

履歷 Curriculum Vitae

林翠絹

Trisha Tsui-Chuan Lin, Ph.D.

台灣國立政治大學傳播學院廣播電視學系副教授

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CURRENT APPOINTMENT

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

Associate Researcher, Taiwan Institute for Governance and Communication Research(台灣政經傳播研究中心副研究員)

EDUCATION

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

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

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

EMPLOYMENT HISTORY&INDUSTRY EXPERIENCES

2007-2016/08 Assistant Professor, Wee Kim Wee School of Communication and Information,
Nanyang Technological University (南洋理工大學黃金輝傳播與信息學院)

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

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

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

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

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

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

HONORS, AWARDS, & RECOGNITIONS

Academia

- 2018 July-Sep, Visiting Research Fellow at Digital Media Research Center, Queensland University of Technology (2018 QS Top 31 University ranking in Communication and Media studies)(NCCU Grant for International Academic Exchange and Collaboration).
- 2018 Best Faculty Article Award, Chinese Communication Association (2017 Journal article: Dual screening use: Examining social predictors and impact on online and offline political participation among Taiwanese Internet users. Journal of Broadcasting & Electronic Media, 61(2), 240-263.)
- Top paper Award, Mobile Communication Division, International Communication Association, Prague, Czech Republic, 2018. (Bautista, J.R.#, Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). Predictors and outcomes of nurses' use of personal mobile phones for work purposes. Paper accepted by International Communication Association, Prague, Czech Republic.)
- 106 學年度台灣科技部延攬特殊優秀人才獎勵 (2017 Ministry of Science and Technology to Recruit Special Talents Award, Taiwan)
- 105 學年度台灣科技部延攬特殊優秀人才獎勵 (2016 Ministry of Science and Technology to Recruit Special Talents Award, Taiwan)
- 2017 10th Communication Visiting Scholar of Hong Kong Chinese University (“第十屆香港中文大學傳播學訪問學者計劃”) & participating in “Impact of Digital Technologies on Journalism” Workshop.
- 2016, 1st place, Top Paper Award, Interactive Media and Emerging Technology Division, Broadcast & Education Association, Las Vegas, USA, 2016. (Lin, T. T. C., Wen, Y., & Thong, Y. J. (April, 2016). Understanding user experiences of a multiscreen social TV system: A mix-method study. Paper accepted at 2016 Broadcast & Education Association, Las Vegas, USA)
- 2016, 2nd place, Top Paper Award, Research Division, Broadcast & Education Association, Las Vegas, USA, 2016. (Lin, T. T. C., Chiang, Y., Liew, K. K., Theng, Y. L., Bautista, J.R.,* & Teo, W. (April, 2016). How sociability and social presence influence viewers' bridging social capital and program loyalty. Paper accepted at 2016 Broadcast & Education Association, Las Vegas, USA)
- 2014 Outstanding Service Award, Chinese Communication Association
- 2010 Best Faculty Paper Award, Journalism Division, Association of Education in Journalism and Mass Communication conference, Denver, USA. 2010. (Zhou, S., Lin, T. T. C., & Zhang, C. (August, 2010). Marketing sensationalism: A comparison of television news in mainland China, Taiwan and Hong Kong. Paper presented at Association of Education of Journalism and Mass Communication conference, Denver, USA)
- 2004 Australia Asia Executive Award, offered by the Australian Government International Education Network & visiting scholar at University of New South Wales, Australia to undertake research in “Digital television migration in Australia.”

Industry

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

SCHOLARSHIPS & FELLOWSHIPS

- Asia Pacific Scholarship, University of Hawai'i at Manoa, 2004-2006
- Hawaiian Foundation Scholarship, Pacific Telecommunication Council, 2006 & 2007
- Graduate Student Organization Grants & Awards, University of Hawaii at Manoa, 2005 & 2006
- PHI BETA DELTA Honor Society for International Scholars, Michigan State University 1997

- Outstanding Academic Performance (Third Place), Journalism, National Chengchi University, Taiwan, 1992

RESEARCH GRANTS

Research Grant List

Total No. of Grants=18 (External=6/PI=1; Internal=13/PI=12)

External Grant

- 2018-present Associate Researcher, Taiwan Institute for Governance and Communication, funded by Ministry of Education, Taiwan (台灣政治經濟研究中心副研究員，台灣教育部高教深耕計畫領域特色中心計畫申請會員之一)
- 2017-2018 Co-PI, Taiwan Public Television Service Foundation, NTD\$1,500,000
Project Title: Digital viewership investigation: Public Television Service new media audience research.(共同主持人，數位收視調查：公視新媒體收視使用行為研究,公共電視基金會). (PI: Chiang Yi-Hsuan; Co-PI: Jane, Wen-Jhan, Shin Hsin University)
- 2014-2017 PI, Singapore Ministry of Education Tier 1 Grant, SGD\$79,984
Project Title: *Multi-screen social TV: investigating determinants of users' attitudes, viewing behavior, and engagement.* (Co-PI: Theng Yin Leng, Liew Kai Khiuh, Nanyang Technological University; collaborator: Chiang Yi-Hsuan, Shin Hsin University, Taiwan). (2016-2017 International Co-PI after leaving Singapore)
- 2014-2016 Co-PI, Singapore MIT SMART Innovation Centre Grant, SGD\$250,000
Project title: *iClonecast - Cloud-based service engine for multi-screen applications.* (PI: Yonggang Wen, Computer Engineering, Nanyang Technological University). Time involvement as Co-PI: 10% (S\$25,000).
- 2013-2016 Co-PI, Taiwan Commercial Vocational Education Society Grant, SGD\$40,000
Project title: *Mobile Generation: How high school students are using smartphones? Dependency and Problem Use.* (PI: Chiang Yi-Hsuan, Shin Hsin University, Taiwan). Time involvement as Co-PI: 40% (S\$16,000)
- 2010-2013 Co-PI, UK Open Society Foundation Grant, SGD\$13,954
Project Title: *Mapping digital media project in Singapore.* (PI: Lau Joon-Nie, Co-PI: Low Meimei). Time involvement as Co-PI: 30%. (S\$4,186)
- 2010-2011 Co-PI, Institute of Policy Studies, Lee Kuan Yew School of Public Policy, National University of Singapore, SGD\$ 478,000
Project Title: *GE201X Internet election.* (PI: ArunMahizhnan& Tan Tarn How, Institute of Policy Studies, National University of Singapore; multiple Co-PIs)((PI of a sub-project: *Youth, new media & political socialization.* S\$9,800 plus national survey support; Co-PI: Alice Hong Yah-Huei.)

National Chengchi University Seed Fund for Ministry of Science and Technology Research Grant Application for New Faculty (國立政治大學鼓勵

<u>Internal Grant</u> 2016-2017	新進教師及研究人員申請科技部專題研究計畫補助經費), NTD \$11,000. Project: Multiscreen social TV viewer research in Singapore and Taiwan. 調查多螢社交電視使用者態度、觀看行為和投入 (台新比較)
2012-2015	PI, Nanyang Technological University 50K Research Cluster Grant, SGD\$50,000 Project Title: <i>Location-based Services: Impacts and Implications</i> . Nanyang Technological University. (Co-PI: Dion Goh.)
2013-2015	Co-PI, Nanyang Technological University 50K Research Cluster Grant,SGD\$38,325 Project Title: Exploring the link between media socialization and learning with technology. (PI: Fernando Paragas; Co-PIs: Alton Chua; Chen Wen-Lin)
2014-2015	PI, Nanyang Technological University RCC 3K Grant, SGD\$3,000 Project title: <i>Mobile Phone Dependency among Working Adults in China: An Examination of Predictors and Impacts</i> . (Co-PI: Li Li.)
2014-2015	PI, Nanyang Technological University RCC 3K Grant, SGD\$3,000 Project title: <i>Social Media Usage for TV Viewing in China: predictors, media engagement, and user behaviour</i> . (Co-PI: Liang Ziqi.)
2013-2015	PI,Nanyang Technological University RCC 5K Grant, SGD\$5,000 Project Title: <i>Investigating mHealth in Singapore: users' and stakeholders' perspectives</i> .
2012-2013	PI, Nanyang Technological University RCC 5K Grant, SGD\$5,000 Project Title: <i>Location-Based advertising in Singapore: consumer perception, attitude, and utilization</i> .
2012-2013	PI, Nanyang Technological University RCC 5K Grant, SGD\$4,996 Project Title: <i>Mobile dependency among Singapore youth: psychological attributes, addiction symptoms and patterns</i> .(Co-PI: Chloris Jiang)
2011-2012	PI, Nanyang Technological University RCC 3K Grant, SGD\$2,910 Project Title: <i>Impact of microblogging on journalistic practices in China</i> . (Co-PI: Cui Di)
2011-2012	PI, Nanyang Technological University RCC 5K Grant, SGD\$4,995 Project Title: <i>Content and interactivity management of IPTV in Singapore</i> .
2010-2011	PI, Nanyang Technological University RCC 5K Grant, SGD\$4,997 Project Title: <i>Interactivity and relational maintenance: political blogging in Singapore</i> .
2009-2010	PI, Nanyang Technological University RCC 5K Grant, SGD\$4,980 Project Title: <i>Exploring mobile TV opportunities in Singapore: A socio-technical perspective</i> .
	PI, Nanyang Technological University RCC 5K Grant, SGD\$4,980

