

Curriculum Vitae

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■ Teaching Portfolio (Samples Student Projects)

PDF

<https://reurl.cc/1bpYm8> (short link)

https://drive.google.com/file/d/1nOyx_wHIChuTP6pd0GLz3AI_M8pDMXnf6/view?usp=sharing



Sample Student Projects

■ Educational Background

1. **Ph.D.**, Rhetoric and Composition Studies, Department of English, The University of Texas at El Paso, U.S.A. [December, 2011]
[Dissertation Title: Hybrid Interactive Rhetorical Engagements in Massively Multiplayer Online Role-Playing Games (MMORPGs): Examining the Role of Rhetors and Audiences in Generative Rhetorical Discourses]

2. **M.F.A.**, Graduate School of Multimedia and Animation Arts, National Taiwan University of Arts, Taipei, Taiwan [July, 2003]
[Master's Thesis Title: Virtual Figure Interface and Its Effects on Website Navigation Behavior]

3. **B.B.A.**, Department of Information Management (Minor in English Language and Literature), Shih-Hsin University, Taipei, Taiwan [July, 2001]

Professional and Working Experiences

1. **Assistant Professor (tenure-track)**, Department of Communication and Theatre, Auburn University at Montgomery (AUM), Alabama, USA [August, 2025-Present]
2. **Assistant Professor (tenure-track)**, Program of Digital Humanities and Creative Industries, National Chung Hsing University, Taichung, Taiwan [August, 2021-July, 2024]
3. **Assistant Professor (tenure-track)**, Bachelor Degree Program in Oceanic Cultural Creative Design Industries, National Taiwan Ocean University, Taiwan [August, 2018-July, 2021]

4. **Assistant Professor (tenure-track)**, Department of Film and Creative Media, Kainan University, Taiwan [August, 2012-July, 2018]
5. **Graduate Research Assistant**, Teachers for a New Era (T.N.E.)-Provost's Office, The University of Texas at El Paso [September, 2008-May, 2010]
6. **Assistant Instructor**, Department of English, The University of Texas at El Paso [September, 2004-May, 2008]
7. **Research Assistant**, National Science Council Project (Project title: *Informal Economy on the Internet: An Exploratory Study of Electronic Commercial Activities on the World Wide Web*) [August, 2000-July, 2001]
8. **Project Assistant**, Institute for Information Industry, Taipei, Taiwan (Project title: *Business Database Project*) [November, 1997-November, 1998]

■ Research Skills

1. Computational Text Mining Techniques
2. Quantitative Research Skills (SPSS, SPSS AMOS, Excel, MS Access)
3. Quantitative Research Methodology
(such as Experimentation, Survey, and Content Analysis)
4. Qualitative Research Methodology
(such as Rhetorical Analysis, In-depth Interview, Observation, and Focus Group)

Computer Skills

- 1. Adobe Premiere Pro
- 2. Adobe After Effects
- 3. Adobe Photoshop
- 4. Adobe Illustrator
- 5. Adobe Dreamweaver
- 6. Adobe Animate
- 7. Adobe InDesign
- 8. Adobe Audition
- 9. DaVinci Resolve
- 10. Blender
- 11. SPSS
- 12. QDAMiner /DocuSky /CorPro
- 13. iClone
- 14. Unity
- 15. RPG Maker

■ Professional and Job-Related Certification

1. EMI (English as a Medium of Instruction) Certificate (2022)
2. Adobe Certified Associate: Visual Design using Adobe Photoshop
3. Adobe Certified Associate: Visual Communication using Adobe Photoshop
4. Adobe Certified Associate: Rich Media Communication using Adobe Flash
5. Web Communication Using Adobe Dreamweaver
6. ITE Digital Contents and Game Project Design Certificate
7. ITE Digital Contents and Game Art Design Certificate
8. Reallusion Certified Associate using iClone
9. IC3-Digital Literacy Certification-Computing Fundamentals
10. IC3-Digital Literacy Certification-Living Online
11. Microsoft Office Specialist for Office PowerPoint

■ Academic Awards/Honors/Scholarships

1. Recipient of the 2024 AEJMC, ***Top Extended Abstract Award*** (The

Commission on the Status of Minority) (coauthored with K.C.C. YANG)

- 2. Recipient of the 2024 American Marketing Association, **Best Papers in Tracks Award** (International Perspectives) (coauthored with K.C.C. YANG)
- 3. Recipient of **R&D Performance Award** [研發績效獎勵], National Chung Hsing University (NTD\$38,085=USD\$1198) (August, 2024)
- 4. Recipient of **R&D Performance Award** [研發績效獎勵], National Chung Hsing University (NTD\$45,600=USD\$1434) (August, 2023)
- 5. Recipient of **Asian Journal of Communication Best Article Award**, International Communication Division, 2020 AEJMC Conference
- 6. Recipient of **NTOU Scholarship Award** (August, 2020), National Taiwan Ocean University
- 7. Recipient of **NTOU Scholarship Award** (August, 2019), National Taiwan Ocean University
- 8. Recipient of **Kainan Scholarship Award** (August, 2019), Kainan University
- 9. Recipient of **Best Poster Award**, Health Communication Division, 2016 ICA Conference
- 10. Recipient of **Faculty Fellowship** at the National Association of Television Program Executives (NATPE) (January 17, 2016-January 21, 2016) (hotel accommodation and NAPTE registration fee)
- 11. Recipient of **Best Abstract Paper Award**, International Communication Division, 2014 Mid-Winter AEJMC Conference (2014)
- 12. Recipient of **Graduate School Excellence Studies Support Award** (USD\$5,000 per year), The University of Texas at El Paso (September 2004-May, 2008)
- 13. Recipient of **George A. Krutilek Memorial Graduate Scholarship** (2009-2010) (USD\$3,750 per semester, plus reduction of out-of-state to in-state tuition)
- 14. Recipient of **Frank B. Cotton Estate Fund Scholarship** (2008-2009) (USD\$2,000 per semester, plus reduction of out-of-state to in-state tuition)

Teaching Awards/Honors

1. **Excellence in Teaching and Research Award** (2023 Green Stone Humanities Award/人文青石獎), Ministry of Education. Innovative Teaching Combining Role-Playing Games with a Digital Storytelling Course (角色扮演類型遊戲與數位敘事課程結合的創新教學)
2. **10-Year Service Award** [10年資深優良教師] (2023), National Chung Hsing University
3. **Mentor Award** (2013), School of Informatics, Kainan University
4. **Mentor Award** (2014), School of Informatics, Kainan University

Travel Grants/Awards

1. Recipient of Travel Grant from National Science and Technology Council (NSTC), Taiwan to attend The 2024 American Marketing Association, Winter Conference, St. Pete Beach, U.S.A. (2024) (USD\$1563 [1USD=32NTD]) [Grant#: NSTC 113-2914-I-005 -002 -A1]

2. Recipient of Travel Grant from National Chung Hsing University, Taiwan to attend the 2023 AEJMC Conference, Washington, D.C. (2023) (USD\$1406 [1USD=32NTD])
3. Recipient of Travel Grant from National Science and Technology Council (N.S.T.C.), Taiwan to attend The 2023 American Marketing Association, Winter Conference, Nashville, U.S.A. (2023) (USD\$1667 [1USD=30NTD]) [Grant#: NSTC 112-2914-I-005 -001 -A1]
4. Recipient of Travel Grant from Ministry of Science and Technology (MOST), Taiwan to attend The 2020 American Marketing Association, Winter Conference, San Diego, U.S.A. (2020) (USD\$2833 [1USD=30NTD]) [Grant#: MOST 109-2914-I-019 -003 -A1]
5. Recipient of Travel Grant from Ministry of Science and Technology (MOST), Taiwan to attend The 15th Conference on Communication and Environment, University of British Columbia, Vancouver, Canada (2019) (USD\$1810) (USD\$1866 [1USD=30NTD]) [Grant #: MOST 108-2914-I-019 -008 -A1)
6. Recipient of Travel Grant from Ministry of Science and Technology (MOST), Taiwan to attend The 2018 ICA Conference, Prague, Czechia (2018) [Grant #: MOST 106 - 2410 - H - 424 - 012 -)
7. Recipient of Travel Grant from Ministry of Science and Technology (MOST), Taiwan to attend 2017 IAMCR Conference, Cartagena, Colombia (2017) (USD\$3166 [1USD=30NTD]) [Grant#: MOST 106-2914-I-424 -009 -A1]
8. Recipient of Travel Grant from Ministry of Science and Technology (MOST), Taiwan to attend 2016 IAMCR Conference, University of Leicester U.K. (USD\$1350 [1USD=30NTD]) [Grant#: MOST 105-2914-I-424 -006 -A1]
9. Recipient of (Supplementary) Travel Grant from Kainan University to attend 2017 IAMCR Conference, Cartagena, Colombia (2017) (USD\$666 [1USD=30NTD])
10. Recipient of (Supplementary) Travel Grant from Kainan University to attend 2016 IAMCR Conference, University of Leicester U.K.(2016) (USD\$350 [1USD=30NTD])
11. Recipient of Travel Grant from Graduate School, The University of Texas at El Paso to present one paper at the 30th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM (February 24-February 28, 2009)
12. Recipient of Travel Grant from Graduate School, The University of Texas at El Paso to present one paper at the 29th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM (February 13-February 16, 2008)
13. Recipient of Travel Grant from the Dudson Fund, College of Liberal Arts and Sciences, The University of Texas at El Paso to present one paper at 2007 PCA/ACA National Conference, Boston, MA (April 4-7, 2007)
14. Recipient of Travel Grant from the Dudson Fund, College of Liberal Arts and Sciences, The University of Texas at El Paso to present four papers at the 27th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM (February 8-

February 11, 2006)

15. Recipient of Travel Grant from Graduate School, The University of Texas at El Paso to present four papers at the 27th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM (February 8-February 11, 2006)
16. Recipient of Travel Grant from College of Liberal Arts and Sciences, The University of Texas at El Paso to attend 2005 CCCC Annual Conference (San Francisco, CA (March 16-March 19, 2005)
17. Recipient of Travel Grant from Graduate School, The University of Texas at El Paso to present a paper at 11th Annual Southwest Graduate English Symposium, Phoenix, AZ (March 25-March 27, 2005)

Research Grants

1. **Principal Investigator** (2024-2025, Granted/Not Executed due to Relocation). *A Cooperative, Pentadic, and Peer Assessment Approach in Teaching a Motion Graphics Design Course*. Ministry of Education (Taiwan) (USD\$7,800 [1USD=32NTD])
2. **Principal Investigator** (2023-2024, Granted). *Visualize my Imagination, Explore my World: Developing an Inquiry- and Social-Learning Pedagogy in a Digital Game Design Course*. Ministry of Education (Taiwan) (USD\$8,188 [1USD=32NTD])
3. **Co-P.I.** (2022, Granted). *Cultivating Talents in the Digital Humanities Area: Improving the Core Elective Curriculum in Higher Education* (2nd Phase)
[教育部第二期數位人文創新人才培育計畫-院特色數位人文必選修學程精進計畫] (Ministry of Education, Taiwan) (NTD\$1,410,000) (USD 44,063) [1USD=32NTD].
4. **Principal Investigator** (2022, Granted). *Digital Pedagogy Grant: Integrating Digital Technology and Zuvio Technology into the "Introduction to Communication" course*. National Chung Hsing University (Taiwan) (USD\$667) [1USD=30NTD]
5. **Participant** (2022, Granted). *Higher Education Special Project: Multidisciplinary Storytelling, EMI, and Digital Humanities Courses*. National Chung Hsing University (Taiwan) (USD\$800 [1USD=30NTD])
6. **Principal Investigator** (2021-2022, Granted), *Integrating Gamification Design Element into the Development of Creative Industry Curriculum: An Assessment of Students' Learning Outcomes and User Experience*, Ministry of Education (Taiwan) (USD\$5,567 [1USD=30NTD])
7. **Principal Investigator** (2019, February-2019, July), *Integrating Gamification Design Element into the Development of Creative Industry Curriculum: An Assessment of Students' Learning Outcomes and User Experience* (NTOU University Internal Grant) (USD\$1,666 [1USD=30NTD])
8. **Mentee/Participant** (2018, August-2019, July), *Flying Eagle Mentorship Program* (NTOU University Internal Grant) (USD\$1566 [1USD=30NTD])
9. **Principal Investigator** (2017, August 1-July 31, 2018), *Mobile Social Media Users' Privacy Concerns, Privacy Management Strategies, and Their Impacts*

on the Effectiveness of Location-Aware Advertising: A Communication Privacy Management Theory Perspective, Minister of Science and Technology Grant (USD\$13,613 [1USD=30NTD]) (Grant #: MOST NO. 106-2410-H-424-012-)

