

### 國立體育大學休閒產業經營學系教師個人基本資料表

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最高學歷	國立台灣師範大學科技學院博士	
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#### 一、期刊論文(2011~迄今)

篇名	所屬資料庫或國 科會評定等級
1. Lin, T. C., & Chiang, Y. H. (2019). Bridging social capital matters to Social TV viewing: Investigating impact of social constructs on program loyalty. <i>Telematics and Informatics</i> . (Accepted). (SSCI)	
2. Lin, T. C., Kononova, A., & Chiang, Y. H. (2019). Media Multitasking among American and Taiwanese Users. <i>Journal of Computer Information Systems</i> . (Accepted). (SSCI)	
3. Lin, T. C., & Chiang, Y. H. (2017). Investigating predictors of smartphone dependency symptoms and effects on academic performance, improper phone use and perceived sociability. <i>International Journal of Mobile Communications</i> , 15(6), 655-676. (SSCI)	
4. Lin, T. C., & Chiang, Y. H. (2017). Dual screening: Examining social predictors and impact on online and offline political participation among Taiwanese Internet users. <i>Journal of Broadcasting &amp; Electronic Media</i> , 61(2), 240-263. (SSCI)	
5. Kononova, A., & Chiang, Y. H. (2015). Why do we multitask with media? Predictors of media multitasking among Internet users in the United States and Taiwan. <i>Computers in Human Behavior</i> , 50, 31-41. (SSCI)	
6. Chiang, Y. H., & Jane, W. J. (2014). A cross-category analysis of the network effects on website usage. <i>International journal of Electronic Commerce Studies</i> , 6(2), 331-342.	
7. Alhabash, S., Chiang, Y. H., & Huang, K. (2014). MAM & U&G in Taiwan: Differences in the uses and gratifications of Facebook as a function of motivational reactivity. <i>Computers in Human Behavior</i> , 35, 423-430. (SSCI)	
8. Chiang, Y. H., & Jane, W. J. (2013). The effects of outcome uncertainties,	

<p>patriotism, and Asian regionalism in the World Baseball Classic. <i>Journal of Media Economics</i>, 26, 148-161. (SSCI)</p> <p>9. Alhabash, S., Park, H., Kononova A., Chiang, Y. H., &amp; Wise, K. (2012). Exploring the motivations of Facebook use in Taiwan. <i>Cyberpsychology Behavior and Social Networking</i>, 15(6), 304-311. (SSCI)</p> <p>10. Hsu, P. F., Chiang, Y. H., &amp; Kuo, M. H. (2011). Accurately forecasting growth trends of user-generated media in Taiwan using grey theory. <i>International Journal of Digital Content Technology and its Applications</i>, 5(10), 355-363. (EI)</p> <p>11. 江亦瑄 (2014)。從媒介體驗觀點探討臉書投入感對虛擬社群意識之影響。 <i>電子商務研究</i>, 12(4), 357-376。(科技部評比認定B級期刊)</p>	
<b>二、專書</b>	
<p style="text-align: center;">書名</p> <p>1. 江亦瑄、林翠絹 (2017)。OTT TV使用者、社群互動與數據分析。<b>OTT TV的創新服務、經營模式與政策法規</b>(58-86)。台北：五南。</p> <p>2. 江亦瑄、林翠絹、康力平 (2016)。大數據與傳播研究方法。<b>大數據與未來傳播</b>(17-34)。台北：五南。</p> <p>3. 江亦瑄、林翠絹 (2015)。採用大數據探討媒體使用之學術期刊文獻分析。「<b>大數據、新媒體、使用者</b>」<i>論文集</i>(355-369)。新北市：風雲論壇。</p>	<p style="text-align: center;">ISBN</p> <p>ISBN : 9789571191782</p> <p>ISBN : 9789571185484</p> <p>ISBN : 9789866893728</p>
<b>三、研討會論文(2011~迄今)</b>	
<p style="text-align: center;">篇名</p> <p>1. Lin, T. C., &amp; Chiang, Y. H. (2019, May). How do Social TV engagement dimensions influence viewers' program commitment and loyalty?. The annual conference of the International Communication Association (ICA), Washington DC, USA.</p> <p>2. Huang, X., Wang, K. L., &amp; Chiang, Y. H. (2018, Jun). The application of social media data tool in analyzing the pages for HBL-amateur players on Facebook . 2018 International Conference for the 7th East Asian Alliance of Sport Pedagogy and Adventure Physical Education, Taoyuan, Taiwan.</p> <p>3. Lin, T. C., &amp; Chiang, Y. H. (2018, May). The mediating effect of perceived trust on privacy concern and intention to use app-based location-based mobile advertising: Evidence from Taiwan. The annual conference of the International Communication Association (ICA), Prague, Czech Republic.</p> <p>4. Lin, T. C. &amp; Chiang, Y. H. (2017, May). Why do we use second screen devices? Predictors of dual screening and effects on online and offline political participation among Taiwanese Internet users. The annual conference of the International Communication Association (ICA), San Diego, USA.</p> <p>5. Lin, T. C., Yeo, T. H., &amp; Chiang, Y. H. (2016, Jul). Understanding active second screen users' motivations, user patterns and engagement. The annual conference of the International Association of Media and Communication Research (IAMCR), Leicester, UK.</p> <p>6. Lin, T. C., Chiang, Y. H., Bautista, J. R., &amp; Teo, W. (2016, Jun).</p>	<p style="text-align: center;">備註</p>