2008-2009 Project Title: *Digital Transition in Singapore's TV news: An intraorganizational model of core production ICT adoption and implementation.*

PUBLICATIONS

Refereed Journal Articles	Total = 52 SSCI-indexed= 33 ISI-indexed= 1 ARC-indexed= 1 TSSCI-indexed= 1
Encyclopedia Proceedings	Total = 2
Book Chapters	Total = 5
Media Reports	Total = 3
Peer-reviewed Conference Papers	Total = 85
News Columns & Magazine Articles	Total = 31
Invited Presentations	Total = 18

Journal Articles (Peer-Reviewed)

* denotes co-authors who are students, project officers, or research associates.

denotes corresponding author.

Bold & Underline denotes main author or lead author.

[**Top Tier**] denotes SSCI-indexed journals in communication which impact factor is above 1.0.

1. **Lin, T. T. C.**[#] (Forthcoming). Why do people watch multiscreen videos and use dual screening? Investigating users' polychronicity, media multitasking motivation and media repertoire. *International Journal of Human-Computer Interaction*. (**SSCI-indexed, IF 1.118**)
2. **Lin, T. T. C.**[#], Kononova, A, & Chiang, Y. (Forthcoming). Screen Addiction and Media Multitasking among American and Taiwanese Users. *Journal of Computer Information Systems*. (**SSCI-indexed, IF 1.557, 5-year IF 1,665**)
3. **Liew, K. K.**[#] Lin, T. T. C., Theng, Y. L. (Forthcoming). Skeuomorphic domestic Television's analogue divide: Television and social stratification in Singapore, *Television and New Media*. (**SSCI-indexed, IF 1.135, 5-year IF 1.322**)
4. **Lin, T. T. C.**[#] (Forthcoming). Communicating haze crisis online: Comparing traditional news reports and new media voices in Singapore. *Environmental Communication*. (**SSCI-indexed, IF 1.22**) DOI: 10.1080/17524032.2018.1488754
5. **Lin, T. T. C.**[#] (Forthcoming). Multiscreen social TV system: A mixed method understanding of user attitude and adoption intention. *International Journal of Human-Computer Interaction*. (**SSCI-indexed, IF 1.118**) DOI: 10.1080/10447318.2018.1436115
6. **Lin, T. T. C.** & Bautista, J. R. R.[#] (Forthcoming). How do content-related factors influence perceived value of location-based mobile advertising? *Journal of Computer Information Systems*. (**SSCI-indexed, IF 1.557, 5-year IF: 1.665**) DOI: 10.1080/08874417.2018.1432995
7. **Bautista, J.R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (Forthcoming). Predictors and outcomes of nurses' use of smartphones for work purposes. *Computers in Human Behavior*. [**Top Tier**](**SSCI-indexed, IF 3.435; 5-year IF: 4.252**) DOI: 10.1016/j.chb.2018.03.008
8. **Li L.**[#] & Lin, T. T. C. (2018). Examining how dependence on smartphones at work relates to Chinese employees' workplace social capital, job performance, and smartphone addiction. *Information Development*, 34(5), 289-503. (**SSCI-indexed, IF 1.691**) DOI: 10.1177/0266666917721735

9. **Lin, T. T. C.**[#](2018). Digital first newsroom: Analyzing journalism convergence and transformation of The Straits Times' online news practices (數位優先新聞室: 海峽時報網路新聞匯流與轉型分析). *Communication & Society (傳播與社會學刊)*, 43, 73-102. (Chinese). **(TSSCI)**
10. **Lin, T. T. C.**[#]&Chiang, Y. (2017). Investigating predictors of smartphone dependency symptoms and effects on academic performance, improper phone use and perceived sociability. *International Journal of Mobile Communications*, 15(6), 655-676. **(SSCI-indexed, IF 1.221)**
11. **Bautista, J. R.**[#]& Lin, T. T. C. (2017). Nurses' use of mobile instant messaging applications: A uses and gratifications perspective. *International Journal of Nursing Practice*, 23(5), e12577. **(ISI-indexed, IF 1.018)** DOI: 10.1111/ijn.12577
12. **Lin, T. T. C.**[#]& Chiang, Y. (2017). Dual screening use: Examining social predictors and impact on online and offline political participation among Taiwanese Internet users. *Journal of Broadcasting & Electronic Media*, 61(2), 240-263. **(SSCI-indexed, IF 1.352)**
13. **Lin, T. T. C.**[#], & Bautista, J. R. R. (2017). Understanding the relationships between mHealth apps' characteristics, trialability, and mHealth literacy. *Journal of Health Communication*, 22(4), 346-354. **[Top Tier](SSCI-indexed, IF2.013; 5-year IF: 2.949)**
14. **Lin, T. T. C.**[#], Li, L.^{**}, & Bautista, J. R.* (2017). Examining how communication and knowledge relate to Singaporean youth's perceived risk of haze and intentions to take preventive behaviors. *Health Communication*, 32(6), 749-758. **(SSCI-indexed, IF1.297; 5-year IF: 1.686)**
15. **Hong, Y.**[#]& Lin, T. T. C. (2017). The impacts of political socialization on people's online and offline political participation—Taking the youth of Singapore as an example. *Advances in Journalism and Communication*, 5, 50-70.
16. **Bautista, J. R.**[#]& Lin, T. T. C. (2016). Sociotechnical analysis of nurses' use of personal mobile phones at work. *International Journal of Medical Informatics*, 95, 71-80. **(SSCI-indexed, IF 2.363)**
17. **Li, L.**^{**}& Lin, T. T. C. (2016). Exploring work-related smartphone dependency among young working adults in China: A qualitative approach. *International Journal of Communication*, 10. **(SSCI indexed, IF 0.35)**
18. **Li, L.**^{**}& Lin, T. T. C. (2016). Examining Weibo posting anxiety among well-educated youth in China: A qualitative approach. *Information Development*, 32(4), 641-646. **SSCI indexed, IF 0.491)**
19. **Paragas, F.**[#], & Lin, T. T. C. (2016). Organizing and Reframing Technological Determinism, *New Media and Society*, 18(8), 1528-1546. **(SSCI-indexed, IF 2.052, 5-year IF 2.441)**
20. **Shin, W.**[#]& Lin, T. T. C. (2016). Who avoids Location-based advertising and Why? Investigating the relationship between user perceptions and advertising avoidance. *Computers in Human Behavior*, 63, 444-452. **(SSCI-indexed, IF3.435; 5-year IF: 4.252)**
21. **Lin, T. T. C.**[#]& Bautista, J. R.* (2016). Predicting intention to take protective measures during haze: The roles of efficacy, threat, media trust, and affective attitude. *Journal of Health Communication*, 21(7), 790-799. **(SSCI-indexed, IF2.013; 5-year IF: 2.949)**
22. **Lin, T. T. C.**[#], Paragas, F., & Bautista, J. R.* (2016). Determinants of mobile consumers' perceived value of location-based mobile advertising and user responses. *International Journal of Mobile Communications*, 14 (2), 99- 117. **(SSCI-indexed, IF 1.221)**