10. **Principal Investigator** (2016, November 1-July 31, 2017), *Integrating Gamification Design Element into the Development of an English Learning Website: An Assessment of Students' Learning Outcomes and User Experience* (Kainan University Internal Grant) (USD\$666 [1USD=30NTD])
11. **Principal Investigator** (2015, November 1-July 31, 2016), *Exploring how Rhetorical Persuasive Theory can Help Study User Experience in Gamified Websites and Systems in the Cultural Industry: The Development and Validation of Hybrid Interactive Rhetorical Engagement (H.I.R.E.) Scales*, Kainan University Internal Grant) (USD\$1,263 [1USD=30NTD])
12. **Principal Investigator** (2015, February 1-June 30, 2015), *Digital Education Grant* (Kainan University Internal Grant) (USD\$333)
13. **Principal Investigator** (2014 August 1-January 31, 2015), *Digital Education Grant* (Kainan University Internal Grant) (USD\$500)
14. **Principal Investigator** (2014 February 1-June 30, 2014), *Digital Education Grant* (Kainan University Internal Grant) (USD\$500)
15. **Principal Investigator** (2013 August 1-January 31, 2014), *Digital Education Grant* (Kainan University Internal Grant) (USD\$500)
16. **Research Assistant** (2013, July 1-March 31, 2014). *Constructing an Online Research Resource for Studying the Impacts of New Information-Communication Technologies (I.C.T.s) on Emerging Civil Society in China*. Association for Asian Studies, C.I.A.C. Small Grant

Refereed Journal Publications

1. **Kang, Y.W.**, & Yang, K. C. C. (2024). Examining media bias and geopolitical proxy framing effects on media representations of the Palestinian-Israeli Conflict in Taiwan: A computational framing analysis. *Journal of Arab and Muslim Media Research*, 1-13. https://doi.org/10.1386/jammr_00093_1 (Website: https://intellectdiscover.com/content/journals/10.1386/jammr_00093_1?originator=authorOffprint&identity=33358036&ts=20260217162438&signature=c38bea75769d62ffa04e12a516115b96
2. Kuo, C.S. **Kang, Y.W.**, & Yang, H. L. (2023, April). Investigating the determinants of continuance intention on cloud ERP systems adoption. *Advances in Mechanical Engineering*, 15(4), 1-9. (SCIE). <https://journals.sagepub.com/doi/full/10.1177/16878132231165973>
3. **Kang, Y.W.**, & Yang, K. C. C. (2022). Communicating racism and xenophobia in the era of Donald Trump: A computational framing analysis of the US-Mexico cross-border wall discourses. *Howard Journal of Communication*, 33(2), 140-159. DOI:10.1080/10646175.2021.1996491 <https://www.tandfonline.com/doi/full/10.1080/10646175.2021.1996491>
4. **Kang, Y.W.**, & Yang, K. C. C. (2022, July). The graying of the digital game

market in China. *Journal of Intercultural Communication Studies*, 30(1), 90-111.

5. **Kang, Y.W.**, & Yang, K. C. C. (2021, August). A text mining study of consumer post-exposure narratives to a racially-themed controversial campaign: A narrative transportation perspective. *Journal of Intercultural Communication Studies*, 15(1), 67-85.
6. Yang, K. C. C., & **Kang, Y.W.** (2021, February). Predicting the relationships between narrative transportation, consumer brand experience, love, and loyalty in video storytelling advertising. *Journal of Creative Communications*, 16(1), 7-26. DOI: 10.1177/0973258620984262 [ESCI]
7. Yang, K. C. C., & **Kang, Y.W.** (2021). Livestreaming influencers, influence types, and political participation: A case study of Taiwan's 2020 presidential election. (*Journal of Asiascape: Digital Asia*, 8, 92-118. [ESCI]
8. **Kang, Y.W.** (2020, July). Applying Kenneth Burke's rhetorical theory to analyze persuasive strategies in environmental communication campaigns in Taiwan. *China Media Research*, 16(3), 49-70.
9. Yang, K. C. C., & **Kang, Y.W.** (2019). Mobile social media applications among Chinese environmental non-government organizations (ENGOs): A case study approach. *Journal of Intercultural Communication Studies*, 28(1), 170-188.
10. **Kang, Y.W.**, & Yang, K. C. C. (2019). The relationship between country animosity and consumption of Japanese cultural products. *Journal of Intercultural Communication Studies*, 29(2), 96-112.
11. Yang, K. C. C., & **Kang, Y.W.** (2018). Big Data analytics in undergraduate advertising curricula: A global survey of higher education institutions. *International Journal of Technology and Educational Marketing*, 8(1), 34-47. DOI: 10.4018/IJTEM.2018010103
12. Yang, K. C. C., & **Kang, Y.W.** (2017). The globalization of Chinese news programs: Challenges and opportunities—A country of origin perspective. *The Reflective Practitioner*, 2, 7-33.
13. Pulido, A.J., Yang, K. C. C., & **Kang, Y.W.** (2017). Collegiate student-athletes' privacy management strategies and their impact on Twitter usage behaviors. *Journal of Social Media in Society*, 6(2), 406-445.
14. Yang, K. C. C., Pulido, A.J., & **Kang, Y.W.** (2016). Exploring the relationship between privacy concerns and social media use among college students: A Communication Privacy Management perspective. *Journal of Intercultural Communication Studies*, 15(2), 46-62.
15. Garland, C.S., Yang, K. C. C., & **Kang, Y.W.** (2016). The effectiveness of permission-based email marketing for non-profit organizations: A case study of National Public Radio (KTEP-FM) in El Paso, Texas. *Journal of Creative*

Communications, 11(1), 17-26. [ESCI]

16. Kuo, C.S., Kang, Y. W., & Chen, C.F. (2016, May). A study of factors predicting repurchase intention of an integrated circuit designed products-based: An expectation confirmation theory perspective. International Journal of Commerce, Business and Management, 5(3), 173-178.

17. Yang, K. C. C., Erives, R.A., & Kang, Y.W. (2015, July). The effects of candidate's ethnic source cue and party affiliation on Hispanic voters' homophily perceptions and voting intent. Journal of Creative Communications, 10(2), 199-214, DOI:10.1177/0973258615597409 **[ESCI]**

18. Yang, K. C. C., & Kang, Y.W. (2015). Exploring Big Data and privacy in strategic communication campaigns: A cross-cultural study of mobile social media users' daily experiences. Article overview included in the Institute for Public Relations Social Media Research Center (S.M.R.C.) that features a continuously growing database of research, best practices, measures, and benchmarking of social media and its impact on public relations. **[Reprinted]**

19. Yang, K. C. C., & Kang, Y.W. (2015). Exploring Big Data and privacy in strategic communication campaigns: A cross-cultural study of mobile social media users' daily experiences. International Journal of Strategic Communication, Special Issue, 9(2), 87-101.

20. Yang, K. C. C., Jiménez, M., & Kang, Y.W. (2015, July). The influence of ethnicity on consumers' environmental attitudes and responses to guilt appeals in green advertising: An experimental study. Journal of Intercultural Communication Studies, 14(2), 192-206.

21. Kang, Y.W., & Yang, K. C. C. (2011, July). Incorporating cultural factors in understanding challenges facing composition pedagogy for cross-cultural students using online video game technologies. Journal of Intercultural Communication Studies, 19(2), 300-315.

22. Kang, Y.W., & Yang, K. C. C. (2011, May). The rhetoric of ethnic identity among Taiwanese immigrants in the United States: Rethinking borderland rhetoric in cyberspace. Howard Journal of Communication, 22(2), 163-182. <https://www.tandfonline.com/doi/full/10.1080/10646175.2011.567141>

23. Kang, Y. W. (2008, March). Situated language and learning: A Critique of traditional schooling [Online]. Second Language Writing Newsletter, http://www.tesol.org/s_tesol/sec_issue.asp?nid=4116&id=10808&sid=1

24. Kang, Y.W., & Yang, K. C. C. (2009). Gay and lesbian blogs in Communist China: Rhetoric of Reversed Silence in cyberspace. China Media Research, 5(1), 21-27.

25. Yang, K. C. C., & Kang, Y.W. (2006). Exploring factors influencing Internet users' adoption of Internet television in Taiwan [Online]. First Monday: Peer-reviewed Journal on the Internet, 11(3).

<https://firstmonday.org/ojs/index.php/fm/article/view/1319/1239>

26. **Kang, YW.** & Wang, N.T. (2003, December). The effects of virtual figures on navigation behaviors. *Journal of Arts* (or *Yi Shu Lun Wen Chi*), 1, 17-41.

Conference Proceedings

1. **Kang, Y.W.**, & Yang, K. C. C. (2023, February 10-12). The effects of video storytelling green advertising on experiences, engagement, and behaviors of conservation causes. In Umashankar, N., & Lisjak, M. (Eds.), 2023 AMA Winter Academic Conference, AMA Educator Proceedings, Vol. 34, pp. 559-562. [ISBN: 978-1-7138-7190-3]
2. **Kang, Y.W.**, & Yang, K. C. C. (2023, February 10-12). Livestreaming influencer marketing, platform characteristics, and voters' political participation in Taiwan's 2022 Nine-in-One Election: A mixed method study of voter survey and text mining technique. In Umashankar, N., & Lisjak, M. (Eds.), 2023 AMA Winter Academic Conference, AMA Educator Proceedings, Vol. 34, pp. 738-741 [ISBN: 978-1-7138-7190-3]
3. **Kang, Y.W.**, & Yang, K. C. C. (2023, May). Combating government "fake" news on COVID-19 Zero Tolerance and Dynamic Clearing Measures: strategies and tactics of the Chinese netizens during urban lockdowns in Tier One cities. In Ayala, José Valdizán (Eds), *The Proceedings of 2022 IAMCR Pre-Conference: Ethics and Communication Rights: New Active Audiences in the Post-Covid Era, Peru. XVII edition of the International Forum on Ethics and Law of the Information (FIÉDI)* (pp. 119-140) [ISBN: 978-612-5087-12-6] [La ética y el derecho a la información : nuevas audiencias activas en la era poscovid : actas de la XVII edición del Foro de Ética y Derecho de la Información (FIÉDI) / Foro de Ética y Derecho de la Información -- 1a ed. -- Lima : Universidad San Ignacio de Loyola. Fondo Editorial, 2023]
4. **Kang, Y.W.**, & Yang, K. C. C. (2022). The effects of racially-themed controversial storytelling advertising on branding outcomes?: A narrative transportation perspective. In Humphreys, A., Packard, G., & Gielens, K. (Eds.). 2022 A.M.A. Winter Academic Conference: Reconnecting and Reconceiving the Marketplace (Vol. 33) (pp 673-677). American Marketing Association. [ISBN-13: 978-0-87757-012-7]
5. Yang, K.C.C., & **Kang, Y.W.** (2017). Big Data, consumer analytics, and real-time bidding (RTB) advertising: Emerging international policy and regulatory issues on protecting consumer privacy. [Abstract]. In Stieler, M. (Ed.), *Creating Marketing Magic and Innovative Future Marketing Trends: Proceedings of 2016 Annual Conference of Academy of Marketing Science* (pp. 527-528). New York: Springer [ISBN 978-3-319-45596-9]. https://doi.org/10.1007/978-3-319-45596-9_273
6. Yang, K.C.C., & **Kang, Y.W.** (2017). Consuming foreign cultural products: An exploratory study of country-of-origin effects on Korean popular culture consumption in Taiwan. [Full Article]. In Stieler, M. (Ed.), *Creating Marketing Magic and Innovative Future Marketing Trends: Proceedings of 2016 Annual Conference of Academy of Marketing Science* (pp. 1475-1486). New York:

