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Academia Sinica
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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, 2025

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, 2022, 2023, 2024 and 2025. (https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/5)

Ranked as the 1st 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 11th 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

Forthcoming

1. Chang, C., Hsieh, A., Chang, Y. (Forthcoming). Selective Exposure Across Stages: News Consumption on Personalized Aggregators. ***Journalism & Mass Communication Quarterly*.**
2. Chang, C. Hsiao, Y. & Chiu, Y. (First published online May 7, 2025). Dynamic Public Perceptions of and Media Influences on Military Threats to Taiwan: A Method Triangulation Approach. ***Communication Research.*** (Indexed in SSCI) https://10.1177/00936502251339692
3. Chang, C., Chiu, Y., Hsieh, Y. & Wang, H. (First published online November 4, 2025). Exploring Language Styles Associated with Scientificness in Health News: A Dual Approach Using Text Mining and Reader Perception Studies. ***Science Communication.*** (Indexed in

SSCI) https:// 10.1177/10755470251386241

2026

4. Hsiao, Y. & Chang, C., Wu, Y. J. & Wang H. H. (2026). Toxicity and Moral Rhetoric in Video- and Text-Based Digital Platforms: A Multimethod Study of Political Talk Shows and News Articles in Taiwan. ***Political Communication*** *43(2),* 242-264**.** https://doi.org/10.1080/10584609.2025.2572077 (Indexed in SSCI)
5. Ching, C. (2006). Does creativity make even cruel prank TV shows funny? Exploring the double-edged sword effects of creativity. ***Mass Communication and Society, 29(2)***, 292-310. (Indexed in SSCI). https://doi.org/10.1080/15205436.2025.2542206
6. Chang, C. (2026). Enjoyment of Love-Related Dramas and the Implications of Perspective Taking. ***Communication Research.*** 53(4) 530–559 (Indexed in SSCI). https://doi.org/10.1177/00936502241261124

2025

7. Chang, C. (2025). User-Type Differential Paths for a Media Effect Model: A Test of Self-Regulation Deficiency in Drama Watching for Different Motive-Driven Users. ***Media Psychology,*** *28*(1), 134–161 (Indexed in SSCI). https://doi.org/10.1080/15213269.2024.2326876.
8. Chang, C. (2025). Unraveling the Relationships among Individual Tendencies, Media Consumption, and Network Characteristics in the Self-Selective Dynamics of Online Political Discussions. ***International Journal of Public Opinion Research.*** Volume 37, Issue 3, Autumn 2025, edaf036 (Indexed in SSCI) https://doi.org/10.1093/ijpor/edaf036

2024

9. Chang, C. (2024). How Dramas Featuring Morally Ambiguous Protagonists Increase a Sense of Life Expansion: The Role of Moral Judgment. ***Mass Communication and Society,*** *27(*5), 1056–1084. (Indexed in SSCI). https://doi.org/10.1080/15205436.2024.2347333
10. Chang, C. (2024). Feeling Ambivalent While Using Instant Messaging: A Value–Motive–Experience Framework Comparing Maximizers and Social Groomers. ***Chinese Journal of Communication,*** *17*(3), 257-270. (Indexed in SSCI). https://doi.org/10.1080/17544750.2023.2266503
11. Chang, C., Hung, Y. & Hsieh, M. (2024). We Are What We Consume: Predicting Independent Voters' Preferences from Their Media Diet Color. ***Social Science Computer Review****, 42*(3), 661-680. (Indexed in SSCI). https://doi.org/10.1177/08944393231214027
12. Chang, C. (2024). Examining the Effectiveness of Public Service Announcements in Encouraging Pro-Health Behaviors: Self-Referent Mental Simulation and Empowerment as Mediators. ***International Journal of Advertising****, 43*(2), 336-360 (Indexed in SSCI).