23. **Lin, T. T. C.**[#], Paragas, F., Goh, D., & Bautista, J. R.*. (2016). Developing emerging location-based mobile advertising in Singapore: A socio-technical perspective. *Technological Forecast and Social Change*, 103, 334-349. **(SSCI-indexed, IF 2.058; 5-year IF: 2.634)**
24. **Lin, T. T. C.**[#] & Oranop, C. (2016). Responding to convergence: Regulating multiscreen television services in Thailand. *Telematics & Informatics*, 33, 722-732. **(SSCI-indexed, IF 1.120)**
25. **Lin, T. T. C.**[#], Chiang, Y., & Jiang, C. (2015). Sociable people beware? Investigating smartphone vs. non-smartphone dependency symptoms among young Singaporeans. *Social Behavior and Personality*, 43(7), 1209-1216. **(SSCI-indexed, IF 0.366)**
26. **Bautista, J. R. R.**^{#*} & Lin, T. T. C. (2015). Tweeting social support messages after a Non-celebrity's death: The case of the Philippine's #Fallen44. *Cyberpsychology, Behavior, and Social Networking*, 18 (11), 641-646. **(SSCI-indexed, IF 2.182)**
27. **Cui, D.**^{#*} & Lin, T. T. C. (2015). Professional intervention and organizational incorporation: Examining journalistic use of microblogs in two Chinese newsrooms. *Asian Journal of Communication*, 25(4), 351-370. **(SSCI-indexed, IF 0.41)**
28. **Lin, T. T. C.**[#] (2015). Online political participation and attitudes: Analyzing election user-generated videos in 2011 Singapore General Election. *Communication Research & Practice*, 1(2), 131-146.
29. **Hong, Y. H.**[#], Lin, T. T. C., & Ang, P. H. (2015). Innovation resistance of political websites and blogs among Internet users in Singapore. *Journal of Comparative Asian Development*, 14 (1), 110-136.
30. **Lin, T. T. C.**[#], Jung Y., & Sim, C*. (2015). Towards an understanding of intention to use mobile videos: Impression management, perceived facilitation, and social norms. *Mobile Media and Communication*, 3(1), 106-124.
31. **Lin, T. T. C.**[#], Zhou, S., & Cui, D*. (2014). Content characteristics of IPTV: Analysis of sensationalism, localism, and interactivity. *Asian Journal of Communication*, 24(6), 549-566. **(SSCI-indexed, IF 0.41)**
32. **Lin, T. T. C.** & Chiu, V. C[#]. (2014). Investigating adopter categories and determinants affecting the adoption of mobile television in China. *China Media Research*, 10(3), 74-86.
33. **Lin, T. T. C.**[#] (2014). Changes of journalistic practices and workflow in integrated television newsrooms: A multiple case study of early adopters in Taiwan. *Journal of Communications Management*, 15(1), 1-28.
34. **Lin, T. T. C.**[#] & Li, L.* (2014). Perceived characteristics, perceived popularity, and playfulness: Youth adoption of mobile instant messaging in China. *China Media Research*, 10(2), 60-71.
35. **Lin, T. T. C.**[#] (2013). A study of political blogs in Singapore: Characteristics, interactivities, and relational maintenance. *Journal of Communication and Culture*, 12, 74-114.
36. **Lin, T. T. C.**[#] (2013). Convergence and regulation of multi-screen television: The Singapore Experience. *Telecommunications Policy*, 37 (8), 673-685. **(SSCI-indexed, IF 1.411)**
37. **Lin, T. T. C.**[#] (2012). Market competitiveness of mobile TV industry in China. *Telecommunications Policy*, 26, 943-954. **(SSCI-indexed, IF 1.411)**

38. **Lin, T. T.C.**[#](2012). Cross-platform framing and cross-cultural adaptation: Examining elephant conservation in Thailand. *Environmental Communication: A Journal of Nature and Culture*, 6(2), 193-211. **(SSCI-indexed, IF 0.817)**
39. **Hendriks Vettehen**[#], Zhou, S., MariskaKleemans, leend'haenens, &Lin, T. T. C. (2012).Asian Journal of Communication, Competitive pressure and arousing television news: A cross-cultural study,22(2), 179-196. **(SSCI-indexed, IF 0.41)**
40. **Lin, T. T. C.**[#](2012). Prospect of mobile broadcasting TV in China: Socio-technical analysis of CMMB development. *Chinese Journal of Communication*, 5(1), 88-108. **(SSCI-indexed, IF 0.39)**
41. **Chiu. C. H.**[#]& Lin, T. T.C. (2012). National competitive advantage and cultural proximity: Comparison study of digital content industries in China and Taiwan. *Journal of Media and Communication Studies*, 4(1), 1-10.
42. **Lin, T. T. C.**[#] (2011). Health communication of an alternative medical therapy: Analyzing knowledge and persuasion of Reiki healing. *Journal of Information & Communication*, 8, 21-52.
43. **Zhou, S.**[#], Lin, Cuijuan, & Zhang, C. (2011). Commercialization and sensationalism: comparison of television news in Mainland China, Hong Kong, and Taiwan(商業化與煽情新聞:中國大陸香港台灣電視新聞比較研究), *Chinese Media Report Overseas*, 7(2), 1-11.(Chinese)(The editor translated my Chinese name"林翠絹" directly as LinCuijian.)**A previous version of this manuscript was awarded Top Faculty Paper at the 2010 Association for Education in Journalism and Mass Communication Conference (Radio-Television Journalism Division), Denver, CO.
44. **Lin, T. T.C.**[#], Chiu. C. H., & Lim, W. (2011). Factors affecting the adoption of Social Network Sites: Examining four adopter categories of Singapore's working adults. *Asian Journal of Communication*, 21(3), 221-242. **(SSCI-indexed, IF0.41)**
45. **Lin, T.T.C.**[#]& Liu. Y. L. (2011). The Development of mobile broadcasting TV: A social-technical comparison of Singapore and Taiwan. *Asian Journal of Communication*, 21(1), 4-24. **(SSCI-indexed, IF 0.41)** **A Top 5 most cited paper in AJC 2009-2013.
46. **Lin, T. T.C.**[#]& Sun, S. H. L. (2010). Connection as a form of resisting control: foreign domestic workers' mobile phone use in Singapore, *Media Asia*, 37 (4), 183-192. **(ARC-indexed)**
47. **Lin, T. T.C.**[#]& Tan, P. (2010).How cultural and linguistic pluralism shape humor? Social construction of Singapore's humor industry. *InterculturalCommunication Studies*, 19 (1), 60-77.
48. **Lin, T. T. C.**[#] (2010). TV blogging: A multiple case study of blog management in Taiwan.*Journal of Cyber Culture and Information Society*, 18, 275-306.
49. **Lin, T. T.C.**[#] (2010).The Gordian Knot of Singapore's mobile TV policy, *Journal of International Commercial Law and Technology*, 5(1), 11-21.
50. **Lin, T. T. C.**[#] (2009). Exploring mobile TV trials in Singapore: An analysis of stakeholders and market competitiveness. *Journal of Information & Communication*, 6, 15-35.

51. **Lin, T. C.**[#](林翠絹)(2004). The integration of Internet and satellite: An analysis of era digital media's strategy (網際網路與直播衛星的媒合:探討年代電通發展數位互動平台之策略). *Journal of Information & Communication*, 1, 67-121. (Chinese)
52. **Lin, T.C.**[#](林翠絹) (2004). The initial stage of interactive digital TV in Taiwan (台灣數位互動電視市場導入期之探討). *Journal of Communications Management*, 5(2), 49-68. (Chinese)

Indexed Encyclopedia Proceedings (Peer-Reviewed)

1. **Bautista, J. R. R.**[#], Lin, T. T. C., & Theng, Y. L. (January, 2015). *How and why users use social TV? A systematic review of social TV user studies*. 2016 Hawaii International Conference in System Sciences (HICSS-49). **IEEE Indexed. Los Alamitos: IEEE Computer Society. E-ISBN: 0-7695-2755-8; ISSN: 1530-1605 (Acceptance rate 10%).
2. **Lin, T.C.**[#]& Davidson, E. (January, 2007). *Mediating organizational innovation: A study of implementation of digital technologies in TV news*. Proceedings of 2007 Hawaii International Conference in System Sciences (HICSS-40).**IEEE Indexed.Los Alamitos: IEEE Computer Society. E-ISBN: 0-7695-2755-8; ISSN: 1530-1605 (Acceptance rate 10%).