Springer [ISBN 978-3-319-45596-9]

7. Kang, Y.W., & Yang, K. C. C. (2016). Teaching digital game curricula in the communication discipline in the higher education institutes in the Greater China Region: A curriculum analysis approach. *Proceedings of 2016 The 3rd Annual Chinese DiGRA Conference (Conference Theme: Decoding the Academic-Industrial-Gameplay Complex: Digital Game Practice, Research, and Study in China, Taiwan, and Chinese-Speaking Regions)*, Volume 4, Issue 13. Providence University, Taichung, Taiwan. [ISBN / ISNN: ISSN 2342-9666]
8. Yang, K.C.C., & Kang, Y.W. (2015). The influence of cultural factors on consumers' reactions to Internet advertisements. In Spotts H. (eds) *Proceedings of the 2002 Academy of Marketing Science (A.M.S.) Annual Conference. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 148-153). New York, N.Y.: Springer.[Reprint of the 2002 Conference Proceedings, DOI: https://doi.org/10.1007/978-3-319-11882-6_51 [ISBN 978-3-319-11881-9]
9. Yang, K.C.C., & Kang, Y.W. (2012, December 10-11). Microblogs, Jasmine Revolution, and civil unrests: Reassessing the emergence of the public sphere and civil society in China. Presented at Information Communication Association of Taiwan (I.C.A.T.) 2012 Annual Conference, Shi-Hsin University, Taipei, Taiwan. CD-ROM Proceedings.
10. Kang, Y.W., & Yang, K. C. C. (2005, July 6-8). Exploring factors influencing Internet users' adoption of Internet television. *CD-ROM Proceedings of International Association for Intercultural Communication Studies: Modernization, Globalization, and Cross-Cultural Communication Conference*, Chinese Cultural University, Taipei, Taiwan.
11. Kang, Y.W., & Yang, K.C.C. (2005, July 6-8). Factors influencing Internet users' perception of Internet news credibility. *CD-ROM Proceedings of International Association for Intercultural Communication Studies: Modernization, Globalization, and Cross-Cultural Communication Conference*, Chinese Cultural University, Taipei, Taiwan.
12. Yang, K. C. C., Ng, Gerald Soon Chye, Chan, Jeannie Su Fern, & Kang, Y.W. (2004, May 26-29). Understanding the adoption of mobile commerce in Singapore with the Technology Acceptance Model (T.A.M.). In Harlan E. Spotts, (Ed.), *Developments in Marketing Science*, Volume XXVII, pp. 211-215, Academy of Marketing Science.
13. Yang, K.C.C., & Kang, Y.W. (2002). The influence of cultural factors on consumers' reactions to Internet advertisements. In Harlan E. Spotts. (Ed.), *Developments in Marketing Sciences: Proceedings of the Annual Conference of the Academy of Marketing*

Book Publications

1. **Kang, Y.W.**, Yang, K.C.C., Mochocki, M., Majewski, J., & Schreiber, P. (Eds.), *Asian Histories and Heritages in Videogames*. Routledge.[Book Site: <https://www.routledge.com/Asian-Histories-and-Heritages-in-Video-Games/Kang-Yang-Mochocki-Majewski-Schreiber/p/book/9781032609669>]

Book Reviews

1. (2025) "Moving Pictures: A History of American Animation from Gertie to Pixar and Beyond" By Darl Larsen, Lanham: Rowman & Littlefield. 2024. p.321. ISBN: 978-1-5381-6037-4, *Journal of Popular Culture*, <https://doi.org/10.1111/jpcu.13400> [<https://onlinelibrary.wiley.com/doi/10.1111/jpcu.13400>)
2. (2025) "The Flesh of Animation: Bodily Sensation in Film and Digital Media" By Sandra Annett. Minneapolis, MN: University of Minnesota Press. 2024. pp. 273. \$112.00 (hbk). ISBN978-1-5179-1159-1, *Intercultural Communication Studies*, 34(1), <https://doi.org/10.53941/ics.2025.100003>

Book Chapters

1. **Kang, Y.W.**, & Yang, K. C. C. (2025, accepted and in press). Using A.I. to build capacity and mobilize resources among conservation nonprofit organizations. In Khosrow-Pour, M., (Ed.), Encyclopedia of modern Artificial Intelligence (pp. ??-???) (Chapter xxx).. IGI Global.
2. **Kang, Y.W.**, & Yang, K. C. C. (2024). "The use of African languages in China's brand advertising: Revisiting the localization and standardization debates." In Salawu, Abiodun & Oyesomi, Kehinde (Eds.), Marketing Communication in African Languages (pp. 297-309) (Chapter 12). Routledge. DOI: 10.4324/9781003517382-29
3. **Kang, Y.W.**, & Yang, K. C. C. (2024). The representations of Generation Millennials and Z in the mass media: A text mining analysis. In Atay, A., & Ashlock, M.Z. (Eds.), Social media, technology, and new generations: Digital Millennial Generation and Generation Z (pp. 107-128) (Chapter 7). Lanham, M.D.: Lexington Press.
4. Yang, K. C. C., & **Kang, Y.W.** (2024). Integrating virtual reality and augmented reality into advertising campaigns: History, technology, and future trends. In Lee, N. (Eds.), Encyclopedia of Computer Graphics and Games (pp. 961-970). Springer, Cham. https://doi.org/10.1007/978-3-031-23161-2_132 [Reprint]
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Refereed Conference Papers/Blind-Reviewed Competitive Papers

1. **Kang, Y. W.**, & Yang, K.C.C. (2025, June 12-16). Will geopolitical proxy framing effects predict Palestinian Israeli conflict images: A visual emotion analysis of photojournalism in Taiwan. Presented at the Post-Conference, Protecting Journalists in Conflict Zones: Challenges and Strategies During the Israel-Gaza Conflict, The 75th Annual Conference of the International Communication Association (ICA), Hyatt Regency and Grand Hyatt Denver, Colorado, USA.
2. **Kang, Y.W.**, & Yang, K. C. C. (2025, March 17-22). Using computational data analysis to assess the effectiveness of water conservation advertising campaign. Presented *UTEP World Water Week 2025*, The University of Texas at El Paso.
3. **Kang, Y.W.**, & Yang, K. C. C. (2025, February 10). Could a global health crisis affect sustainability storytelling? A computational text mining analysis of COVID-19 pandemic impacts. Presented at The Sustainability and Public Policy Track, 2025 Winter AMA Conference, Phoenix, AZ.
4. Yang, K. C. C., & **Kang, Y.W.** (2024, September 18-20). Teaching American-

centric ACUE-pedagogy in the Czech Republic: A border pedagogy perspective. Presented at The 29th IAICS International Conference 2024 University Of Opole, Poland. [Virtual conference presentation]

5. Yang, K. C. C., & **Kang, Y.W.**, Gilardi, F., Whyke, T. W., & Lan, G. (2024, August 6-11, accepted). Will using live-streamed intangible cultural heritage content enhance cross-cultural competencies and reduce Anti-Semitism? Presented at The Commission on the Status of Minority, 2025 AEJMC Annual Conference, Philadelphia, PA. **[Top Faculty Paper Award, 2nd Place]**

6. **Kang, Y.W.**, & Yang, K. C. C. (2024, August 6-11). Did players learn Indian cultural heritage from playing Raji: An ancient epic video game? A computational experiential narrative analysis. Presented at South Asia Communication Association (SACA) Research Sessions, 2024 AEJMC Annual Conference, Philadelphia, PA.

7. Yang, K. C. C., & **Kang, Y.W.** (2024, August 6-11). Using national day parade songs to cultivate patriotism and national identity in Singapore: A text mining and sentiment analysis. Presented at South Asia Communication Association (SACA) Research Sessions, 2024 AEJMC Annual Conference, Philadelphia, PA.

8. **Kang, Y.W.**, & Yang, K. C. C. (2024, August 6-11). Constructing national identity via historical gameplay: A computational text mining study of the Devotion video game in Taiwan. Presented at The International Communication Division/Robert L. Stevenson Open Paper Competition, 2024 AEJMC Annual Conference, Philadelphia, PA.

9. **Kang, Y. W.**, & Yang, K.C.C. (2024, March 18-23). Were the media institutions still concerned about water conservation issues at the time of global turmoil? A computational text mining analysis. Presented at The UTEP World Water Week 2024, An Interdisciplinary Conference and Celebration, *Bridging Borders: Leveraging Water for Peace*.

10. Chang, Y.F., Tseng, K.H., & **Kang, Y. W.** (2024, March 18-23). Analyzing public opinions and environmental behaviors on climate change, net-zero carbon emissions, and water conservation topics in Taiwan: A Big Data Approach. Presented at The UTEP World Water Week 2024, An Interdisciplinary Conference and Celebration, *Bridging Borders: Leveraging Water for Peace*.

11. **Kang, Y. W.**, & Yang, K.C.C. (2024, February 23-25). The use of African languages in China's brand advertising: Revisiting the localization and standardization debates. Presented at the 2024 AMA Winter Academic Conference, St. Peter Beach, FL. **[Best Papers in Tracks: International Perspective]**

12. **Kang, Y. W.** (2023, December 1-3). Employing Role-play games in digital narrative pedagogy: Best practices, reflections, and future improvement. Presented at The 14th International Conference on Digital Archives and Digital Humanities (第十四屆數位典藏與數位人文國際研討會), National Cheng Kung University, Tainan, Taiwan.

13. **Kang, Y. W.**, & Yang, K.C.C. (2023, November 16-17). Using live-streaming eco-influencers in environmental communication campaigns: An influence

marketing perspective. Presented at Sustainability in the Digital Transformation Conference, Aalborg University, Aalborg, Denmark. [Virtual conference presentation]

14. Kang, Y. W., & Yang, K.C.C. (2023, August 7-10). How has the Russia-Ukraine War in 2022 changed mass media discourses from "climate change" to "energy security": A computational framing analysis. Presented at The International Communication Division/Robert L. Stevenson Open Paper Competition, 2023 AEJMC Conference, Washington, D.C., USA.

15. Kang, Y. W., & Yang, K.C.C. (2023, August 7-10). A computational text mining analysis of living as LGBTQIA+ in East and Southeast Asia. Presented at 2023 South Asia Communication Association & 2023 AEJMC Conference, Washington, D.C., USA.

16. Yang, K.C.C., & Kang, Y. W. (2023, June 26-July 5). Using live streaming platform technology to enhance cross-cultural competency to reduce racism against the Jewish minority. Presented at the 2023 IAMCR Conference, Lyon, France.