<p>Understanding multiscreen video consumption: Examining viewers' media multitasking motivations, polychronic tendency and media repertoire. 2016 International Telecommunication Society (ITS) Biennial Conference, Taipei, Taiwan.</p> <p>7. Lin, T. C., Kononova, A., &amp; Chiang, Y. H. (2016, Jun). Exploring the relationships of media multitasking on screen device addiction among Internet users in the United States and Taiwan. The annual conference of the International Communication Association (ICA), Fukuoka, Japan.</p> <p>8. Lin, T. C., Chiang, Y. H., Liew, K. K., Theng, Y. L., Bautista, J.R., &amp; Teo, W. (2016, Apr). How sociability and social presence influence viewers' bridging social capital and program loyalty. 2016 Broadcast &amp; Education Association (BEA), Las Vegas, USA. [Top Faculty Paper, Research Division]</p> <p>9. Liang, Z., Lin, T. C., &amp; Chiang, Y. H. (2015, Jul). Sociability, social presence and media engagement: Examining Weibo user behavior for TV viewing in China. The annual conference of the International Association of Media and Communication Research (IAMCR), Montreal, Canada.</p> <p>10. Lin, T. C., Chiang, Y. H., &amp; Bautista, J. R. (2014, Jul). A model of mobile dependency: Exploring relationships between psychological attributes, mobile phone activities, dependency symptoms and usage. The annual conference of the International Association of Intercultural Communication Studies (IAICS), Providence, USA.</p> <p>11. Chiang, Y. H., &amp; Kang, L. P. (2013, Nov). Media engagement and time spent viewing online videos. International Communication Association (ICA) Regional Conference: Communication and Social Transformation, Shanghai, China. [Top Faculty Paper]</p> <p>12. Chiang, Y. H., &amp; Lin, T. C. (2013, Aug). Impact of various online media on television audience ratings of idol dramas. ITS 6th Africa-Asia-Australia Regional Conference, Perth, Australia.</p> <p>13. Lin, T. C., Chiang, Y. H., &amp; Jiang, C. (2013, Jun). Examining mobile dependency and sociability among young users in Singapore. The annual conference of the International Association for Media and Communication Research (IAMCR), Dublin, Ireland.</p> <p>14. Chiang, Y. H., &amp; Lin T. C. (2013, Mar). How online video viewing engages youth audiences?. Youth 2.0: Connecting, Sharing and Empowering? Affordances, Uses and Risks of Social Media, Antwerp, Belgium.</p> <p>15. Huang, K., Kononova, A., Chiang, Y. H., &amp; Alhabash, S. (2012, Aug). Psychological individual differences and the U&amp;G of Facebook: The relationship between personality traits and motivational reactivity and the motivations and intensity to use Facebook in Taiwan. The annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, USA.</p>	
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16. Alhabash, S. E., Huang, K., Yang, J., & Chiang, Y. H. (2012, May). Narcissism, internet uses, and addiction in Taiwan. The annual conference of the International Communication Association (ICA), Phoenix, USA.	
17. Wise, K., Erdelez, S., & Chiang, Y. H. (2012, May). Development of a scale to measure individual differences in opportunistic discovery of information. The annual conference of the International Communication Association (ICA), Phoenix, USA.	
18. Alhabash, S., Park, H., Kononova, A., Chiang, Y. H., & Wise, K. (2011, Aug). Exploring the motivations of online social network use in Taiwan. The annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, USA.	
19. Liu, D. R., Chiang, Y. H., & Tsai, N. C. (2011, Aug). New TV resistance: Barriers to implementation of IPTV in the living room. The annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), St. Louis, USA.	

#### 四、研究專案與產學合作(2007~迄今)

專案名稱	補助單位
2018/08 - 2019/07 專題研究計畫〈穿越螢幕愛上你：手機交友App中介之親密關係的發展歷程〉 2013/08 - 2014/07 數位人文主題研究計畫〈青少年數位科技使用對其家庭關係之影響〉 2010/08 - 2012/07 提昇私校研發能量計畫〈數位媒體匯流產業與法制研究：市場競合、智慧財產權與文化權〉	科技部
2018/09 - 2019/07 數位人文社會科學教學創新計畫〈運動傳播內容結合社群數據分析〉 2017/01 - 2017/12 教學卓越計畫(教學創新試辦計畫)〈數據驅動與社群促動(social activation)的影音創新〉 2018/01 - 2018/12 高教深耕計畫〈社群大數據驅動的IP創意開發〉	教育部
2018/01 - 2018/08 〈數位收視調查：公視新媒體收視使用行為研究〉	財團法人公共電視文化事業基金會
2017/08 - 2018/03 〈電視節目模式(TV Format)開發〉世新大學重點學門研究計畫	世新大學重點學門研究計畫
2017/04 - 2017/11 〈央廣外語聽網友收聽調查〉	中央廣播電臺

#### 五、專利或其他(2007~迄今)

名稱	備註

#### 六、教學

五年內開授課程		
學年度	課程名稱	學制
108-1	進階管理實務見習(二) TWT運動傳播組	大學部
108-1	網路社群數據分析	大學部
108-1	整合行銷傳播	大學部
五年內指導學生狀況		
學年度	碩士班(人)	博士班(人)

<b>七、校內外各級公共事務參與</b>		
年月	校內/外	項目
2019年8月-	校內	體育運動與社會發展中心 行銷企畫組
2019年6月-	校外	體育署「形塑臺灣品牌國際賽事輔導團」委員
<b>八、專業學術服務工作項目</b>		
年月	校內/外	項目
<b>九、教學與研究獎勵事蹟</b>		
年月	校內/外	項目
2016年4月	校外	[Top Faculty Paper, Research Division] 2016 Broadcast & Education Association (BEA), Las Vegas, USA.
2013年11月	校外	[Top Faculty Paper] International Communication Association (ICA) Regional Conference: Communication and Social Transformation, Shanghai, China.
<b>十、其他</b>		
年月	校內/外	項目