2023

13. Chang, C. & Wu, C. (2023). Active Versus Passive Ambivalent Voters: Implications for Interactive Political Communication and Participation. ***Communication Research,*** *50*(7), 828-

853 (Indexed in SSCI) https://doi.org/10.1177/00936502211066001

14. Chang, C. (2023). The Multiple Mechanisms by Which Watching Dramas Can Repair or Enhance Moods. ***Journal of Broadcasting & Electronic Media.*** 67(1), 21-46. (Indexed in SSCI) https://10.1080/08838151.2022.2146692

15. Bowman, N. & Chang, C. (2023). Covariation among gaming motivations is correlated with anxiety and sociality A latent class analysis. ***Entertainment Computing***. 45, 100546. https://doi.org/10.1016/j.entcom.2023.100546

16. 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

17. 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

18. 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)

19. 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

20. 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

21. 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)

22. 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)

23. 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

24. 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)

25. 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)

2019

26. 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)

27. 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)

28. 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)

29. 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)

2018

30. 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)

2017

31. 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)

32. 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)

2016

33. 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)

34. 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)

35. 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)

2015

36. 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)
37. 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)
38. 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)

2014

39. 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)
40. 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)
41. 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)
42. 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)
43. 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)

2013

44. 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)
45. 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)
46. 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)

2012

47. 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)

48. 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)

49. 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)

50. 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)

51. 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)

52. 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)

53. 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)

2011

54. 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)

55. 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)

56. 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)

57. 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)

58. 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)

59. 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)

2010

60. 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)

61. 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)
62. 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)
63. 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)

2009

64. Chang, C. (2009). Repetition Variation Strategies for Narrative Advertising. ***Journal of Advertising***, *38*(3), 51-65. (Indexed in SSCI) (DOI: 10.2753/JOA0091-3367380304)
65. 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)
66. 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)
67. 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)
68. 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)
69. 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)

2008

70. 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)
71. 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)
72. 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)

73. 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)

2007

74. 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)

75. 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)

76. 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)

77. 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)

78. 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)

2006

79. 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)

80. 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)

81. 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)

82. 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)

83. 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)

84. 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)

85. 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)

86. 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)

2005

87. 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)
88. 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)
89. 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)
90. 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)
91. 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

92. 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: 10.1207/s1532785xmep0602_3)
93. 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)
94. Chang, C. (2004). Relative Judgments in Competitive Ad Context. ***Advances in Consumer Research,*** *31*, 700-706. (Indexed in SSCI before 2006) (Full text)
95. 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)
96. 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)

2003

97. 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)

2000-2002

98. 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)

99. 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)

100. 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)

101. 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)

102. 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)

1995-1999

103. 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)

104. 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)

105. 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)

Chinese Journals

106. 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)

107. 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)

108. 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)

109. 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)

110. 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)

111. Chang, C. (2010). Issue/Trait Ownership in Taiwanese Political Advertising. *Information and Society, 11*(1), 31-70. (Full text)

112. 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)

113. Chang, C. & Lo. V. H. (2009). The Influence of Political Call-In Programs. *Mass Communication Research, 98*, 47-91. (Indexed in TSSCI) (Full text)

114. 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)

115. 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)

116. 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)

117. 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)

118. Chang, C. (2006). The Relationship between Internet Use, Political Participation and Social Capital. *Mass Communication Research, 86*, 45-90. (Indexed in TSSCI) (Full text)

119. 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)

120. 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)

121. Chang, C. (2004). Portrayal of Smokers in Cigarette Advertising. *Advertising Research, 32,* 61-91. (Full text)

122. 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)

123. 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)

124. 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)

125. 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)

126. 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)

127. Chang, C. (2000). Effects of Political Advertising: A Review. *Advertising Research, 14*, 1-29. (Full text)

128. 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)

129. Chang, C. (1999). Priming and Agenda Setting Effects of Political Advertising. *Advertising Research, 12*, 36-94. (Full text)

BOOK CHAPTERS

In English

130. Chang, Chingching. (2024) Chapter 27 Branded Entertainment as a Win–Win Strategy for Consumers and Advertisers". *Entertainment Media and Communication*, edited by Nicholas David Bowman, Berlin, Boston: De Gruyter Mouton (pp. 397-412. https://doi.org/10.1515/9783110792881-028

131. Chang, C. (2019). Narrative Ads and Narrative Processing. In E. Thorson and S. Rodgers (Eds), Advertising Theory 2nd ed. New York: Routledge (40% new materials from 1st ed.) (DOI: 10.4324/9781351208314)

132. Chang, C. (2012). Narrative Ads and Narrative Processing. In E. Thorson and S. Rodgers (Eds.), *Advertising Theory*. New York: Routledge. (DOI: 10.4324/9780203149546)

133. 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)