17. Yang, K.C.C., & Kang, Y.W. (2023, March 22-25). Using ACUE-accredited curriculum to create an effective and inclusive university classroom: Reflections on best practice strategies. Presented at The 28th International Conference of the International Association for Intercultural Communication (Theme: Synergies in Intercultural Communication: Languages, Professions and Heritages), City University of Macau, Macau, China. [Virtual conference presentation]

18. Kang, Y. W., & Yang, K.C.C. (2023, March 22-25). Using live streaming green influencers for conservation: A comparative study of China, Hong-Kong, and Taiwan. Presented at The 28th International Conference of the International Association for Intercultural Communication (Theme: Synergies in Intercultural Communication: Languages, Professions and Heritages), City University of Macau, Macau, China. [Virtual conference presentation]

19. Kang, Y. W., & Yang, K.C.C. (2022, October 17). Using live-streaming influencers to reshape country images and public perceptions in 2022 Beijing Winter Olympic: A text mining study. Presented 2022 Online ECREA (European Communication Research and Education Association) Pre-Conference on "The Impact of Streaming on Media Industries and Culture Production", Aarhus (Denmark). [Virtual conference due to the Coronavirus pandemic]

20. Kang, Y. W., & Yang, K.C.C. (2022, July 8). Combating government "fake" news on COVID-19 Zero Tolerance and Dynamic Clearing measures: Strategies and tactics of the Chinese netizens during urban lockdowns in tier one cities. Presented at *Ethics and Communication Rights: New Active Audiences in the Post-Covid Era*, 2022 IAMCR Pre-Conference, 2022, hosted by Universidad San Ignacio de Loyola, in Lima, Peru. [Virtual conference due to the Coronavirus pandemic. Presented in Spanish]

21. Yang, K. C. C., & Kang, Y.W. (2022, July 8). Social capital, institution trust, and COVID-19 Pandemic containment: A comparative study of China, Hong-Kong, and Taiwan. Presented at *Communicating Science for a Better Post-*

COVID world, 2022 IAMCR Pre-Conference, hosted by the Xi'an Jiaotong-Liverpool University (XJTLU), Suzhou, China [Hybrid conference due to the Coronavirus pandemic.]

22. Kang, Y. W. & Yang, K.C.C. (2022, July 11-15). Regulatory responses to fake news in the Asia-Pacific Region: A text mining research of public sentiment, emerging regulatory debates, and policy directions. Presented at Communication Technology and Policy (C.T.P.) section, 2022 IAMCR Conference, Beijing, China. [Virtual conference due to the Coronavirus pandemic]

23. Yang, K. C. C., & Kang, Y.W. (2022, July 11-15). Constructing Taiwanese identity through historical digital games and gameplayer: An experiential rhetoric approach. Presented at International Communication (I.C.) section, 2022 IAMCR Conference, Beijing, China. [Virtual conference due to the Coronavirus pandemic]

24. Kuo, C.S. & Kang, Y. W. (2022, June 26-July 1). A study of affecting factors on mobile learning intention and learning effectiveness of mobile learning for ERP curriculum. Presented the 27th International Conference of the International Association for Intercultural Communication Studies, University of Toledo, U.S.A. [Virtual conference due to the Coronavirus pandemic]

25. Kuo, C.S. & Kang, Y. W. (2022, June 26-July 1). Exploring the factors affecting action learning intention from the Integrated Technology Acceptance Model: An investigation of ERP courses. Presented the 27th International Conference of the International Association for Intercultural Communication Studies, University of Toledo, U.S.A. [Virtual conference due to the Coronavirus pandemic]

26. Kang, Y. W., & Kuo, C.S. (2022, June 26-July 1). Will cultural factors explain the representations of e-sports players as a global phenomenon: A comparative computational framing analysis. Presented the 27th International Conference of the International Association for Intercultural Communication Studies, University of Toledo, U.S.A. [Virtual conference due to the Coronavirus pandemic]

27. Kang, Y. W. & Yang, K.C.C. (2022, May 26-30). A computational text mining study of COVID-19 environmental communication discourses. Presented at Environmental Communication and COVID IECA Panel, 2022 ICA Conference, Paris, France. [Virtual conference due to the Coronavirus pandemic]

28. Yang, K. C. C. , & Kang, Y.W. (2022, April 11-13). The graying of the digital game market: A computational framing analysis of China-West media representations of senior gameplayers. Presented at *Games In/Between China and the West* [Virtual conference due to the Coronavirus pandemic]

29. Kang, Y. W., & Yang, K.C.C. (2022, April 11-13). Regulatory response and emerging regulatory debate of digital game live-streaming influencers: A computational analysis. Presented at *Games In/Between China and the West* [Virtual conference due to the Coronavirus pandemic]

30. Kang, Y. W., & Yang, K.C.C. (2022, March 20-21). A computational text mining study of being LGBTQIA+ in East and Southeast Asia. Presented at the 2022 Women's and Gender Studies Conference at UTEP, El Paso, TX, U.S.A.

[Virtual conference due to the Coronavirus pandemic]

31. Kang, Y. W., & Yang, K.C.C. (2022, February 18-20). The effects of racially themed controversial storytelling advertising on branding outcomes: A narrative transportation perspective. Presented at 2022 AMA Winter Conference, Las Vegas, NV, U.S.A. [Virtual conference due to the Coronavirus pandemic]

32. Kuo, C.S. & Kang, Y. W. (2021, October 29-November 2). A study of factors on continuance intention of cloud ERP: An Information system Success Model. Presented at The 10th International Multi-Conference on Engineering and Technology Innovation. Taoyuan City, Taiwan [Virtual conference due to the Coronavirus pandemic]

33. Kuo, C.S. & Kang, Y. W. (2021, October 29-November 2). A study of influential factors on repurchase intention of the smart speaker based on Expectation Confirmation Theory. Presented at The 10th International Multi-Conference on Engineering and Technology Innovation. Taoyuan City, Taiwan [Virtual conference due to the Coronavirus pandemic]

34. Kang, Y. W., & Yang, K.C.C. (2021, August 4-7). A computation and longitudinal text mining study of gay marriage legalization in Taiwan. Presented at the Lesbian, Gay, Bisexual, Transgender & Queer (LGBT) Interest Group, 2021 AEJMC Conference, New Orleans, LA. [Virtual conference due to the Coronavirus pandemic]

35. Yang, K.C.C., & Kang, Y. W. (2021, June 21-24). The effects of storytelling green advertising on ad-induced pleasure and sensory experiences, consumer engagement with a conservation cause, and green behaviors: A Narrative Transportation perspective. Presented at Re-mediating the Wild, The 16th Conference on Communication and Environment (COCE). [Virtual conference due to the Coronavirus pandemic]

36. Kang, Y. W., & Yang, K.C.C. (2021, June 21-24). Using Artificial Intelligence (A.I.), Internet of Things (I.O.T.) to mobilize resources: A text mining website analysis of twenty-five top bio-diversity organizations and N.G.O.s. Presented at Re-mediating the Wild, The 16th Conference on Communication and Environment (COCE). [Virtual conference due to the Coronavirus pandemic]

37. Kang, Y. W., & Yang, K.C.C. (2021, May 27-31). The effects of controversial racial storytelling campaign on brand safety and branding outcomes in the age of Black Lives Matter (B.L.M.) Protest Movement. Presented at Ethnicity and Race in Communication Division, The 71st Annual International Communication Association (ICA) Conference, Denver, CO, U.S.A. [Virtual conference due to the Coronavirus pandemic]

38. Kang, Y. W., & Yang, K.C.C. (2021, May 27-31). Live streaming influencers, influence types, and political participation: A case study of Taiwan's 2020 Presidential Election. Presented at Political Communication Division, The 71st Annual International Communication Association (ICA) Conference, Denver, CO, U.S.A. [Virtual conference due to the Coronavirus pandemic]

39. Yang, K.C.C., & Kang, Y. W. (2021, April 21-23). Using text mining techniques to monitor students' engagement during the COVID-19 Pandemic: Empirical findings from student academic performance, learning experiences, and faculty

evaluation. Presented at The UTEP Support for Online Learning (SOL) Conference, The University of Texas at El Paso, El Paso, TX [Virtual conference due to the Coronavirus pandemic]

40. Kang, Y. W., & Yang, K.C.C. (2023, February 10-12). The effects of video storytelling green advertising on experiences, engagement, and behaviors of conservation causes. Competitive Paper. Presented at the 2023 AMA Winter Academic Conference, Nashville, Tennessee.

41. Kang, Y. W., & Yang, K.C.C. (2023, February 10-12). Livestreaming influencer marketing, platform characteristics, and voters' political participation in Taiwan's 2022 Nine-in-One Election: A mixed method study of voter survey and text mining technique. Poster, Digital Marketing Division. Presented at the 2023 AMA Winter Academic Conference, Nashville, Tennessee.

42. Yang, K.C.C., & Kang, Y. W. (2021, February 19-21). Predicting the relationships between narrative transportation, consumer brand experience, love, and loyalty in video storytelling advertising. Presented at 2021 AMA Winter Academic Conference, St. Pete Beach, FL. [Virtual conference due to the Coronavirus pandemic]

43. Kang, Y. W., & Yang, K.C.C. (2020, August 4-7). Consumers' responses to location privacy invasive digital reality technologies in museums: A self-determination theory perspective. Presented at the Communication Technology Division (CTEC) Paper Competition, 2021 AEJMC Conference, New Orleans, LA. [Virtual conference due to the Coronavirus pandemic]

44. Yang, K.C.C., & Kang, Y. W. (2020, February 14-16). Employing a text mining analysis of media portrayal of Generation M and Z: A cross-national study. Presented Poster Session, 2020 American Marketing Association (AMA) Winter Academic Conference. San Diego, C.A.

45. Kang, Y. W., & Yang, K.C.C. (2020, February 14-16). Will country animosity perceptions affect the consumption of popular culture products from China? The case of Taiwan. Presented at Competitive Paper Session, Global and Marketing Forces, 2020 American Marketing Association (AMA) Winter Academic Conference. San Diego, C.A.

46. Yang, K.C.C. & Kang, Y. W. (2020, August 6-9). Predicting the consumption of behaviors of foreign broadcast programming in the age of the global Over-the-Top (O.T.T.) video streaming market. Presented at the Media Management, Economics, and Entrepreneurship Division, 2020 AEJMC Conference, San Francisco, CA. [Virtual conference due to the Coronavirus pandemic]

47. Kang, Y. W., & Yang, K.C.C. (2020, August 6-9). Mobilizing social capital resources among anti-gay marriage civil society groups in Taiwan. Presented at the Lesbian, Gay, Bisexual, Transgender & Queer Interest Group, 2020 AEJMC Conference, San Francisco, CA. [Virtual conference due to the Coronavirus pandemic]

48. Yang, K.C.C., & Kang, Y. W. (2020, August 6-9). Predicting the relationships among country animosity, attitudes toward, product judgment about, and intention to consume foreign cultural products. Presented at The International Communication Division/Robert L. Stevenson Open Paper Competition, 2020 AEJMC Conference, San Francisco, CA [Virtual conference due to the Coronavirus pandemic]

Coronavirus pandemic] **[Asian Journal of Communication Best Article Award]**

49. Yang, K.C.C., & Kang, Y.W. (2019, September 13). Using live streaming and its celebrities in political communication: The case of Taiwan. Presented at Virtual Presentation at 2019 Virtual Workshop' A.S.I.A.LIVE: Locating Livestreaming in Asia. [Hosts: Leiden University, the Leiden Asia Centre, and Asiascape: Digital Asia, Organisers: Florian Schneider, Dino Ge Zhang, Gabriele de Seta] [Virtual conference]

50. Yang, K.C.C., & Kang, Y. W. (2019, August 7-10). The representations of Generation M and Z consumers in the mass media in East and Southeastern Asia: A text mining analysis to assess convergence and divergence theory. Presented at AEJMC 2019 South Asia Communication Association Conference, Toronto, Canada.