Book Chapters

1. **Chiang, Y.**[#]&Lin, T. T. C. (2017). OTT video users, social media interaction and data analytics (OTT 影音使用者、社群互動與數據分析), in Liu, Y. L. (Ed), *OTT TV 的創新服務、經營模式與政策法規*(OTTV's Innovation Services, Business Model, and Policy), pp.58-86, Taipei, Taiwan: Wunun Publishing.
2. **Chiang, Y.**[#], Lin, T. T. C., & Kang, L. P. (2016). How to use big data in communication research methods (大數據與傳播研究方法), in Liu, Y. L. (Ed), *Big data and future communication* (大數據與未來傳播) (pp.17-34), Taipei, Taiwan: Wunun Publishing.
3. **Chiang, Y.**[#]&Lin, T. T.C.(2015). Big data in communication studies: A systematic review (採用大數據探討媒體使用之學術期刊文獻分析)in Peng, Y. (Ed),*Big data, new media & users*(「大數據、新媒體、使用者」研討會論文集). Yuan Ze University, Taoyun, Taiwan. (元智大學大數據與數位匯流創新中心).
4. **Lin, T. T.C.**[#]& Hong, A. H. (2015). Different but not that different: New media impact on young voter's political participation. In A. Mahixhnan, T. H. Tarn, & P. H. Ang (Eds.),*Battle for hearts and mid: The impact of new media on Singapore general election 2011*(pp. 121-142). Singapore: Institute of Southeast Asian Studies Publishing.
5. **Lin, T. T.C.**[#](2011). Multi-skilling as a solution? Changing workflow and journalistic practise and the implications for international news in Clarke, J. & Bromley, M. (Eds), *International News in the Digital Age: East-West perceptions of a new world order* (pp.90-109), New York, NY: Routledge.

Media Reports

1. **Lau, J.**[#], Lin, T. T.C., & Low, M. M. (2013). *Mapping digital media in Singapore: a global project of the Open Society media program*. **A global research project of the Open Society Media Program. Mapping Digital Media monitors and analyzes the impact of new (digital) media cover 60 countries. (www.mediapolicy.org)
2. **Lin, T. T. C.**[#] (2009). Singapore, the global test bed for emerging mobile TV. *Intermedia Journal*, 37(2), 27-31.

3. **Lin, T. T. C.**[#] (2009). China's Mobile TV Development after Olympics. *China Media Observatory Newsletter* (Università della Svizzera italiana (USI) & Lugano University, Switzerland), 5, 2-5.

Conference Papers (Peer Reviewed)

1. **Lin, T. T. C.**[#] (2018). *Dual screening use and civic engagement in Taiwan*. Presented at *Communication, Culture and Governance in China and East Asia Symposium, Brisbane, Australia. (Keynote Presentation)*
2. **Oktavianus, J.**[#], & Lin, T. T. C. (June, 2018). Dual screening and crisis communication: Exploring Indonesians' motivations to use dual screening during a terrorist attack. Presented at the annual conference of the International Association for Media and Communication Research, Oregon, USA.
3. **Davidson, B.**[#] & Lin, T. T. C. (June, 2018). To Knee or not to knee: An examination of Twitter visual content during the 2017 NFL national anthem protests in the United States. Presented at 22nd Biennial Conference of the International Telecommunications Society, Seoul, Korea.
4. **Lin, T. T. C.**[#] (May, 2018). Understanding Social TV user commitment: Motivations and engagement types matter! Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic.
5. **Lin, T. T. C.**[#] & Chiang, Y. (May, 2018). The mediating effect of perceived trust on privacy concern and intention to use app-based location-based mobile advertising: Evidence from Taiwan. Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic.
6. **Li, L.**[#] & Lin, T. T. C. (May, 2018). Examining factors influencing smartphone addiction among organizational workers in China, Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic.
7. **Bautista, J.R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). Predictors and outcomes of nurses' use of personal mobile phones for work purposes. Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic. **(Mobile Communication Top Paper)**
8. **Bautista, J.R.**[#], Rosenthal, S. B., Lin, T. T. C., & Theng, Y. L. (May, 2018). Mobile Phones for Clinical Work Scale – Nurses (MPCWS-N): Development and psychometric evaluation. Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic.
9. **Chua, S.**[#], Goh, D., & Lin, T. T. C. (May, 2018). News convergence in legacy media organisations and online news start-ups. Paper accepted by 68th Annual International Communication Association Conference, Prague, Czech Republic.
10. **Chiang, Y.**, Lin, T. T. C. & Huang, T. (Nov, 2017). Youth use of Line to connect with parents: Examining technological benefits/cost and family coherence. (青少年使用 LINE 與父母聯繫之益處與成本及家庭凝聚力之關聯性研究). Paper presented at Taiwan Academy of Information Society (台灣資訊社會研究學會), Hsinchu, Taiwan. (Chinese)
11. **Liew, K. K.**[#] & Lin, T. T. C. (Nov, 2017). Televisual Skeuomorphism: A Case Study of Television in Singapore's Households. Paper presented by 2nd International Conference on Communication and Media Studies. University of British Columbia – Robson Square, Vancouver, Canada.
12. **Oktavianus, J.**[#], Oviedo, H., Gonzales, W., Putri, A. P., & Lin, T. T. C. (June, 2017). *Why Taiwanese young adults don't jump on the bandwagon of Pokémon Go? Exploring barriers of innovation resistance*. Paper presented by International Telecommunications Society Kyoto 2017, Kyoto, Japan.
13. **Lin, T. T. C.**[#] & Chiang, Y. (May, 2017). *Why do we use second screen devices? Predictors of dual screening and effects on online and offline political participation among Taiwanese*

- Internet users*. Paper presented by International Communication Association, San Diego, USA.
14. **Lin, T. T. C.**[#], Liew, K. K. & Tanhehco, C. (May, 2017). *Second screening and online political participation among Singaporean youth: A qualitative approach*. Paper presented by International Communication Association, San Diego, USA.
 15. **Li, L.**[#] & Lin, T. T. C. (May, 2017). Work-related smartphone dependency among young working adults in China: An examination of dependency relations and their antecedents. Paper accepted by International Communication Association, San Diego, USA.
 16. **Lin, T. T. C.**[#] (January, 2017). The impact of digital first and journalism convergence on changing newsroom practices: A case study of The Straits Times in Singapore, presented at Impact of Digital Technologies on Journalism Workshop, Hong Kong, China.
 17. **Lin, T. T. C.**[#] & Chua, K. M. S. T. (November, 2016). A comparison study of multimedia convergence on news websites in Singapore: Analyzing digital video strategies, workflow, and collaboration. Impact of New Media Development on Audiovisual Industry Forum, Taipei, Taiwan.
 18. **Lin, T. T. C.** (October, 2016). *Using big data in communication Research: Examining user generated opinions on social issues*. Presented at Big Data in Asian Society Workshop, Nanyang Technological University, Singapore.
 19. **Li, L.**^{*} & Lin, T. T. C. (August, 2016). *Exploring the roles of social anxiety, self-efficacy, and job stress on Chinese workers' smartphone addiction*. Paper presented at Association for Education in Journalism, Media, and Communication, Minneapolis, USA.
 20. **Chua, K. M. S. T.**^{*} & Lin, T. T. C. (July, 2016). *When online news embraces professional videos: Examining a newspapers' changing journalistic practices and news presentation strategies*. Paper presented at 2016 Euromedia: The European Conference on Media and Mass Communication, Brighton, UK.
 21. **Lin, T. T. C.**[#], Yeo, T. H., & Chiang, Y. (July, 2016). *Understanding active second screen users' motivations, user patterns and engagement*. Paper presented at 2016 International Association of Media and Communication Research, Leicester, United Kingdom.
 22. **Liew, K. K.**[#], Lin, T. T. C., & Theng, Y. L. (July, 2016). Family Time: The New Socio-Digital Divide in Television? Paper accepted at 2016 Film & Media, London, United Kingdom.
 23. **Lin, T. T. C.**[#], Chiang, Y., Bautista, J. R.,^{*} & Teo, W. (June, 2016). *Understanding multiscreen video consumption: Examining viewers' media multitasking motivations, polychronic tendency and media repertoire*. Paper presented at 2016 International Telecommunication Society Biennial Conference, Taipei, Taiwan.
 24. **Li, L.**[#] & Lin, T. T. C. (June, 2016). *Understanding the symptoms and psychological antecedents of smartphone addiction among young working adults in China*. Paper presented at 2016 International Telecommunication Society Biennial Conference, Taipei, Taiwan.
 25. **Lin, T. T. C.**[#], Kononova, A. & Chiang, Y. (June, 2016). *Exploring the relationships of media multitasking on screen device addiction among Internet users in the United States and Taiwan*. Paper accepted at 2016 International Communication Association, Fukuoka, Japan.
 26. **Lin, T. T. C.**[#], Bautista, J. R.,^{*} Chiang, Y., & Quek, R. A. (June, 2016). *Examining perceived value of location-based mobile advertising applications among Taiwanese smartphone users*. Paper presented at 2016 International Communication Association, Fukuoka, Japan.
 27. **Lin, T. T. C.**[#], Liang, Z.^{*}, & Chiang, Y. (June, 2016). *Understanding the relationships of Weibo TV viewing and media Engagement in China*. Paper presented at 2016 International Communication Association, Fukuoka, Japan.
 28. **Bautista, J. R.**^{#*} & Lin, T. T. C. (2016, June). A sociotechnical analysis of staff nurses' use of personal mobile phones at work: Perspectives from the Philippines. Paper presented for presentation at the 66th International Communication Association Annual Conference, Fukuoka, Japan.

