Health Science News and Their Communication Effects”
- 2017.8-2020.7 Principal Investigator, MOST grants (MOST 106-2511-S-004 -004 -MY3),  
“Self-control Driven Empowerment Model via Exposure to Scientific Cues in  
Health Information”
- 2016.8-2019.7 Principal Investigator, MOST grants (MOST 105-2410-H-004 -105 -SS3),  
“Branded Entertainment: Processes and Implications”
- 2013.8-2016.7 Principal Investigator, MOST grants (MOST 102-2410-H-004 -213 -SS3),  
“Implicit Attitudes: Implications for Communication Research”
- 2013.8-2016.7 Principal Investigator, MOST grants (MOST 102-2511-S-004 -006 -MY3),  
“Behavior Recommendation in Health Research News”
- 2011.8-2013.7 Principal Investigator, NSC grants (NSC 100-2410-H-004-163-SS2)  
“Meta cognition and Persuasion”
- 2011.8-2013.7 Principal Investigator, NSC grants (NSC 100-2511-S-004-005-MY2),  
“Constructing Reality: Accuracy of Science Coverage”
- 2008.12-2011.7 Principal Investigator, NSC grants (97-2515-S-004-007-MY3),  
“Science Communication: News Coverage and Message Processing,”
- 2008.8-2011.7 Principal Investigator, NSC grants (97-2410-H-004-169-MY3),  
“Consumer Persuasion across Cultures: From Self-Concepts to Self-Regulatory

- Focus and Ambivalence Tolerance”
- 2007.8-2008.7 Principal Investigator, NSC grants (96-2412-H-004-015-SSS),  
“Issue/Trait Ownership and Political Advertising”
- 2006.8-2008.7 Principal Investigator, NSC grants (95-2412-H-004-024-SSS),  
“Narrative Processing of Advertising”
- 2006.8-2007.7 Co-Investigator, NSC grants (95-2412-H-004-017-KGS),  
“Political Call-in Shows: Content and Influences”
- 2004.8-2006.7 Principal Investigator, NSC grants (93-2412-H-004-002-),  
“Self-Construal Priming in Processing Advertising Messages”
- 2003.8-2005.7 Principal Investigator, NSC grants (92-2412-H-004-021-SSS),  
“The Interplay between Affect and Cognition in Ad Processing”
- 2002.8-2003.7 Principal Investigator, NSC grants (91-2412-H-004-023-),  
“Relative Judgment in a Cluttered Competitive Ad Processing Context-  
Perspectives from Cognitive Theory”
- 2001.8-2003.7 Principal Investigator, NSC grants (90-2412-H-004-017-SSS),  
“Exploring Advertising Processing From a Dynamic Constructivist View of  
Culture and Cognition”
- 2001.8-2002.7 Co-Investigator, NSC grants (90-2412-H-004-019-SSS),  
“The Effectiveness of Trick Banner Ads”
- 2000.8-2001.7 Principal Investigator, NSC grants (89-2412-H-004-037-SSS),  
“Employing the Schema-Based/Attribute-Based Dual-Mode Model to  
Understand Viewers' Ad Processing and Product Evaluation—An Examination  
of Ad Message Differences”
- 2000.8-2001.7 Co-Investigator, NSC grants (89-2412-H-004-038-SSS),  
“The Effectiveness of Banner Ads”
- 1999.8-2000.7 Principal Investigator, NSC grants (88-2412-H-004-023-),  
“Employing Self-schema Theory to Explore Advertising Effects—Empirical  
Tests and Model Building”
- 1998.8-1999.7 Principal Investigator, NSC grants (NSC 87-2412-H-004 –020),  
“Agenda Setting and Priming Effects in Political Advertising”
- 1997.8-1998.7 Principal Investigator, NSC grants (86-2412-H-128 –005 -T),  
“Agenda Setting of Negative Advertising in 1996 Election”

### **Health Bureau Projects**

- 2006.5-2006.12 Co-Investigator, Health Bureau grants,  
“Smoking and Female Adolescents: Motives, Attitudes and Behaviors”
- 2005.6-2006.5 Principal Investigator, Health Bureau grants,  
“Health Messages and Audience”
- 2003.5-2004.4 Principal Investigator, Health Bureau grants,  
“Cigarette Advertising and Anti-Smoking Campaign”