51. Yang, K.C.C., & Kang, Y. W. (2019, August 7-10). Will location privacy concerns influence mobile users' communication privacy management strategies? Presented at 2019 AEJMC Scholar to Scholar Poster Session, C.T.E.C. Division, Toronto, Canada

52. Kang, Y. W., & Yang, K.C.C. (2019, August 7-10). Will location privacy concerns influence location-based advertising effectiveness? Presented at the Competitive Paper, Advertising Division, 2019 AEJMC Conference, Toronto, Canada.

53. Yang, K.C.C., & Kang, Y. W. (2019, July 7-11). The relationship between mobile users' privacy concerns, attitudes toward m-Health apps, and health behavior. Presented at Communication Technology and Policy Division, 2019 I.A.M.C.R. Conference, Madrid, Spain.

54. Yang, K.C.C., & Kang, Y. W. (2019, July 7-11). Resource mobilization and capacity building among environmental ENGOs in the U.S.: A large-scale text mining study of N.G.O.S.' websites. Presented at IAMCR Panel "N.G.O. and Non-Profit Communications for Social Change", 2019 IAMCR Conference, Madrid, Spain.

55. Yang, K.C.C., & Kang, Y. W. (2019, July 7-11). Employing digital media technologies for environmental communication campaigns in the People's Republic of China. Presented at Roundtable Session ESR IAMCR 2019: The Local and the Digital, 2019 IAMCR Conference, Madrid, Spain.

56. Kang, Y. W., & Yang, K.C.C. (2019, July 12-15). The representations of digital game copyright infringement and protection in the People's Republic of China: A cross-national text mining analysis. Presented at The 25th International Conference of the International Association for Intercultural Communication Studies (IAICS). Brno, Czech Republic.

57. Kang, Y. W., & Yang, K.C.C. (2019, July 12-15). What does the world think of China: A text mining analysis of China's images in major world newspapers. Presented at The 25th International Conference of the International Association for Intercultural Communication Studies (IAICS). Brno, Czech Republic.

58. Yang, K.C.C., & Kang, Y. W. (2019, July 12-15). What do global advertising and marketing professionals think of digital reality technologies? Presented at The 25th International Conference of the International Association for

Intercultural Communication Studies (IAICS). Brno, Czech Republic.

59. Kang, Y. W., & Yang, K.C.C. (2019, June 17-21). Using augmented, mixed, and virtual reality in environmental communication campaigns: A survey of conservation campaigns and practitioners. Presented at The 15th Biennial Conference on Communication and Environment (COCE), University of British Vancouver, Vancouver, Canada.

60. Yang, K.C.C. & Kang, Y. W. (2019, June 17-21). Using QR Code technologies to build capacity for environmental non-government organizations (ENGOS): A cross-national comparison. Presented at The 15th Biennial Conference on Communication and Environment (COCE), University of British Vancouver, Vancouver, Canada.

61. Kang, Y. W., & Yang, K.C.C. (2019, June 17-21). Has Trump's Presidency changed climate change discourses?: A text mining analysis of newspaper media contents around the world. Presented at The 15th Biennial Conference on Communication and Environment (COCE), University of British Vancouver, Vancouver, Canada.

62. Kang, Y. W., & Yang, K.C.C. (2019, May 24-28). Framing gay marriage legalization in Taiwan: A cross-national comparative framing analysis using a text mining technique. Presented at Queer Citizenship: National, Transnational, and Homonational Discourses of Queer Belonging Session, Lesbian, Gay, Bisexual, Transgender, and Queer Studies Interest Group, The Annual Conference of International Communication Association (ICA) Washington, D.C.

63. Kang, Y. W., & Yang, K.C.C. (2019, May 24-28). Relationships between gameplay motives, gaming activities, and quality-of-life perceptions among older game players. Presented at the High-Density Session: Matter of Gaming because Gaming Matters, From Anti to Pro-Social, Mad Haters to Ad Haters, Game Studies Division, The Annual Conference of International Communication Association (ICA), Washington, D.C.

64. Yang, K.C.C., & Kang, Y. W. (2019, May 24-28). Will privacy concerns affect the effectiveness of location-based mobile advertising: The role of communication privacy management strategy? Presented at Mobile Advertising and Privacy Session, Mobile Communication Interest Group, The Annual Conference of International Communication Association (ICA), Washington, D.C.

65. Yang, K.C.C., & Kang, Y. W. (2019, March 11-12). Using a text mining technique to study gender communication research: A longitudinal and thematic analysis. Presented at the 2019 Women's and Gender Conference, The University of Texas at El Paso, U.S.A.

66. Kuo, C.S., & Kang, Y. W. (2018, December). A study of continuance intention to adopt cloud services: The moderating effect of users' motivation. Presented at The 2018 International Conference on Industrial Engineering and Engineering Management, Bangkok, Thailand.

67. Yang, K.C.C., & Kang, Y. W. (2018, November 15-17). Bridging digital divide through Information-Communication Technologies (I.C.T.s) in Latin America: A text mining approach. Paper Presented at the 2018 Annual Meeting of the

Midwest Association of Latin American Studies (MALAS), El Paso, TX, U.S.A.

68. Yang, K.C.C., & **Kang, Y. W.** (2018, November 15-17). Employing a text mining method to analyze the framing of Trump's Border Wall discourses: A cross-national comparison of media in the U.S. and Latin America countries. Paper Presented at the 2018 Annual Meeting of the Midwest Association of Latin American Studies (MALAS), El Paso, TX, U.S.A.

69. Kuo, C.S., **Kang, Y. W.**, & Chen, C. Fu (2018, November). A study of influential factors on repurchase intention of I.C. designed products: The moderating effect of customer complaint handling. Presented at The 2018 International MultiConference on Engineering and Technology Innovation. Taoyuan City, Taiwan.

70. Yang, K.C.C., & **Kang, Y. W.** (2018, October 27-29). Global communication educators' responses to the new media landscape: A text mining approach to understand trends and future developments in communication curricula around the world. Paper Presented at The New Paradigms in Communication Education Stream, The Asian Congress for Media and Communication (ACMC) 2018 International Conference, National Chengchi University, Taiwan. [Presented by Dr. Kang][Virtual Attendance via Skype]

71. **Kang, Y. W.**, & Yang, K.C.C. (2018, October 27-29). A text mining exploration of mainstream and social media discourses on internet censorship and privacy-invasive information-communication technologies (ICTs) in China: A cultural ecological analysis. Paper Presented at The New Paradigms Communication Education Stream, The Asian Congress for Media and Communication (ACMC) 2018 International Conference, National Chengchi University, Taiwan.

72. Yang, K.C.C., & **Kang, Y. W.** (2018, July 5-8). Representing the Internet and World Wide Web in mass media: A comparative text mining study of mass media in the Greater China Region and the U.S. Paper Presented at 24th International Conference of the International Association for Intercultural Communication Studies (IAICS), Chicago, U.S.A.

73. Wang, R.P., Yang, K.C.C., & **Kang, Y. W.** (2018, July 5-8). Mobilizing social capital through mobile texting in China: A case study of Rare's PRIDE conservation campaign. Paper Presented at the 24th International Conference of the International Association for Intercultural Communication Studies (IAICS), De Paul University, Chicago, U.S.A.

74. Yang, K.C.C., & **Kang, Y. W.** (2018, July 5-8). Representing the Internet and World Wide Web in mass media: A comparative text mining study of mass media in the Greater China Region and the U.S. Paper Presented at the 24th International Conference of the International Association for Intercultural Communication Studies (IAICS) De Paul University, Chicago, U.S.A.

75. **Kang, Y. W.**, & Yang, K.C.C. (2018, July 5-8). The representation of Japanese colonial rule (1895-1945) in contemporary Taiwanese films: Analyzing identifies formation through text mining post-viewing audience discourses. Paper Presented at the 24th International Conference of the International Association for Intercultural Communication Studies (IAICS), De Paul University, Chicago, U.S.A.

76. Yang, K.C.C., & Kang, Y. W. (2018, May 24-28). Mobilizing social capital to legalize same-sex marriage as a social movement in Taiwan: A case study approach. Presented at *Lesbian, Gay, Bisexual, Transgender & Queer Interest Group* (LGBT) Competitive Paper Session, 68th Annual ICA Conference, Prague, Czech Republic.

77. Yang, K.C.C., & Kang, Y. W. (2018, May 24-28). The effects of Hispanic cultural values on their health attitudes, beliefs, and practices. Presented at *Health Communication* Interactive Paper/Poster Session I, 68th Annual ICA Conference, Prague, Czech Republic.

78. Yang, K.C.C., & Kang, Y. W. (2018, May 24-28). The influence of social capital on conducting stakeholder interviews in China: Insights, best practices, and recommendations from Rare's Pride conservation campaigns. Panel proposal (*Voicing Change: Interviewing and Environmental Communication Research*). Presented at *Environmental Communication* Panel Session, 68th Annual ICA Conference, Prague, Czech Republic.

79. Kang, Y. W., & Yang, K.C.C. (2018, March 2-3). A text mining analysis of online textual interactivity from older players of massively multiplayer online role-playing games (M.M.O.P.R.G.s). Presented at the *Communication Technology* Division, 2018 AEJMC Mid-Winter Conference, Norman, University of Oklahoma, U.S.A.

80. Yang, K.C.C., & Kang, Y. W. (2018, March 2-3). Real identity, real-name registration, privacy concerns, and consumer journey in China's mobile social commerce market. Presented at the *International Communication* Division, 2018 AEJMC Mid-Winter Conference, Norman, University of Oklahoma, U.S.A.

81. Kang, Y. W., & Yang, K.C.C. (2018, March 2-3). Mobile social media users' privacy concerns, privacy management strategies, and their impacts on the effectiveness of location-sensitive advertising: A Communication Privacy Management Theory Perspective. Presented at the *Communication Technology* Division, 2018 AEJMC Mid-Winter Conference, Norman, University of Oklahoma, OK, U.S.A.

82. Yang, K.C.C., & Kang, Y. W. (2017, July 16-20). How realistic is the "Chinese Dream"? Perspectives from Chinese netizens on Weibo (microblogs). Presented at the 2017 IAMCR Conference, School of Communications, Corporación Universitaria Minuto de Dios – UNIMINUTO, Cartagena, Colombia.

83. Yang, K.C.C., & Kang, Y. W. (2017, July 16-20). Consumer autonomy, consumer resistance behavior, and ad blockers in the digital advertising marketplace: Emerging policy implications. Presented at the 2017 IAMCR Conference, School of Communications, Corporación Universitaria Minuto de Dios – UNIMINUTO, Cartagena, Colombia.

84. Yang, K.C.C., & Kang, Y. W. (2017, June 6-8). A comparative study of multiplatform advertising courses in the Greater China Region and the U.S.: Implications for educating future strategic communication professionals. Presented at The 23rd International Conference of the International Association for Intercultural Communication Studies, Macao Polytechnic Institute, Macao, China.

85. Yang, K.C.C., & Kang, Y. W. (2017, June 10-12). Narrative advertising, storytelling, and impacts on consumer brand experience. Presented at The 15th Asia-Pacific Conference of the Association for Business Communication, The Hong-Kong Polytechnic University, Hong-Kong, S.A.R., China.