29. **Lin, T. T. C.**[#], Wen, Y., & Thong, Y. J. (April, 2016). Understanding user experiences of a multiscreen social TV system: A mix-method study. Paper presented at 2016 Broadcast & Education Association, Las Vegas, USA. (**1st Place of Top Faculty Paper, Interactive Media & Emerging Technologies Division.**)
30. **Lin, T. T. C.**[#], Chiang, Y., Liew, K. K., Theng, Y. L., Bautista, J.R.,* & Teo, W. (April, 2016). How sociability and social presence influence viewers' bridging social capital and program loyalty. Paper presented at 2016 Broadcast & Education Association, Las Vegas, USA. (**2nd Place of Top Faculty Paper, Research Division.**)
31. **Liang, Z.**^{*}, Lin, T. T. C.[#], & Chiang, Y. (July, 2015). *Sociability, social presence and media engagement: examining Weibo user behavior for TV viewing in China*. Paper presented at 2015 International Association of Media and Communication Research, Montreal, Canada.
32. **Lin, T. T. C.**[#], Liang, Z.^{*}, & Chiang, Y. (June, 2015). *Examining predictors for media engagement of using TV-related Weibo and Chinese user behavior*. Paper presented at 2015 International Telecommunication Society, San Lorenzo de El Escorial, Spain.
33. **Lin, T. T. C.**[#] & Bautista, J. R.^{*}. (May, 2015). *Examining the roles of efficacy, threat, and media trust: The case of haze pollution in Singapore*. Paper presented at 2015 International Communication Association, Puerto Rico, USA.
34. **Lin, T. T. C.**[#] & Bautista, J. R.^{*}. (May, 2015). *Investigating determinants affecting triability of mHealth apps and youth's mHealth literacy*. Paper presented at 2015 International Communication Association, Puerto Rico, USA.
35. **Shin, W.**[#] & Lin, T. T. C. (March, 2015). *Perceptual and attitudinal factors affecting consumers' avoidance of location-based mobile advertising*. Paper presented at the 2015 American Academy of Advertising Conference, Chicago, USA.
36. **Lin, T. T. C.**[#], Li, L., Chiang, Y. & Liang, Z.^{*}. (October, 2014). *Understanding symptoms and impacts of smartphone dependency among adolescents in Singapore*. Paper presented at ICA regional conference, Brisbane, Australia.
37. **Lin, T. T. C.**[#] & Core, R. (October, 2014). *Technological adoption and anxiety: mHealth and aging population in Singapore*. Paper presented at ICA regional conference, Brisbane, Australia.
38. **Lin, T. T. C.**[#] & Li, L.^{*}. (August, 2014). *Investigating Weibo posting anxiety among well-educated youths in China*. Paper presented at Association Education of Journalism and Media Communication (AEJMC) Conference, Montreal, Canada.
39. **Lin, T. T. C.**[#] & Bautista, J. R.^{*}. (August, 2014). *Predictors of perceived value in location-based advertising and consumer attitudes: affective attitude, use intention, and consumer response*. Paper presented at 2014 International Association of Intercultural Communication Studies, Providence, RI, USA.
40. **Lin, T. T. C.**[#], Chiang Y. & Bautista, J. R.^{*}. (August, 2014). A model of mobile dependency: Exploring relationships between psychological attributes, mobile phone activities, dependency symptoms and usage. Paper presented at 2014 International Association of Intercultural Communication Studies, Providence, RI, USA.
41. **Lin, T. T. C.**[#], Bautista, J. R.^{*}, Paragas, F., & Goh, D. (May, 2014). Examining consumer acceptance of location based mobile advertising: Affective attitude, use intention, and consumer response. Paper presented at 2014 International Communication Association, Seattle, USA.
42. **Paragas, F.**[#], Lin, T. T. C., Goh, D., & Bautista, J. R.^{*}. (May, 2014). *Situating privacy concerns in intent to use location-based advertising in Singapore*. Paper presented at 2014 International Communication Association, Seattle, USA.
43. **Lin, T. T. C.**[#] & Tan, H. J. S. (March, 2014). *Public opinions about haze crisis in Singapore: Traditional media news vs. new media voices*. Paper presented at International Conference on Media Impact and Public Opinion Representation. Taipei, Taiwan.

44. **Lin, T. T. C.** # & Li, L. * (November, 2013). *Youth adoption of mobile instant messaging in China*. Paper presented at ICA 2013 regional conference, Shanghai, China.
45. **Chiang Y.** # & Lin, T. T. C. (August, 2013). *Impact of various online media on television audience ratings of idol dramas*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. Perth, Western Australia.
46. **Lin, T. T. C.** # & Oranop, C. (August, 2013). *Examining socio-technical development of multi-screen TV in Thailand*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. August 4-7, Perth, Australia.
47. **Lin, T. T. C.** # & Ho, K. K, T (August, 2013). *How location matters to advertising? Market competitiveness of location-based advertising in Singapore*. Paper presented at International Telecommunications Society 6th Africa-Asia-Australia Regional conference. August 4-7, Perth, Western Australia.
48. **Lin, T. T. C.** #, Chiang, Y. & Jiang, C. (June, 2013). *Examining mobile dependency and sociability among young users in Singapore*. Paper presented at 2013 International Association of Media and Communication Research, Dublin, Ireland.
49. **Wang, Y.** # & Lin, T. T. C. (June, 2013). *Understanding mobile dating: self-presentation, self-disclosure and location awareness*. Paper presented at 2013 International Association of Media and Communication Research, Dublin, Ireland.
50. **Lin, T. T. C.** #, Bautista, J. R. *, Paragas, F. D. C. & Tan, M. (June, 2013). *Drivers and challenges of evolving location based advertising in Singapore*. Paper presented at 2013 International Communication Association, London, UK.
51. **Lin, T. T. C.** # & Cui, D. (June, 2013). *Changes in news-making after implementing the integrated newsroom: A longitudinal study*. Paper presented at 2013 International Communication Association, London, UK.
52. **Lin, T. T. C.** # & Chiu. C. H. (December, 2012). *Exploring the adoption of mobile broadcasting television among young users in China*. Paper presented at 2012 China New Media Communication Association Annual Conference, Macau, China.
53. **Tan, M.** # & Lin, T. T. C. (November, 2012). *Exploring the organizational adoption of cloud computing in Singapore*. Proceedings of 2012 International Telecommunication Society, Bangkok, Thailand.
54. **Lin, T. T. C.** # & Lim, X. (July, 2012). *User generated videos in 2011 Singapore's Generation Election*. Paper presented at 2012 Chinese Communication Society, Taipei, Taiwan.
55. **Lin, T. T. C.** #, Lee, P. *, & Venkataraman, S. * (June, 2012). *How gender and relationship stages differ in the use of smartphone for romantic relationship maintenance*. Paper presented at 2012 International Association of Intercultural Communication Studies, Taoyuan, Taiwan.
56. **Lin, T. T. C.** #, Lee, P. *, & Venkataraman, S. * (May, 2012). *Exploring smartphone use and romantic relationship maintenance in Singapore*. Paper presented at 2012 International Communication Association, Phoenix, USA.
57. **Chiu. C. H.** # & Lin, T. T. C. (May, 2012). *A study of Chinese Television market entry modes: The relationship between Taiwanese firms and human broadcasting system*. Paper presented at 2012 International Communication Association, Pheonix, USA.
58. **Cui, D.** # & Lin, T. T. C. (May, 2012). *How does microblogging shape traditional newsmaking? Examining two newspapers in China*. Paper presented at 2012 International Communication Association, Pheonix, USA.
59. **Cui, D.** # & Lin, T. T. C. (2012). *Will microblogging affect Chinese journalists' professional identity?* Paper presented at the 10th Chinese Internet Research Conference at University of Southern California, Los Angeles, U.S.
60. **Lin, T. T. C.** # & Hong, A. (October, 2011). *Youth, new media, and political participation in the election*. Paper presented in Impact of New Media on General Election 2011 conference, Singapore.