## CONFERENCE COORDINATION AND COMMITTEES

### *Conference coordinator*

Digital Narratives Workshop, January 8–9, 2009 (Taiwan)

Crossing Boundaries: Global Communication in the New Media Age, July 7–8, 2006 (Taiwan)

The 16<sup>th</sup> annual conference of Public Relations and Advertising, 2008 (Taiwan)

The 13<sup>th</sup> annual conference of Public Relations and Advertising, 2005 (Taiwan)

### *Conference committees*

The 15<sup>th</sup> annual conference of Public Relations and Advertising, 2007 (Taiwan)

The 14<sup>th</sup> annual conference of Public Relations and Advertising, 2006 (Taiwan)

The 12<sup>th</sup> annual conference of Public Relations and Advertising, 2004 (Taiwan)

## ACADEMIC ASSOCIATIONS

American Academy of Advertising

Association of Consumer Research

International Communication Association

Society of Consumer Psychology

## UNIVERSITY SERVICE HIGHLIGHTS (ONLY THE RECENT 5 YERS)

2015.01.26-2016.07.31	Selection Committee for Chair Professors
2015.08.01-2017.07.31	Research Ethics Committee
2015.08.01-2018.07.31	Research & Development Committee
2014.01.01-2014.12.31	Selection Committee for Distinguished Professors
2013.08.01-2015.07.31	Research Ethics Committee
2013.06.01-2015.05.31	Review Committee for Faculty Exchange
2013.05.01-2014.04.30	MOST Special Outstanding Talent Award Committee
2013.03.01-2013.07.31	University Level Teacher Review Committee
2013.01.01-2013.12.31	Selection Committee for Distinguished Professors
2012.08.10-2014.08.10	Survey Center Committee
2012.08.01-2015.07.31	Research & Development Committee
2012.08.01-2015.07.31	Research Award Committee
2012.05.01-2013.04.30	NSC Special Outstanding Talent Award Committee
2012.01.01-2012.12.31	Selection Committee for Distinguished Professors



2011.08.01-2013.07.31	Research Ethics Committee
2011.01.01-2011.12.31	Selection Committee for Distinguished Professors
2010.12.01-2012.11.30	University Fund Committee
2010.12.03-2012.07.31	Research Award Committee

## ACADEMIC CONFERENCE PRESENTATIONS

### *International Academic Conferences*

1. Chang, C. (2024). *How Factual Data and News Coverage About China's Military Encirclement of Taiwan Affect Public Perceptions: A Multistep Agenda-Setting Process*. Paper accepted to be presented at the Annual Conference of Midwest Political Science Association.
2. Ho, J., Wu, Y., Hsiao, Y., Chang, C., Huang, H., Wen, S., Wang, H., & Hsieh, Y. (2024). *Extracting Latent Moral Information from Text with ChatGPT*. Paper accepted to be presented at the Annual Conference of International Communication Association.
3. Bowman, N., & Chang, C. (2022). *Covariation among Gaming Motivations Is Correlated with Anxiety and Sociality: A Latent Class Analysis*. Paper presented at the 2021 ICA annual conference.
4. Chang, C., Lin, J. & Chen, H. (May, 2021). *Identifying partisan bias in the news media using deep learning*. Paper presented at the 2021 ICA annual conference.
5. Chang, C. (2010, June). *Ambivalent Attitudes and Persuasion*. Paper presented at the annual conference of International Communication Association. Singapore.
6. Chang, C. (2010, June). *Cultural Differences in Ad Persuasion*. Paper presented at the annual conference of International Communication Association. Singapore.
7. Chang, C. (2008, October). *The Effects of Retrieval Ease on Health Issue Judgments: Implications for Campaign Strategies*. Paper presented at the annual conference of Association of Consumer Research. San Francisco, California, U.S.A.
8. Chang, C. (2007, August). *Is That Website for Me? An Affect/Pleasure-as-Information Model of Self-Website Image Congruency Effects*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Washington, D.C., U.S.A.
9. Chang, C. (2006, September). *Chronological Age vs. Cognitive Age for Young Consumers: Implications for Advertising Persuasion*. Paper presented at the annual conference of Association of Consumer Research, Orlando, Florida, U.S.A.
10. Chang, C. (2006, July). *The Global Look: The Effectiveness of Using Western Models and English Brand Names in Advertising*. Paper presented at the Crossing Boundaries: Global Communication in a New Media Age conference, Taipei, Taiwan.
11. Chang, C. (2005, September). *Enhancing Self-Consciousness: Implications for the Effectiveness of Ad Appeals*. Paper presented at the annual conference of Association for Consumer Research, San Antonio, Texas, U.S.A.
12. Chang, C. (2005, July). *Does Content Matter More than Time? The Influence of Media Use on*

*Social Capital, Political Attitudes and Political Participation*. Paper presented at the annual conference of IAMCR, Taipei, Taiwan.