86. Yang, K.C.C., & Kang, Y. W. (2017, June 10-12). Integrating Big Data analytics into advertising curriculum: Opportunities and challenges in an international context. Presented at The 15th Asia-Pacific Conference of the Association for Business Communication, The Hong-Kong Polytechnic University, Hong-Kong, S.A.R., China.

87. Yang, K.C.C., & Kang, Y. W. (2017, June 29-July 2). Foreign N.G.O. Management Law in China: An analysis of media contents about its implications for environmental conservation organizations in China. Presented at the 2017 Conference on Communication and Environment at the University of Leicester, U.K.

88. Yang, K.C.C., & Kang, Y. W. (2017, June 29-July 2). Promoting environment conservation in a less friendly context: Perspectives from Rare's Pride campaign managers and conservation organizations in China. Presented at the 2017 Conference on Communication and Environment at the University of Leicester, U.K.

89. Yang, K.C.C., & Kang, Y. W. (2017, June 29-July 2). Applying a grass-root approach to empowering change agents to transform pro-conservation attitudes and behaviors in Rural China. Presented at the 2017 Conference on Communication and Environment at the University of Leicester, U.K.

90. Yang, K.C.C., & Kang, Y. W. (2016, October 15-16). Real-time bidding (RTB) advertising, programmatic advertising, digital advertising marketplace: Emerging policy and regulatory issues. Presented at Direct/Interactive Marketing Research Summit, Los Angeles, CA.

91. Yang, K.C.C., & Kang, Y. W. (2016, July 27-31). The representation (or the lack of it) of same-sex relationships in digital games. Presented at Gender and Communication Division, 2016 IAMCR Annual Conference, University of Leicester, The United Kingdom.

92. Yang, K.C.C., & Kang, Y. W. (2016, July 27-31). Integrating Big Data analytics into journalism curriculum: Challenges and opportunities for journalism education around the world. Presented at Journalism Research and Education Section, 2016 IAMCR Annual Conference, University of Leicester, The United Kingdom.

93. Yang, K.C.C., & Kang, Y.W. (2016, July 1-2). Teaching digital game curricula in the communication discipline in the higher education institutes in the Greater China Region: A curriculum analysis approach. Presented at 2016 The 3rd Annual Chinese DiGRA Conference (Conference Theme: *Decoding the Academic-Industrial-Gameplay Complex: Digital Game Practice, Research and Study in China, Taiwan and Chinese-Speaking Regions*), Providence University, Taichung, Taiwan.

94. Yang, K.C.C., & Kang, Y. W. (2016, June 9-13). Big data, consumer analytics, and real-time bidding (RTB) advertising: Emerging policy and regulatory issues on consumer privacy. Presented at Communication Law and Policy Division,

2016 International Communication Association Annual Conference, Fukuoka, Japan.

95. Yang, K.C.C., & **Kang, Y. W.** (2016, June 9-13). Perceived credibility of media platforms and information sources on Hispanic users' attitudes toward, beliefs about, and practices of healthy behaviors. Presented at Health Communication Division, 2016 International Communication Association Annual (ICA) Conference, Fukuoka, Japan. **[Top Poster Award]**

96. Yang, K.C.C., & **Kang, Y. W.** (2016, June 9-13). Using Resource Mobilization Theory to analyze the March 18, 2014 Sunflower Student Movement in Taiwan. Presented at Communication Technology Division, 2016 International Communication Association (ICA) Annual Conference, Fukuoka, Japan.

97. Yang, K.C.C., & **Kang, Y. W.** (2016, June 9-13). What affects Hispanic consumers to adopt mobile social media in the U.S. Presented at Mobile Communication Interest Group, 2016 International Communication Association (ICA) Annual Conference, Fukuoka, Japan.

98. Yang, K.C.C., & **Kang, Y. W.** (2016, May 18-21). Consuming foreign cultural products: An exploratory study of country-of-origin effects on Korean popular culture consumption in Taiwan. Presented at International Marketing Track, Academy of Marketing Science, Lake Buena Vista, FL.

99. Yang, K.C.C., & **Kang, Y. W.** (2016, March 17-18). Teaching information literacy skills in college classrooms: Empirical evidence from 13 classes at U.T.E.P. Presented at the 13th International Sun Conference of Teaching and Learning, El Paso, TX.

100. **Kang, Y. W.**, & Yang, K.C.C. (2016, March 17-18). Applying "Hybrid Interactive Rhetorical Engagement" (H.I.R.E.) to assess digital English language learning websites: Implications for CALL/TELL theory and design. Presented at the 13th International Sun Conference of Teaching and Learning, El Paso, TX.

101. Pulido, A.J., Yang, K.C.C., & **Kang, Y. W.** (2015, August 6-9). Privacy concerns and impacts on collegiate student athletes' usage behaviors on Twitter: A communication privacy management perspective. Presented at *Scholar to Scholar Poster Session, Communication Technology Division*, 2015 AEJMC Conference, San Francisco, CA.

102. Yang, K.C.C., & **Kang, Y. W.** (2015, July 12-16). The consumption of horror movies: Using an Experience Sampling Method to collect post-viewing data. Presented at *Film Reception Session*, IAMCR Conference, Montreal, Canada.

103. Yang, K.C.C., & **Kang, Y. W.** (2015, July 12-16). A tale of two cities under China's hegemony: Social media, political resistance, and civil disobedience in Taipei's Sunflower Student Movement and Hong-Kong's Umbrella Revolution. Presented at *China's Soft Power at Home and Abroad Session*, IAMCR Conference, Montreal, Canada.

104. **Kang, Y. W.**, & Yang, K.C.C. (2015, July 15-18). A comparative study of digital game curricula in Taiwan and U.S.: Implications for educating future global digital creative industry professionals. Presented at *Session 7.1 Media Communication*, the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS), The Hong-Kong

Polytechnic University, Hong-Kong, S.A.R.

105. Yang, K.C.C., & **Kang, Y. W.** (2015, July 15-18). Exploring the relationship between privacy concerns and social media use among college students: A communication privacy management perspective. Presented at *Session 7.3 Social Media Issues*, the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS), The Hong-Kong Polytechnic University, Hong-Kong, S.A.R.

106. Yang, K.C.C., & **Kang, Y. W.** (2015, July 15-18). Social media, political mobilization, and civil disobedience: A case study of March 18, 2014 Sunflower Student Movement in Taiwan. Presented at *Session 7.3 Social Media Issues*, the 21st International Conference of the International Association for Intercultural Communication Studies (IAICS), The Hong-Kong Polytechnic University, Hong-Kong, S.A.R.

107. **Kang, Y. W.**, & Yang, K.C.C. (2015, March 5-6). A comparative study of digital game curricula in Taiwan and the U.S.: Implications for educating future digital creative industry professionals. Presented at *The 12th International Sun Conference on Teaching and Learning*, El Paso, TX.

108. Yang, K.C.C., & **Kang, Y. W.** (2015, January 6-7). Effect of culture norms on environmental conservation campaign in the People's Republic of China: Meta-analysis of six Rare Pride conservation campaigns. Presented at *International Conference on Environment, Health, and Media*, Hong Kong Baptist University, Hong-Kong, S.A.R., China.

109. Kuo, C.S., Chang, Y.W., & **Kang, Y.W.** (2015, January). The effectiveness of multi-media teaching materials in science education among senior elementary school students. Presented at the 2015 International Education Innovation Conference. National Hsin-Chu Education University, Hsin Chu, Taiwan.

110. Yang, K.C.C., & **Kang, Y. W.** (2014, August 6-9). The globalization of Chinese news programs: Challenges and opportunities. Presented at *National Identity and "the Other": From the Inside Out and the Outside In, International Communication Division*, 2014 AEJMC Conference, Montreal, Canada.

111. Yang, K.C.C., & **Kang, Y. W.** (2014, July 31-August 4). Representing the Chinese Dream in foreign media: An ecological interpretation of newspaper contents using a content analysis method. Presented at *Media Representation and Culture Session*, The 20th International Conference of the International Association for Intercultural Communication Studies (IAICS), University of Rhode Island, Providence, RI.

112. Yang, K.C.C., & **Kang, Y. W.** (2014, July 31-August 4). Integrating social and mobile media in environmental marketing communication campaigns in China. Presented at *Sustainability, Communication, and Culture Session*, The 20th International Conference of the International Association for Intercultural Communication Studies (IAICS), University of Rhode Island, Providence, RI.

113. Yang, K.C.C., & **Kang, Y. W.** (2014, June 5-8). Selfe and Selfe's Electronic Contact Zone and interface design concepts revisited: Empirical experiential evidence through an Experience Sampling Method using "Hybrid Interactive Rhetorical Engagement" (H.I.R.E.) metrics. Present at the 2014 Computers

and Writing Conference: Evolutions, Revolutions, Convolution, Pullman, WA.
(Presented in Absentia)

114. Kang, Y. W., & Yang, K.C.C. (2014, May 22-26). Awakening as a rhetorical agency in the construction of Taiwan's national identity. Presented at 16th Biennial Rhetoric Society of America (RSA) Conference, Marriott River Center, San Antonio, TX.

115. Kang, Y. W., & Yang, K.C.C. (2014, May 22-26). Anti-language in Weibo (Microblog) as a resistance agency for Chinese netizens to contest state power in China: Implications for regulating social media in an emerging civil society. Presented at 16th Biennial Rhetoric Society of America (RSA) Conference, Marriott River Center, San Antonio, TX.

116. Kang, Y. W., & Yang, K.C.C. (2014, May 22-26). A visual rhetorical study of sexual culture in Ching Dynasty China (1644-1912). Presented at 16th Biennial Rhetoric Society of America (RSA) Conference, Marriott River Center, San Antonio, TX.

117. Kang, Y. W., & Yang, K.C.C. (2014, May 22-26). The rhetorical construction of Taiwan's national identity in domestic and foreign media: A longitudinal content analysis of media contents in five major news events in Taiwan. Presented at 16th Biennial Rhetoric Society of America (RSA) Conference, Marriott River Center, San Antonio, TX.

118. Kang, Y. W., & Yang, K.C.C. (2014, May 22-26). Applying the rhetorical concept of Hybrid Interactive Rhetorical Engagement (H.I.R.E.) to analyze gaming sessions: The case of World of Warcraft M.M.O.P.R.G. Presented at 16th Biennial Rhetoric Society of America (RSA) Conference, Marriott River Center, San Antonio, TX.

119. Yang, K.C.C., & Kang, Y. W. (2014, May 22). Exploring cross-cultural mobile social media users' daily experiences: An Experience Sampling Method to study privacy concerns about big data applications in strategic communication campaigns. Presented at 2014 ICA.Pre-Conference: Strategic Communication Campaigns in a Contemporary, Digital, and Networked Society, Seattle, WA.

120. Yang, K.C.C., Jiménez, M., & Kang, Y. W. (2014, May 22-26). The influence of ethnicity on consumers' environmental attitudes and responses to guilt appeals in green advertising: An experimental study. Presented at Environmental Communication Division, 2014 International Communication Association (ICA) Conference, Seattle, WA.

121. Kang, Y. W., & Yang, K.C.C. (2014, April 19-20). Applying Hybrid Interactive Rhetorical Engagements in Massively Multiplayer Online Role-Playing Games (MMORPGs) to analyze multi-modal persuasive interactions: Theoretical and methodological implications. Presented at Session 4.0, (Chinese) Game Studies Conference, The University of Nottingham, Ningbo, P.R.China. [Skype video presentation]

122. Kang, Y. W., & Yang, K.C.C. (2014, March 5-7). Using the Hybrid Interactive Rhetorical Engagement (H.I.R.E.) metrics to analyze the effectiveness of digital learning websites. Presented at 2014 The Sun Conference on Teaching and Learning, The University of Texas at El Paso, TX.