In Chinese

134. 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), 2022-2024

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), 2022.7-2024.12

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) "Annual Survey of Communication Behaviors" Phase II-1-3
2015.1-2016.12	Principal Investigator, NSC grants (NSC 100-2420-H-004-049-SS3) "Annual Survey of Communication Behaviors" Phase I-4-5
2012.1-2013.12	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"
2019.8-2022.7	Principal Investigator, MOST grants (MOST 108-2410-H-004 -180 -SS3), "Regulate, Empower and Connect the Self: Utility of Television Viewing"
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 16th annual conference of Public Relations and Advertising, 2008 (Taiwan)

The 13th annual conference of Public Relations and Advertising, 2005 (Taiwan)

Conference committees

The 15th annual conference of Public Relations and Advertising, 2007 (Taiwan)

The 14th annual conference of Public Relations and Advertising, 2006 (Taiwan)

The 12th 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. Jo, M.J. Hsiao, Y. (2026). Populism Thrives on Negativity. Paper accepted to be presented at WPSA.

2. Chang, C., Guan, Y. & Chui. Y. (2026). News Salience, Politicization, and Environmental Concern: Evidence from Taiwan and the United States. Paper accepted to be presented at WPSA.
3. Bowman, N., Cook, C., & Chang, C. (2026). An Eye for an Eye: Aggressive Behavior Alignment among Game Players. Paper accepted to be presented at HICSS.
4. Chang, C. & Jo, M. J. (2026). Inspiration Contagion Effects: Elevated Thoughts and Transcendent Emotions. Paper accepted to be presented at HICSS.
5. Chang, C. Hsiao, Y. & Chiu, Y. (2024). *How Factual Data and News Coverage About China's Military Encirclement of Taiwan Affect Public Perceptions: A Multistep Agenda-Setting Process.* Paper presented at the Annual Conference of Midwest Political Science Association.
6. 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 presented at the Annual Conference of International Communication Association.
7. 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.
8. 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.
9. Chang, C. (2010, June). *Ambivalent Attitudes and Persuasion.* Paper presented at the annual conference of International Communication Association. Singapore.
10. Chang, C. (2010, June). *Cultural Differences in Ad Persuasion.* Paper presented at the annual conference of International Communication Association. Singapore.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.

18. 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.
19. 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.
20. Chang, C. (2004, July). *Political Communication Research in Taiwan.* Paper presented at a panel organized by the Chinese Communication Association (CCA) for the 13th Annual Conference of Asia Media and Information Centre, Bangkok, Thailand.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.

31. 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.

32. 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.

33. 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.

34. 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.

35. 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.

36. 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.

37. 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.

38. 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.

39. 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.

40. 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.

41. 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.

42. 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.

43. 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.

44. 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.

45. 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.

46. 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.

47. 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.

48. 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.

49. 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.

50. 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.

51. 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.

52. 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.

53. 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.

54. 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

55. 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.

56. 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,

57. 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.

58. Chang, C. (2020, July). *Fake News:Audience Perceptions and Concerted Coping Strategies.* Paper presented at the annual conference of Chinese Communication Association,

59. 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.

60. Chang, C. (2015, July). *Motivations for Online Video Viewing, Sharing and Posting.* Paper presented at the annual conference of Chinese Communication Association, Kaohsiung, Taiwan.

61. 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.

62. Chang, C. (2013, July). *Ambivalent Attitudes and Advertising Avoidance/Approach.* Paper presented at the annual conference of Chinese Communication Association, Taiwan.

63. Chang, C. (2009, July). *Value Orientation and Internet Use.* Paper presented at the annual conference of Chinese Communication Association, Hsin-zhu, Taiwan.

64. 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.

65. 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.

66. Chang, C. (2006, July). *Increasing Mental Health Literacy via Narrative Advertising*. Paper presented at the Annual conference of Chinese Communication Association, Taipei, Taiwan.

67. Chang, C. (2005, July). *The Driving Forces for Smoking among Taiwanese Adolescents.* Paper presented at the Annual conference of Chinese Communication Association, Taipei, Taiwan.

68. Chang, C. (2004, December). *Internet Use, Social Capital and Internet Political Participation.* Paper presented at the Knowledge, Innovation and Communication conference, Tamkang, Taiwan.

69. 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.

70. 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.

71. 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.

72. Chang, C. (2002). *Political Communication: American Traditions vs. Taiwanese Research.* Paper presented at the 21st century Mass Communication Research in Taiwan conference, Taipei, Taiwan.

73. 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.

74. 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.