13. Chang, C. (2005, June). *How Context-Evoked Affect Influences Responses to High- and Low-Involving Products*. Paper presented at AAA's Third Asia-Pacific Conference, Hong Kong.
14. Lo, V. H., & Chang, C. (2005, April). *Knowledge about the Gulf War: A Theoretical Model of Learning from the News*. Paper presented at the annual conference of BEA, Las Vegas, Nevada, U.S.A.
15. Chang, C. & Lo, V. H. (2004, August). *Priming and Framing Effects: A Comparison of the 1991 Gulf War and the 2003 Iraq War*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Toronto, Canada.
16. Chang, C. (2004, July). *Political Communication Research in Taiwan*. Paper presented at a panel organized by the Chinese Communication Association (CCA) for the 13<sup>th</sup> Annual Conference of Asia Media and Information Centre, Bangkok, Thailand.
17. Chang, C. (2004, May). *Effectiveness of Consensus Information in Advertising*. Paper presented at the annual conference of International Communication Association, New Orleans, Louisiana, U.S.A.
18. Chang, C. (2004, May). *The Effectiveness of Retrospective and Anticipatory Self-Referencing Ads*. Paper presented at the annual conference of International Communication Association, New Orleans, Louisiana, U.S.A.
19. Chang, C. (2004, May). *Gender Differences in Processing Comparative Advertising in a Competitive Context—Evidence for Differential Strategies*. Paper presented at the Asia-Pacific conference for Association of Consumer Research, Seoul, South Korea.
20. Chang, C. (2004, March). *The Effects of Diagnostic Advertising Content: A Resource-Matching Perspective*. Paper presented at the annual conference of American Academy of Advertising, Baton Rouge, Louisiana, U.S.A.
21. Chang, C. (2004, March). *Culture Differences Regarding Masculinity/Femininity on the Effectiveness of Image Ad Appeals and Utilitarian Ad Appeals*. Paper presented at the annual conference of American Academy of Advertising, Baton Rouge, Louisiana, U.S.A.
22. Chang, C. (2004, October). *Ad and Brand Evaluations in a Competitive Processing Context—The Effects of Number of Attributes and Repetition Strategies*. Paper presented at the annual conference of Association for Consumer Research, Portland, Oregon, U.S.A.
23. Chang, C. (2004, October). *How Individuals Develop Brand Evaluations in Different Contexts—The Relative Impacts of Affect, Self-Relevant Thoughts and Product Attribute Thoughts*. Paper presented at the annual conference of Association for Consumer Research, Portland, Oregon, U.S.A.
24. Chang, C. (2003, May). *Diagnosticity of Masculinity and Femininity in Processing Advertising Messages*. Paper presented at the annual conference of International Communication Association, San Diego, California, U.S.A.
25. Chang, C. (2003, May). *Ad Repetition and Variation in a Competitive Ad Context*. Paper presented at the annual conference of International Communication Association, San Diego, California, U.S.A.