123. Yang, K.C.C., & Kang, Y. W. (2014, February 28-March 1). Using the Experiential Sampling Method (ESM) to understand consumers' daily experiences with their mobile devices: Methodological and managerial implications. Presented at the Communication Technology Division, AEJMC 2014 Mid-Winter Conference, Norman, OK.

124. Yang, K.C.C., & Kang, Y. W. (2014, February 28-March 1). The globalization of Chinese news programs and contents: Challenges and opportunities—A country of origin perspective. Presented at the Communication Technology Division, AEJMC 2014 Mid-Winter Conference, Norman, OK. **[Best Abstract Award in ICD Division]**

125. Yang, K.C.C., & Kang, Y.W. (2012, December 10-11). Microblogs, Jasmine Revolution, and civil unrests: Reassessing the emergence of the public sphere and civil society in China. Presented at Information Communication Association of Taiwan (ICAT) 2012 Annual Conference, Shi-Hsin University, Taipei, Taiwan. [presented by Dr. Y.W. Kang]

126. Yang, K.C.C. & Kang, Y. W. (2012, October 25-27). Using the Experiential Sampling Method to understand what motivates young Hispanic consumers to shop through their advanced mobile devices. Presented at Session C, Youth Lingo and the Media Market, 2012 International Conference Media Language, Market Lingo, Asian Congress for Media and Communication, School of Communication Arts, Chulalongkorn University, Bangkok, Thailand. [presented by Prof. Joeven Castro]

127. Kang, Y. W., & Yang, K.C.C. (2011, June 6-10). A cross-cultural study of consumer adoption of Massively Multiplayer Online Role-Playing Games (MMORPGs) in the U.S. and Taiwan. Paper presented at Media Panel, 2011 International Conference of the International Association of Intercultural Communication Studies (IAICS): *We and The Others in Intercultural Communication, Challenges, and Possibilities of a Common Place*. San Cristóbal de Las Casas, Chiapas, Mexico.

128. Kang, Y. W., & Yang, K.C.C. (2011, June 6-10). A cross-cultural study of consumer adoption of Massively Multiplayer Online Role-Playing Games (MMORPGs). Paper presented at Game Studies Division, 2011 National PCA/ACA Conference, San Antonio, TX.

129. Yang, K.C.C., & Kang, Y. W. (2009, February 24-28). How do cross-cultural audiences respond to horror films: An experimental study. Paper presented at the *Horror Film Audiences Session*, Horror Films Division, 30th Annual Meeting of the SW/TX PCA/ACA, Albuquerque, NM.

130. Yang, K.C.C., & Kang, Y. W. (2009, February 24-28). Consumer poverty and advertising influence in an over-consumption society: An ethnography study. Paper presented at the *Punk Planet Session*, Punk and Postmodern/Consumer Culture Division at the 30th Annual Meeting of the SW/TX PCA/ACA, Albuquerque, New Mexico.

131. Kang, Y. W., & Scinters-Zapico, J. (2009, February). Emerging rhetorical tradition in massively multiplayer online role-playing games (MMORPGs). Presented at the 30th Annual Meeting of the SW/TX PCA/ACA, Albuquerque, NM.

132. Kang, Y. W. (2009, February 24-28). Theorizing composition pedagogy for cross-cultural students using online videogame technologies. Presented at the 30th Annual Meeting of the SW/TX PCA/ACA, Albuquerque, NM.

133. Kang, Y. W., & Yang, K.C.C. (2008, February 13-16). The construction of ghost images in Asia horror films: Examples from Taiwan, Hong-Kong, Singapore, South Korea, and Japan. Paper presented at The 20th Annual Meeting of the SW/TX PCA/ACA, Albuquerque, NM.

134. Kang, Y. W., & Sceters-Zapico, J. (2008, November). Understanding students' technology literacy in a technologized composition classroom using triangulation methodology. Presented at the I.A.I.C.S. 2008 Conference, Louisville, Kentucky.

135. Kang, Y. W. (2008, March). Examining the effectiveness of feedback on correcting L2 learners' errors in S.L.A. in an online digital game CALL environment. Presented at the 2008 Joint Conference of PCA/ACA, San Francisco, CA.

136. Kang, Y. W., & Sceters-Zapico, J. (2007, April 4-7). Exploring the essence of digital game technology in rhetorical theory: Martin Heidegger's Enframing concept and its contributions to digital game study? Presented at the 2007 PCA/ACA National Conference, Boston, MA.

137. Kang, Y. W., & Yang, K.C.C. (2006, February 8-10). Humanlike interface and its impact on the effectiveness of writing website for E.S.L. composition students. Paper presented at the 27th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM.

138. Kang, Y. W., & Sceters-Zapico, J. (2006, February 8-11). Hollywood movie murals in the zone of intensive mural experience. Paper presented at the 27th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, New Mexico.

139. Kang, Y. W. (2006, February 8-11). The rhetoric of cyberpunk in Sci-fi genre: Examples from William Gibson's Neuromancer and Wachowski Brothers' Matrix Trilogy. Presented at the 27th Annual Conference of the Popular Culture Association/American Culture Association of the Southwest and Texas, Albuquerque, NM.

140. Kang, Y. W. (2006, February 8-11). The rhetoric of posthumanism in Artificial Intelligence (2001) and I, Robot (2004). Presented at the 27th Annual Conference of the Popular Culture Association of the Southwest and Texas, Albuquerque, NM.

141. Kang, Y. W., & Yang, K.C.C. (2005, July 6-8). Exploring factors influencing Internet users' adoption of Internet television. Paper presented at the *Internet and Digital Communication* session, International Association for Intercultural Communication Studies: Modernization, Globalization, and Cross-Cultural Communication, Chinese Cultural University, Taipei, Taiwan.

142. Kang, Y. W., & Yang, K.C.C. (2005, July 6-8). Factors influencing Internet users' perception of Internet news credibility. Paper presented at the *Internet and Digital Communication* session, International Association for Intercultural Communication Studies: Modernization, Globalization, and Cross-Cultural Communication, Chinese Cultural University, Taipei, Taiwan.

Communication, Chinese Cultural University, Taipei, Taiwan.

143. Kang, Y. W., & Yang, K.C.C. (2005, March 25-27). Computer technologies in a technologized composition classroom. Paper presented at the 11th Annual Southwest Graduate English Symposium: Isms, Irritants, and Ideologies: (In)visible Violations of Power. Tempe, Arizona: Arizona State University.
144. Yang, K.C.C., Ng, G.S.C., Chan, J.S.F., & Kang, Y. W. (2004, May 26-29). Understanding the adoption of mobile commerce in Singapore with the Technology Acceptance Model (TAM). Paper presented in the Electronic B2B and B2C Commerce: Issues, Trends, and Advances Track, Academy of Marketing Science, 2004 Annual Conference, Vancouver B.C., Canada.
145. Yang, K.C.C., & Kang, Y. W. (2002, May 29-June 1). The influence of cultural factors on consumers' reactions toward Internet advertisements. Paper presented at the 2002 Academy of Marketing Science Annual Conference, Sanibel Island, FL.
146. Yang, K.C.C., Lee, Y.J., Wang, T.S., & Kang, Y.W. (2000, May 12). An exploratory study of newspaper professionals' attitudes towards Internet newspapers. Paper presented at the Communications Management Trends and Developments Conference, Shih Hsin University, Taipei, Taiwan.
[Presented in Chinese]

Invited Academic Presentations [Non-Refereed]

1. Kang, Y. W., (2023, November 8) Sharing Teaching Experiences in Digital Content Narrative Courses. (數位內容敘事課程教學經驗分享). Guest speaker at Workshop on Digital Humanities Teaching and Practice (數位人文教學與實踐工作坊).College of Liberal Arts, National Chung Hsing University, Taichung, Taiwan.
2. Yang, K. C. C., & Kang, Y.W. (2021, December 13, 5 pm to 5:45 CET). Resource Mobilization Strategies for Social Changes among Climate Change ENGOs in the U.S.: A Text Mining Study. Guest speaker at M.A. class (for Dr. Giuliana Sorce), Institute of Media Studies, Eberhard Karls University of Tübingen, Germany. [Virtual Zoom Presentation]
3. Kang, Y. W. (2011, October 12). Guest presenter on H.I.R.E., Experiential Rhetoric in COMM. 5343: Communication and Virtual Worlds (taught by Dr. Edurado Barrera)
4. Kang, Y. W. (2011, September 22). Guest presenter on H.I.R.E., Experiential Rhetoric in MMORPGs. For ENGLISH 5328: Special Topic: Rhetoric and Composition (taught by Dr. John Sceters-Zapico)
5. Yang, K. C. C., & Kang, Y. W. (2005, August 10-12). The rhetoric of ethnic identity among Taiwanese immigrants in the United States: Rethinking borderland rhetoric in cyberspace. Paper presented at the Chinese Communication Association Special Session: *Chinese Communication Issues*, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Antonio, Texas.
6. Kang, Y. W., & Yang, K. C. C. (2005, August 10-12). A rhetorical theory of "reversed silence" among gay and lesbian blogs in Taiwan: Civil participation of

sexual minorities in the Internet. Paper presented at the Chinese Communication Association Special Session: *Chinese Communication Issues*, Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Antonio, Texas.

■ Technical Reports

1. Oleksiw, C., Buffova, S., & Kang, Y.W. (2010). *Evaluation of and Follow-Up to the Summer 2009 Lead Cooperating Teacher Training*. Report prepared for the El Paso Regional Induction Committee. University of Texas at El Paso, El Paso, TX.
2. Oleksiw, C., Kang, Y.W., & Buffova, S. (2010). *Evaluation of the Professional Development Reading Modules Project – Modules 8-14*. Report to the Texas Higher Education Coordinating Board. University of Texas at El Paso, El Paso, TX.
3. Oleksiw, C., Kang, Y.W., & Buffova, S. (2009). *Evaluation of the Professional Development Reading Modules Project – Modules 4-7*. Report to the Texas Higher Education Coordinating Board. University of Texas at El Paso, El Paso, TX.
4. Oleksiw, C., Kang, Y.W., & Buffova, S. (2009). *Evaluation of the Professional Development Reading Modules Project – Modules 1-3*. Report to the Texas Higher Education Coordinating Board. University of Texas at El Paso, El Paso, TX.
5. Oleksiw, C., Stafford-Levy, M., Kang, Y.W., & Buffova, S. (2009). *The Secondary Education Experience at U.T.E.P.* Internal report, University of Texas at El Paso, El Paso, TX.
6. Oleksiw, C., Stafford-Levy, M., Kang, Y.W., & Buffova, S. (2009). *Preliminary Needs Assessment of the Elementary and Middle School Teacher Preparation Experience at UTEP*. Internal report, University of Texas at El Paso, El Paso, TX.