61. **Lin, T. T. C.**[#] & Cui, D*. (July, 2011). *Sensationalism, localism, and interactivity: understanding IPTV content strategy*. Paper presented at 2011 International Association of Media and Communication Research, Istanbul, Turkey.
62. **Lin, T. T. C.**[#] & Hong, Y. H. (July, 2011). *Mobile TV adoption and content preferences: perceptions of Internet users in Singapore*. Paper presented at 2011 International Association of Media and Communication Research, Istanbul, Turkey.
63. **Lin, T. T. C.**[#] (June, 2011). *Media fusion and future TV: examining multi-screen TV convergence in Singapore*, paper presented at 2011 International Telecommunications Society, Taipei, Taiwan.
64. **Lin, T. T. C.**[#] & Han, S. Q. (May, 2011). *Will CMMB mobile broadcasting TV bloom in China?* Paper presented at 2011 International Communication Association conference, Boston, USA.
65. **Lin, T. T. C.**[#], Jung, Y., & Sim C*. (May, 2011). *Understanding mobile video use in Singapore: Theory of planned behavior and social norms perspectives*. Paper presented at 2011 International Communication Association conference, Boston, USA.
66. **Lin, T. T. C.**[#] (January, 2011). *Convergent and regulatory challenges for three-screen TV in Singapore*. Proceedings of the 2011 Pacific Telecommunications Council, Honolulu, Hawaii.
67. **Zhou, S.**[#], Lin, T. T. C., & Zhang, C. (August, 2010). *Marketing sensationalism: A comparison of television news in mainland China, Taiwan and Hong Kong*. Paper presented at Association of Education of Journalism and Mass Communication conference, Denver, USA.
** Top Faculty Paper at the Radio-Television Journalism Division.
68. **Lin, T. T. C.**[#], Lee, B. & Lim, S*. (July, 2010). *Interactivity and relational maintenance: Examining political blogs in Singapore*. Paper presented at 2010 International Association of Media and Communication Research conference, Braga, Portugal.
69. **Lin, T. T. C.**[#] (June, 2010). *Exploring the development of CMMB mobile broadcasting TV in China: A socio-technical perspective*. Paper presented at 18th Biennial conference 2010 International Telecommunications Society, Tokyo, Japan.
70. **Lin, T. T. C.**[#] & Sun, S. H. L. (June, 2010) *Connection vs. control: mobile phone usage of foreign domestic workers in Singapore*. Paper presented at 2010 International Communication Association conference, Singapore.
71. **Lin, T. T. C.**[#] (June, 2010). *The converging regulatory challenges of IPTV and mobile TV in Singapore*. Paper presented at 2010 International Communication Association conference, Singapore.
72. **Hong, Y. H.**[#], Lin, T. T. C., & Ang, P. H. (June, 2010). *Political campaigning in cyberspace: Innovation resistance among Internet users in Singapore*. Paper presented for 19th Asian Media Information and Communication conference, Singapore.
73. **Lin, T. T. C.**[#] (February, 2010). *Managing the implementation of integrated newsroom: A longitudinal study of MediaCorp news in Singapore*. 2010 European Media Management Association conference, London, England.
74. **Lin, T. T. C.**[#], Lim, W.* , & Chiu, C. H. (September, 2009). *Adopt or Not? Differences among Users and nonusers of social network sites*. Paper presented at 2009 International Association of Intercultural Communication Studies conference, Kumamoto Gakuen University, Japan.
75. **Lin, T. T. C.**[#] (July, 2009). *Coping with shifts in workflow and news practices after adopting integrated TV newsrooms*. Paper presented at Journalism in the 21st Century: Between Globalization and National Identity conference, Melbourne, Australia.
76. **Lin, T. T. C.**[#] (May, 2009). *Implementing digital television newsrooms: Strategies, mediation activities, and innovation responses*. Paper presented at 2009 International Communication Association (ICA), Chicago, USA.
77. **Lin, T. T. C.**[#] & Liu, Y. L. (May, 2009). *Comparison of mobile TV in Singapore and Taiwan: A social-technical system approach*. Paper presented at 2009 International Communication Association (ICA), Chicago, USA.

78. **Lin, T. T. C.**[#] (April, 2009). *Impact of digital television newsrooms: Multiskilling of journalistic practices in Singapore and Taiwan*. Paper presented at The Changing World of International News in the 21st Century: The Impact of Digital Technology conference, Hong Kong Baptist University, China.
79. **Lin, T. T. C.**[#] (January, 2009). *Emerging mobile TV industry in Singapore: A six forces model analysis*. Proceedings of the 2009 Pacific Telecommunications Council, Honolulu, Hawaii.
80. **Lin, T. T. C.**[#] (July, 2008). *Organizational adoption of core production ICT: TV news digitalization in Singapore*. Paper presented at 2008 International Association of Media and Communication Research conference, Stockholm, Sweden.
81. **Lin, T. T. C.**[#] & Chiu. C. H. (May, 2008). *Corporate blogging beyond publicity: A multiple case study of early adopters in TV context*. Paper presented at 2008 International Communication Association conference, Montreal, Canada.
82. **Davidson, E.**[#], Vaast E. & Lin, T.C. (July, 2007). *Tech Blogging: A discourse-based exploration of the emergence of a virtual community and its elite*. Paper presented at 2007 Academy of Management Conference, Philadelphia, USA.
83. **Lin, T. C.**[#] (July, 2006). *ICT Adoption in organization: A case study of TV news digitalization in Taiwan*. Paper presented at 26th International Association of Media and Communication Research conference, Cairo, Egypt.
84. **Lin, T. C.**[#] (July, 2005). *Transiting from an analog past to a digital future: The social construction of digital television*. Paper presented at 25th International Association of Media and Communication Research conference, Taipei, Taiwan.
85. **Lin, T. C.**[#] (July, 2005). *Digital dreams and blues: Transition of digital TV in Australia*. Paper presented at 11th International Association of Intercultural Communication Studies conference, Taipei, Taiwan.