26. Chang, C. (2003, March). *The Moderating Impacts of Ad Framing for Ad-Self-Congruency Effects*. Paper presented at the annual conference of American Academy of Advertising, Broomfield, Colorado, U.S.A.
27. Chang, C. (2003, May). *Diagnosticity of Ad Frames for Different Cultures—Product Involvement as a Moderator*. Paper presented at the Asia-Pacific conference of American Academy of Advertising, Kisarazu, Japan.
28. Chang, C. (2002, August). *Media Perception, Media-Related Behaviors and Political Consequences: The Role of Media in the Political Socialization of College Students in Taiwan*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Miami Beach, Florida, U.S.A.
29. Chang, C. (2002, August). *Effectiveness of Ad Framing for Consumption Products*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication, Miami Beach, Florida, U.S.A.
30. Chang, C. (2002, March). *The Interplay of Ad Exposure and Direct Experiences—The Moderating Role of Product Knowledge*. Paper presented at the annual conference of the American Academy of Advertising, Jacksonville, Florida, U.S.A.
31. Chang, C. (2002, March). *When Are Consumers Less Susceptible to Ad Framing Effects? The Moderating Effects of Gender and Product Attitude Uncertainty*. Paper presented at the annual conference of the American Academy of Advertising, Jacksonville, Florida, U.S.A.
32. Chang, C. (2002, October). *How Mood and Ad-Self-Congruency Affect the Relative Influence of Hedonic Ad Appeals and Utilitarian Ad Appeals on Brand Evaluations*. Paper presented at the annual conference of Association for Consumer Research, Atlanta, Georgia, U.S.A.
33. Chang, C. (2002, October). *Relative Judgments in a Competitive Ad Context*. Paper presented at the annual conference of Association for Consumer Research, Atlanta, Georgia, U.S.A.
34. Chang, C. (2001, August). *Processing Advertising in a Competitive Context*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., U.S.A.
35. Chang, C. (2001, May). *Culture versus Self: Impacts of Individualism/Collectivism on Processing Advertising Messages*. Paper presented at the American Academy of Advertising Special 2001 Asia-Pacific Conference, Kisarazu, Japan.
36. Chang, C. (2001, May). *Self-Congruency as a Cue in Different Advertising Processing Contexts*. Paper presented at the annual conference of International Communication Association, Washington, D.C., U.S.A.
37. Chang, C. (2000, October). *The Effects of Personality on Product Evaluations*. Paper presented at the annual conference of Association for Consumer Research, Salt Lake City, Utah, U.S.A.
38. Chang, C. (2000, August). *The Role of Self in Processing Advertising Messages—An Exploration of Gender Schema*. Poster session presented at the annual conference of the Association for Education in Journalism and Mass Communication, Phoenix, Arizona, U.S.A.
39. Chang, C. (2000, June). *Ad Processing: The Impacts of Country-of-Origin Schemata in Different Contexts*. Paper presented at the annual conference of International Communication Association, Acapulco, Mexico.

40. Chang, C. (2000, April). *Does Political Advertising Work? Results from a Field Experiment in the 1988 Taipei Mayoral Election in Taiwan*. Paper presented at the annual conference of the American Academy of Advertising, New Port, Rhode Island, U.S.A.
41. Chang, C. (1999, March). *The Impacts of Negative Political Advertising: A Review*. Paper presented at the annual conference of the American Academy of Advertising, Albuquerque, New Mexico, U.S.A.
42. Chang, C. (1999, August). *The Impacts of News Frames and Ad Types on Candidate Perception and Political Cynicism during the 1998 Taipei Mayoral Election in Taiwan*. Scholar-to-Scholar Exhibition session presented at the annual conference of the Association for Education in Journalism and Mass Communication, New Orleans, Louisiana, U.S.A.
43. Chang, C. (1999, August). *A Cross-Cultural Comparison of Political Advertising in the 1996 Presidential Election Campaign in Taiwan and the United States*. Poster session presented at the annual conference of the Association for Education in Journalism and Mass Communication, New Orleans, Louisiana, U.S.A.
44. Chang, C. (1998, August). *The Impacts of Emotion Elicited by Political Advertising on Candidate Evaluation*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Baltimore, Maryland, U.S.A.
45. Chang, C. (1998, March). *Intermedia Agenda Setting Effects in the 1996 Presidential Election in Taiwan*. Paper presented at the annual conference of the American Academy of Advertising, Lexington, Kentucky, U.S.A.
46. Chang, C. (1996, August). *Viewers' Response to Female Candidates' Political Advertising*. Paper presented at the annual conference the Association for Education in Journalism and Mass Communication, Anaheim, California, U.S.A.
47. Chang, C. & Hitchon, J. (1996, May). *Theoretical Development for Voter Response to Candidates Portrayed in Mass Media*. Paper presented at the annual conference of International Communication Association, Chicago, Illinois, U.S.A.
48. Hitchon, J. & Chang, C. (1995, October). *Gender Schema Theory Applied to Political Advertising*. Paper presented at the annual conference of the Association of Consumer Research, Minneapolis, Minnesota, U.S.A.
49. Hitchon, J., Harris, R., & Chang, C. (1995, August). *Influence of Candidate Gender on the Perceived Social Desirability of Different Advertising Appeals*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Baltimore, Washington, D.C., U.S.A.
50. Hitchon, J., & Chang, C. (1995, May). *Effects of Gender Schematic Processing on the Reception of Political Commercials for Men and Women Candidates*. Paper presented at the annual conference of the International Communication Association, Albuquerque, New Mexico, U.S.A.