Courses Taught at Auburn University at Montgomery (AUM) (2025-present)

Course Title	Semester
Digital Game Design and Production	Fall 2025
Video Production II	Fall 2025

Courses Taught at National Chung-Hsing University, Taiwan (2021-2024)

Course Title	Semester
Motion Graphics Design	Fall 2021; Fall 2022; Fall 2023; Spring 2024
Audio-Visual Contents Production	Fall 2021
Introduction to Communication Theories	Fall 2021; Fall 2022; Fall 2023
Digital Storytelling and Its Applications	Spring 2021; Spring 2023; Fall 2023; Spring 2024

Marketing Campaigns for Creative Sectors	Spring 2022; Spring 2023
Thesis Advising	Spring 2022; Fall 2022; Spring 2023; Fall 2023
Multidisciplinary Approaches to Taiwan and Transcultural Studies	Fall 2022; Fall 2023

■ Courses Taught at National Taiwan Ocean University, Taiwan (2018-2021)

Course Title	Semester
Arts and Aesthetics	Fall, 2018; Spring, 2019, Fall 2020
E-Commerce	Fall & Spring 2018, Fall 2019
Multimedia Interactive Technologies and Applications	Fall, 2018; Fall, 2019
Human-Computer Interaction and Game Design	Fall, 2018; Fall, 2019; Spring, 2020
3D Digital Product Design (Co-Teach with Dr. Yi-Chang Bruce Lee)	Fall, 2018; Fall, 2019; Fall, 2020
Advertising Appreciation	Spring, 2018; Spring, 2019; Fall, 2019
Animation Design	Spring, 2018; Fall, 2019; Fall, 2020
Digital Media and Website Design	Spring, 2018; Spring, 2019; Spring, 2020
Introduction to Cross-media Arts	Spring, 2018; Fall, 2020
Service Learning	Spring & Fall, 2018

■ Courses Taught at Kainan University, Taiwan (2012-2018)

Course Title	Semester
Visual Communications	Spring, 2014; Spring, 2015, Spring, 2016
Presentation Design	Spring, 2013; Spring, 2014, Spring, 2015; Spring, 2016
Introduction to Images	Spring, 2016
Intermediate Image Study	Fall, 2017
Graduation Project/Film Production Project	Fall, 2013; Fall, 2014; Fall, 2015, Fall, 2016; Fall, 2017
Project Design and Plan	Spring, 2013
Creative Industry Applications and Practices	Spring, 2013
Introduction to Computer Games	Spring, 2012; Spring, 2013; Spring, 2015; Spring, 2016; Spring, 2017
Digital Game Design and Online Community Management	Fall, 2012; Fall, 2013; Fall, 2015
Digital Game Design and Market	Spring, 2016; Spring, 2017
Digital Game Design	Fall, 2012

Mobile Game Design & App	Fall, 2016; Fall, 2017
Digital Games and Arts	Fall, 2012
Digital Graphic Design	Fall, 2013; Fall, 2014; Fall, 2015
A.C.A. Adobe Photoshop Certification	Fall, 2013; Fall, 2014; Fall, 2015; Fall, 2016; Fall, 2017
Multimedia Project Planning and Implementation	Fall, 2013; Fall, 2014; Fall, 2015; Fall, 2016
A.C.A. Adobe Dreamweaver Certification	Fall, 2013
Service Learning (I)	Fall, 2016
Service Learning (II)	Spring, 2016
Community Service (I)	Fall, 2013; Fall, 2014; Fall, 2017
Community Service (II)	Spring, 2013; Spring, 2014
Internship	Spring, 2012; Spring, 2015

■ Service to the Profession (Editorial Board)

1. **Editorial Board**, Intercultural Communication Studies (ICS) (July 2024-Present)
2. **Book Review Editor**, Intercultural Communication Studies (ICS) (July 2024-Present)
3. **Guest Editor**, Special Issue on The Impacts of Communication Technologies on the Research and Practices of Creative Cultural Industries, Chung Hsing Journal of Humanities (2022-2024) (Vol. 73)
4. **Editorial Board**, Journal of Global Literacies, Technologies, and Emerging Pedagogies (June, 2012-Present)

■ Service to the Profession

(Journal Manuscript, Conference Paper, Book Chapter, and Grant Reviews)

1. **Book Chapter Reviewer**, for " Examining Human Rights at the Intersection of Digitalization and Society" (IGI Global Publisher) (2025)
2. **Book Chapter Reviewer**, for "Encyclopedia of Modern Artificial Intelligence (IGI Global Publishers) (2025)
3. **Journal Paper Reviewer**, "Emoji Usage by Higher Education Institutions in China on Social Media: A Pragmatics Perspective" for Humanities and Social Sciences Communications (2025)
4. **Conference Paper Reviewer**, 2025 ICA Conference, Communication Technology (2024)
5. **Conference Paper Reviewer**, 2025 ICA Conference, Children, Adolescents, & the Media (2024)
6. **Journal Paper Reviewer**, "A Study of Video Comments on Disney's Racism Based on Speech Act Theory" for Howard Journal of Communication (2024)
7. **Judge**, The 12th Annual Collegiate Case Study and Micro-Film Competition (2022, December 16).
8. **Conference Paper Reviewer and Organizing Committee**, The 13th International Conference of Digital Archives and Digital Humanities: Digital E-Learning x Digital Humanities (2022)

9. **Conference Paper Reviewer**, University Student Social Responsibility Project Competition (USR-B 109-111) (2022)
10. **Conference Paper Reviewer**, University Social Responsibility Project Competition (USR-B 109-111) (2021)
11. **Journal Paper Reviewer**, "Virtual Reality — Substitute for a Real Experience? The Role of User Motivation, Expectations and Experience Type" for Int. J. of Innovation and Technology Management (I.J.I.T.M.) (2022) [IJITM-D-21-00116]
12. **Journal Paper Reviewer**, "Burning out in Emotional Capitalism: appropriation of gangqing and renqing in the Chinese platform economy" for Journal of Sociology (2021) [JOS-2021-073]
13. **Conference Paper Reviewer**, 2022 ICA Conference (2022)
14. **Journal Paper Reviewer**, " Real-life College Professors on Cinematic Faculty: Educators, Makers, and Users" for Journal of Creative Communication (2021)
15. **Conference Paper Reviewer**, Environmental Communication, International Association for Media and Communication Research (IAMCR) (2021)
16. **Conference Paper Reviewer**, Communication Technology Division, 2021 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2021)
17. **Conference Paper Reviewer**, International Communication Division, 2020 AEJMC Conference, San Francisco, CA (2020)
18. **Conference Paper Reviewer**, Communication Technology Division, 2020 AEJMC Conference, San Francisco, CA (2020)
19. **Conference Paper Reviewer**, Advertising Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
20. **Conference Paper Reviewer**, Communication Technology Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
21. **Conference Paper Reviewer**, Entertainment Studies Interest Group, Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
22. **Conference Paper Reviewer**, International Communication Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
23. **Conference Paper Reviewer**, Media Management, Economics, and Entrepreneurship Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
24. **Conference Paper Reviewer**, Communication Science, Health, Environment, and Risk Division, 2019 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference (2019)
25. **Conference Paper Reviewer**, Digital Marketing and Social Media, Academy of Marketing Science Conference, Florida (2016)
26. **Journal Paper Reviewer**, New Media & Society (2016) ("Social media paradox theory: Why social media are not enabling and disabling")
27. **Conference Paper Reviewer**, EMAC 2016 Conference (2016)

28. **Conference Paper Reviewer**, Cross-Cultural Communication Conference, Thailand (2016)

29. **Conference Paper Reviewer**, Communication Law & Policy Division, ICA Conference (2016)

30. **Conference Paper Reviewer**, Communication and Technology Division, ICA Conference (2016)

31. **Conference Paper Reviewer**, Game Studies Division, ICA Conference (2016)

32. **Conference Paper Reviewer**, Intercultural Communication Division, ICA Conference (2016)

33. **Conference Paper Reviewer**, Mobile Communication Division, ICA Conference (2016)

34. **Conference Paper Reviewer**, 2016 ICA Intercultural Communication Division, International Communication Association (2015)

35. **Conference Paper Reviewer**, 2016 ICA Mobile Communication Interest Group, International Communication Association (2015)

36. **Book Chapter Reviewer**, "Teaching and learning in the cloud: "Anywhere, anytime, anybody." for In Gurung, B., & Limbu, M. (Eds.), *Integration of Cloud Technologies in Digitally Networked Classrooms and Learning Communities* (IGI) (2015)

37. **Book Chapter Reviewer**, "Why We'd Rather Text than Talk: Personality, Identity and Anonymity in Modern Virtual Environments." for In Baggio, Bobbe (Ed.), *Analyzing Digital Discourse and Human Behavior in Modern Virtual Environments* (IGI) (2015)

38. **Conference Paper Reviewer**, International Communication Division (ICD), 2015 AEJMC Conference (2015)

39. **Book Chapter Reviewer**, "Turning marketing students into active citizens: The learning of consumption and social-related marketing in Thailand" for Smith, Brent (Ed.), *Global Perspectives on Contemporary Marketing Education* (IGI) (2015)

40. **Book Chapter Reviewer**, "From Final Fantasies to pornographic doom: The rise and fall of surreal intertextualism in video game narratives" for Duret, C., & Pons, C.M.(Eds.), *Contemporary Research on Intertextuality in Video Games* (IGI) (2015)

41. **Book Chapter Reviewer**, "Arkham epic: Batman video games as totalizing texts" for Duret, C., & Pons, C.M.(Eds.), *Contemporary Research on Intertextuality in Video Games* (IGI) (2015)

42. **Journal Paper Reviewer**, "Attitude of undergraduate students in Lagos, Nigeria towards provision of health services to men who have sex with men following the Nigerian anti-same-sex marriage prohibition law" for LGBT Health (2015)

43. **Conference Paper Reviewer**, Computer and Writing Conference (2015)

44. **Conference Paper Reviewer**, Media Management and Economics, AEJMC (2014)

45. **Award Reviewer**, 2014 ICA Communication and Technology Doctoral Consortium, International Communication Association (2014)

46. **Conference Paper Reviewer**, 44th EMAC Conference (European Marketing

Academy) (2014)

47. **Journal Paper Reviewer** (2013), Atlantic Journal of Communication ("Alice Seeley Harris, the Atrocity Rhetoric of the Congo Reform Movement, and the Demise of King Léopold's Congo Free State")

48. **Journal Paper Reviewer** (2013), LGBT Health ("Health professions student attitudes towards Lesbian, Gay, Bisexual, and Transgender patients: The roles of training and demographic characteristics")

49. **Award Reviewer** (2013), 2013 ICA Communication and Technology Doctoral Consortium, International Communication Association (2013)

50. **Book Chapter Reviewer** (2013), "Re/designing online platforms by citizen designers and their contribution to the digital writing and research" for Limbu, M. & Gurung, B. (Eds.), Emerging Pedagogies in the Networked Knowledge Society: Practices Integrating Social Media and Globalization. Hershey, P.A.: IGI Global.

51. **Book Chapter Reviewer** (2013), "An exploratory study in an emerging approach to e-learning: Massive open online courses (MOOC)" for Limbu, M. & Gurung, B. (Eds.), Emerging Pedagogies in the Networked Knowledge Society: Practices Integrating Social Media and Globalization. Hershey, P.A.: IGI Global.

52. **Conference Paper Reviewer** (2013), Direct/Interactive Marketing (DMEF) Research Summit

53. **Conference Paper Reviewer**, Competitive Papers, 2014 New Technologies and E-Marketing Track at the 43rd EMAC Conference (2013)

54. **Journal Paper Reviewer** (2012), Journal of Global Literacies, Technologies, and Emerging Pedagogies ("Teaching writing in the cloud: Networked writing communities in culturally and linguistically diverse classrooms")

55. **Journal Paper Reviewer** (2012), Journal of Global Literacies, Technologies, and Emerging Pedagogies ("Understanding and teaching parallel syntactic and sequential syntactic structure")

56. **Conference Paper Reviewer** (2012), Information Communication Technology (ICT) Studies Division, International Communication Association Annual Conference (2013), London, U.K.

57. **Conference Paper Reviewer** (2007), Animated Dialogues Conference (June 17-19, 2007), Melbourne, Australia