Newspaper Columns & Magazine Articles

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

1. Lin, T. T. C. (林翠絹) (03 July 2016). Online journalism variation in Singapore. (網絡新聞變奏曲), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
2. Lin, T. T. C. (林翠絹) (28 March 2016). Challenging Chinese Education in Singapore. (華文教育用心良苦), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
3. Lin, T. T. C. (林翠絹) (24 January 2016). Live streaming in vogue. (網路直播正盛), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
4. Lin, T. T. C. (林翠絹) (06 December 2015). Cultivate Chinese Media New Blood. (栽培華文媒體新苗), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
5. Lin, T. T. C. (林翠絹) (25 Oct 2015). Film then, touch now: History of Taiwanese movies. (攝錄那時感動此刻), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
6. Lin, T. T. C. (林翠絹) (23 August 2015). Online social support. (網路社會支持不單是取暖), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).
7. Lin, T. T. C. (林翠絹) (24 May 2015). mHealth and active living. (移動健康與樂活), New Media Observatory, View section, LianHeZaobao (聯合早報想法版”新媒體觀”專欄).

8. Lin, T. T. C. (林翠絹) (8 February 2015). Digital childhood panic. (數碼童年誰的驚恐?), *New Media Observatory*, View section, *LianHeZaobao* (聯合早報想法版”新媒體觀”專欄).
9. Lin, T. T. C. (林翠絹) (30 November 2014). Pry into anonymous social media. (窺探匿名社群媒體), *New Media Observatory*, View section, *LianHeZaobao* (聯合早報想法版”新媒體觀”專欄).
10. Lin, T. T. C. (林翠絹) (24 August 2014). Aerial documentaries of environmental issues. (從雲端看地球), *New Media Observatory*, View section, *LianHeZaobao* (聯合早報想法版”新媒體觀”專欄).
11. Lin, T. T. C. (林翠絹) (13 July 2014). Smartphone dependency syndrome. (手機依賴症), *New Media Observatory*, View section, *LianHeZaobao* (聯合早報想法版”新媒體觀”專欄).
12. Lin, T. T. C. (林翠絹) (20 April 2014). New media cast spotlight on Taiwan’s Sunflower Movement. (新媒體照亮太陽花學運), *Scholar Perspective*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
13. Lin, T. T. C. (林翠絹) (9 March 2014). Chinese media education in Singapore (華語媒體在新加坡), *Scholar Perspective*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
14. Lin, T. T. C. (林翠絹) (26 January 2014). Creative culture for taste of life (文創樂活), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
15. Lin, T. T. C. (林翠絹) (28 November 2013). Love spreading in social media (愛在社交媒體蔓延時), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
16. Lin, T. T. C. (林翠絹) (22 September 2013). Multi-screen nomads (螢幕遊牧族), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
17. Lin, T. T. C. (林翠絹) (21 July 2013). Immersive experiences of theatre performance and space (入戲), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
18. Lin, T. T. C. (林翠絹) (09 June 2013). Can the floodgates of the internet be maintained? (網路防洪), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
19. Lin, T. T. C. (林翠絹) (28 April 2013). Maintaining relationships on the finger tips (指尖談情), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
20. Lin, T. T. C. (林翠絹) (31 March 2013). Travelling smart with mobile (手機 SMART 旅行), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
21. Lin, T. T. C. (林翠絹) (20 January 2013). Decoding 3D language of Life of Pi (李安少年 Pi 的 3D 語言), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
22. Lin, T. T. C. (林翠絹) (02 December 2012). When TV meets social media (當電視遇上社交媒體), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
23. Lin, T. T. C. (林翠絹) (October 2012). Taiwanese Popular Cultural Sweeps Southeast Asia (台灣流行文化風靡東南亞), *Hsin Yuan* (新緣), V47, p.22-23.
24. Lin, T. T. C. (21 October 2012). Digital Newsroom Convergence & Challenge (數位新聞室之匯合與挑戰), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).
25. Lin, T. T. C. (林翠絹) (26 August 2012). Impact of new media on politics (新媒體的政治效應), *Scholar Perspective column*, View section, *LianHeZaobao* (聯合早報想法版”學人視角”專欄).

26. Lin, T. T. C. (林翠絹) (22 July 2012). Social media sweeping Singapore (社群媒體風靡人心), Scholar Perspective column, View section, LianHeZaobao (聯合早報想法版“學人視角”專欄).
27. Lin, T. T. C. (林翠絹) (17 June, 2012). Infinite creativity in cosplay and recreation (創意無限), Scholar Perspective column, View section, LianHeZaobao (聯合早報想法版“學人視角”專欄).
28. Lin, T. T. C. (林翠絹) (13 May, 2012). *Smartphone & romantic relationship* (手機關係一線牽), Scholar Perspective column, View section, LianHeZaobao (聯合早報想法版“學人視角”專欄).
29. Lin, T. T. C. (林翠絹) (01 April, 2012). *Analyzing charm of YouTube* (解析 YouTube 魔力), Scholar Perspective column, View section, LianHeZaobao (聯合早報想法版“學人視角”專欄).
30. Lin, T. T. C. (林翠絹) (19 February, 2012). *Ripple Effect of Social media* (社群媒體之漣漪), Scholar Perspective column, View section, LianHeZaobao (聯合早報想法版“學人視角”專欄).
31. Lin, T. T. C. (林翠絹) (09 January, 2012). *Taiwan's presidential election & news* (新台情緣), Scholar Perspective column, View section, Scholar Perspective column, LianHeZaobao (聯合早報想法版“學人視角”專欄).

Invited Presentations

1. Invited speaker, on “Mixed methods research in mHealth apps: Adoption factors and health literacy among seniors and youths,” 6th International Conference of Asian Health Literacy Association, Taichung, Taiwan (October 27, 2018).
2. Invited speaker, on “Multiscreen social television in Asia: Motivations, Usage and Engagement,” Dept. of Media and Communications, School of Communication, University of Technology Sydney, Australia (August 31, 2018).
3. Invited speaker, on “Multiscreen social television in Asia: Motivations, Usage and Engagement,” Dept. of Media and Communications, School of Culture and Communication, University of Melbourne, Australia (August 23, 2018).
4. Invited speaker, mentoring graduate students in communication research and career planning,” HDR Masterclass, Queensland University of Technology, Australia (August 01 2018).
5. Invited speaker, on “New media transformation, civic engagement and social change in China,” Master of Contemporary China, Nanyang Technological University, Singapore (February 06 2018).
6. Invited speaker, on “How to conduct new media research: Dual Screening user research in Asia,” Department of Social and Policy Sciences, Yuan Zu University (December 12 2017).
7. Invited speaker (Communication Discipline, Ministry of Science and Technology Workshop 科技部人社中心學術研習營), on “Mobile Communication Research,” Department of Communication, Chang Jung Christian University (December 8 2017).
8. Invited speaker, on “Dual screening use and political participation in Asia,” Department of Media and Communication, Hong Kong City University (16 Jan 2017).
9. Invited speaker, on “Big data and communication research in Asia,” at “Big Data in Asian Society Workshop,” School of Humanities and Social Science, Nanyang Technological University, Singapore (28 Oct 2016).
10. Invited speaker, on “Emerging interactive digital media study: Multiscreen social TV user analysis,” Shih Hsin University, Taiwan (20 June 2016).

11. Invited speaker, on "User research on multiscreen social TV," at College of Communication, National Chengchi University, Taiwan (16 May 2016).
12. Invited speaker, on "Changing journalistic practices in China: Marketization & technological convergence influences," at Graduate School of Journalism, Nation Taiwan University, Taiwan (15 March 2016).
13. Invited speaker, on "Comparing factors affecting consumers' perceived value of location-based mobile advertising in Singapore and Taiwan," at Fu Jen University, Taiwan (15 December 2015).
14. Invited speaker, on "Practicing convergent journalism and utilizing multi-screen social TV in learning environments" at City University of Macau (29 April, 2015).
15. Invited speaker, on "Predictors and impacts of mobile dependency & youth research" at Shih Hsin University, Taiwan (11 December, 2014).
16. Keynote speaker, on "Singapore's multi-screen TV services and convergent strategies to cope with media globalization, at "Coexistence & Prosperity in the Era of Global Media International Conference, held by Korean Association for Broadcasting & Telecommunications Studies, Seoul, Korea (24 October 2014).
17. Invited speaker, on "Multidimensional understanding location-based advertising," at Graduate Institute of Information Management, National Taipei University, Taiwan (1 October 2013).
18. Invited speaker, on "Investigating emerging mobile television industry in China," at East Asian Institute, National University of Singapore (6 May 2013).
19. Invited speaker, on "Youth & new media in 2011 Singapore General Election," at Fu Jen Catholic University, Taiwan (19 December, 2012).
20. Invited speaker, on "Mobile media study," at Shih Hsin University, Taiwan (3 October, 2012).
21. Invited speaker: "Implementation of integrated newsroom: an intraorganizational model," at Communications & New Media, National University of Singapore (October, 2007).