### ***Chinese Academic Conferences***

51. Chang, C. (2023, July), *Unraveling the Influences of Individual Orientation, Media Consumption, and Network Characteristics on the Self-Selective Dynamics of Online Political Discussions*. Paper presented at the annual conference of Chinese Communication Association.

52. Chang, C. (2022, July). *User-Type Differential Paths in a Media Effect Model : A Test of Drama Addiction for Different Motive-Driven Users*. Paper presented at the annual conference of Chinese Communication Association,
53. Chang, C. (2021, July). *Managing Dual Social Presences via Mobile-Based Sidebar Conversations: Social Experiences and Relationship Satisfaction*. Paper presented at the annual conference of Chinese Communication Association.
54. Chang, C. (2020, July). *Fake News: Audience Perceptions and Concerted Coping Strategies*. Paper presented at the annual conference of Chinese Communication Association,
55. Chang, C. (2019, July). *Beyond Instant Messaging Behaviors: Motives, Driving Values, Social Experiences and Well-being*. Paper presented at the annual conference of Chinese Communication Association, Kaohsiung, Taiwan.
56. Chang, C. (2015, July). *Motivations for Online Video Viewing, Sharing and Posting*. Paper presented at the annual conference of Chinese Communication Association, Kaohsiung, Taiwan.
57. Chang, C. (2014, July). *Hedonism as a Driving Force: Exploring Online Shopping as a Form of Media Entertainment*. Paper presented at the annual conference of Chinese Communication Association, Taichung, Taiwan.
58. Chang, C. (2013, July). *Ambivalent Attitudes and Advertising Avoidance/Approach*. Paper presented at the annual conference of Chinese Communication Association, Taiwan.
59. Chang, C. (2009, July). *Value Orientation and Internet Use*. Paper presented at the annual conference of Chinese Communication Association, Hsin-zhu, Taiwan.
60. Chang, C. (2007, July). *Enhancing the Effectiveness of Anti-Smoking Messages via Self-Congruent Appeals*. Paper presented at the annual conference of Chinese Communication Association, Taipei, Taiwan.
61. Chang, C., & Lo, V-H. (2007, July). *Seeking Knowledge, Identification or Entertainment? An Exploration of Content of Political Call-in Programs and Audience's Viewing Motives*. Paper presented at the annual Conference on Chinese Media and Chinese Civilization, Taipei, Taiwan.
62. Chang, C. (2006, July). *Increasing Mental Health Literacy via Narrative Advertising*. Paper presented at the Annual conference of Chinese Communication Association, Taipei, Taiwan.
63. Chang, C. (2005, July). *The Driving Forces for Smoking among Taiwanese Adolescents*. Paper presented at the Annual conference of Chinese Communication Association, Taipei, Taiwan.
64. Chang, C. (2004, December). *Internet Use, Social Capital and Internet Political Participation*. Paper presented at the Knowledge, Innovation and Communication conference, Tamkang, Taiwan.
65. Chang, C. (2004, October). *Changing Smoking Attitudes by Strengthening Weak Counter-Smoking Beliefs*. Paper presented at the annual conference of Advertising and Public Relations, Taipei, Taiwan.
66. Kuo, C., & Chang, C. (2003, September). *What If You Are Tricked? An Exploration of Trick Banners*. Paper presented at the annual conference of Chinese Communication Association, Xinzhu, Taiwan.
67. Kuo, C., & Chang, C. (2003, May). *The Effectiveness of Incentives in Trick Banners*. Paper presented at the Annual conference of Advertising and Public Relations, Taipei, Taiwan.

68. Chang, C. (2002). *Political Communication: American Traditions vs. Taiwanese Research*. Paper presented at the 21st century Mass Communication Research in Taiwan conference, Taipei, Taiwan.
69. Chang, C. (1999, May). *The Advantages and Disadvantages of Being a Female Candidate in Elections—An Exploration of the 1997 Taipei County Magistrate Election*. Paper presented at the annual conference of Election Studies, Taipei, Taiwan.
70. Chang, C. (1998, May). *Priming and Agenda Setting Effects of Political Advertising*. Paper presented at the annual conference of Advertising and Public Relations, Taipei, Taiwan.