TEACHING

Bilingual Teaching Experiences

2016-Current Associate professor, Dept. of Radio and Television, College of Communication, Nanyang Chengchi University, Taiwan

International Master's Program in International Communication Studies

- Research Methods (English)
- New Media Convergence (English)

Graduate Program of Mass Communication

- 亞洲新媒體研究 (Asian New Media Research in China)(傳播碩士課程)

Undergraduate

- 數位媒體與創意實務 (Digital Media & Creative Practices)
(105 學年第 2 學期和 106 學年度第 1 學期政治大學教發中心教學精進暨教師教學成長社群計畫補助課程 2017/01-2017/06; 2017/09-2018/01)
- 媒體素養(Media Literacy) (政治大學核心通識課程)

2007-2016

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

Undergraduate Courses

1. Journalism courses:

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

2. Broadcast & TV production courses:

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

3. Interactive Digital Media courses:

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

4. Final year projects

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

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

Graduate courses

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

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

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

4. Guest lecture of *Study of media and telecommunications ecology in Singapore*, a course offered by International Master's Program in International Communication Studies, National Chengchi University, Taiwan (Video conferencing)

2000-2004

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

Undergraduate courses

1. COM30329 Practices in Radio & Television Media (廣播與電視媒體實務)
2. COM33131 News Reporting and Writing (新聞採訪與寫作)
3. COM 33319 Broadcasting Journalism (廣電新聞)
4. COM33215 Principles of Communication (傳播原理)
5. COM33422 Selected readings in Communication (傳播著作選讀)
6. COM30287 Capstone Seminars on Mass Communication (大傳講座)
7. COM30320 Thesis(1-year supervision, requirement for B.A. degree)(畢業論文)

Advisor, Ming Chuan Cable TV (MCCT campus TV)

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

SERVICE

Service to Academic Professional Bodies

- Editorial board member, *Communication Research and Practice*. November 2014-present (Journal of Australian & New Zealand Communication Association, Taylor & Francis)
- Associate Editor, *Mass Media Research* (新聞學研究). August 2017-July 2018 (Flagship Chinese communication journal established in 1967 by the Dept. of Journalism, National Chengchi University, Taiwan. ISSN 1016-1007 GPN2005600032)
- Associate Editor, *Media Asia*. May 2018-present, Taylor & Francis. (Print ISSN: 0129-6612 Online ISSN: 2377-6277)
- Associate Editor, *Journal of Radio & Television Studies*(廣播與電視期刊). August 2018-present (Established in 1992 by the Dept. of Radio & Television Studies, National Chengchi University, Taiwan. ISSN: 1021-0776)
- Editorial board member, *Journal of Communication and Innovation*. May 2015-present (Journal of Communications Management Association of Taiwan)
- Guest editor of Media Asia special issue: "Mobile Innovation in Asia" (Vol. 37, No. 4, 2010)
- Steering Committee, Chinese Communication Association, August 2011- present (CCA is an influential international professional society to promote, enhance, and facilitate Chinese communication scholarly activities. It has hundreds of members across the globe.) Responsibilities: Developing & maintaining CCA website & social media; publicizing CCA; assisting receptions at ICA conferences; creating brochure and ads; assisting conferences' call for paper, reviewing process and arranging programs of CCA sessions in ICA, AEJMC, and NCA)
 - CCA-ICA Research Co-Chair/Conference Chair, Sep 2017-present
 - Social Media Committee Chair, January 2016-present
 - Chair of Marketing and Promotion Committee, August 2013-December 2015
 - Digital Communication Director, August 2012-July 2013
- Ad-hoc Journal Reviewer, 2007-present
 - Journal of Communication (SSCI)
 - Computer in Human Behaviors (SSCI)
 - Telecommunications Policy (SSCI)
 - Mass Media and Society (SSCI)
 - Telematics & Informatics (SSCI)
 - Information Society (SSCI)
 - Convergence: The International Journal of Research into New Media Technologies (SSCI)
 - International Journal of Mobile Communication (SSCI)
 - The International Communication Gazette (SSCI)
 - International Journal of Human Computer Interaction
 - Asian Journal of Communication (SSCI)
 - Chinese Journal of Communication (SSCI)
 - Mobile Media & Communication
 - Communication & Society (傳播與社會) (TSSCI)
 - Mass Communication Research (新聞學研究) (TSSCI)

- Chinese Journal of Communication Research (中華傳播學刊)(TSSCI)
- Journal of Communication Research and Practice (傳播與實踐) (TSSCI)
- East Asian Science, Technology and Society
- Journal of Current Chinese Affairs
- Information
- Sage Open

- Conference Organizer:
 - 2018 Conference Chair, Chinese Communication Association research sessions at International Communication Association, Prague, Czech Republic.
 - Co-chair, 2010 mobile pre-conference “Innovation in Mobile Use,” International Communication Association, Singapore (June 22-23, 2010)
 - Organizer, 6th Chinese Media and Chinese Civilization Conference hosted by Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (August 7-9, 2009)

- Ad-hoc Conference Reviewer, 2007-present
 - International Communication Association
 - Association for Education in Journalism and Media Communication
 - National Communication Association
 - International Telecommunication Society
 - Asian Media and Communication Centre annual conference
 - Mobile pre-conference of International Communication Association
 - Chinese Communication Society
 - Taiwan Academy for Information Society

- Conference Session Chair & Discussant
 - 2018 Cross-Strait young communication scholars’ research interaction conference, NCCU (2018.07)
 - Discussant, 2017 Taiwan Academy for Information Society
 - Chair & Discussant, 2017 Digital Genesis International Conference
 - Discussant, 2016 Chinese Communication Society
 - Discussant, 2016 Taiwan Academy for Information Society
 - Session Chair, 2014 International Communication Association regional conference, Brisbane, Australia
 - Session chair for 2014 International Association of Intercultural Communication Study, Rhode Island, USA
 - Session chair, 2014 International Communication Association, Seattle, USA
 - Session chair, 2013 International Telecommunications Society 6th Africa-Asia-Australia Regional Conference, Perth, Australia.
 - Session chair for 2013 International Communication Association mobile preconference, London, UK
 - Panel organizer & discussant, 2012 Chinese Communication Society Conference, Taichung, Taiwan.
 - Session chair, International Communication Association conference, Phoenix, USA.
 - Panel organizer & panellist, 2011 Chinese Communication Society Conference, Hsinchu, Taiwan
 - Discussant, 2011 International Association of Media and Communication Research, Istanbul, Turkey

- External dissertation examiners:
 - Nanyang Technological University, Singapore
 - National University of Singapore
 - Queensland University of Technology

- External Examiner (Invited), Diploma in Chinese Media & Communication, School of Humanities & Social Science, Ngee Ann Polytechnic, Jun 2015-Mar 2017(Responsibilities: Assessing curriculums and exams)
- External Assessor (Invited), Curriculum Design for COM257e “Writing for TV & Radio”& COM259e “Advertising Copywriting,” SIM University, 2009(Responsibilities: Assessing on online courses)

Services to National Chengchi University

- Curriculum committee, College of Communication(政大傳播學院課程委員會委員) 2017/09-till now
- Curriculum& exam committee(教務及新生考務委員), IMICS (國傳碩英), College of Communication, NCCU2016/09- till now
- Curriculum & exam committee (教務及新生考務委員), Department of Radio & Television (廣電系), College of Communication, NCCU 2018/09- till now
- Research Center Committee Member (研究中心代表委員), College of Communication, NCCU2018/09-2020/09

Services to Nanyang Technological University

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

Service to External Community Organizations

In Taiwan

- Consultant Committee, 2017 & 2018 第一、二屆「蹲點・台灣・心南向」顧問座談會中華電信基金會會議委員

In Singapore

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

Professional Affiliations

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