

林日璇

JIH-HSUAN TAMMY LIN

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DISTINGUISHED PROFESSOR,
NATIONALCHENGCHI UNIVERSITY



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學歷 EDUCATION

- 2007-2011 美國密西根州立大學媒體與資訊博士
Ph.D. Media and Information Studies, Michigan State University
- 2005-2007 美國密西根州立大學新聞碩士
M.A. Journalism, Michigan State University
- 2001-2005 國立政治大學新聞學士
B.A. Journalism, NationalChengChi University

經歷 WORK EXPERIENCE

- 2022-now 國立政治大學傳播學院特聘教授
- 2023-now 國立台灣大學醫學院兼任教授
- 2019-2020 國立政治大學傳播學院教授
- 2014-2015 國立交通大學傳播與科技系副教授
- 2011-2014 國立交通大學傳播與科技系助理教授

學術服務 ACADEMIC SERVICES

- 2023-2024 TikTok APAC Advisory Council Member
- 2023- Meta XR Academic Network
- 2023-2025 Inclusion, Diversity, Equity & Access (IDEA) Committee member
(2023 July--2025 July)
- 2022-2026 台灣資訊社會研究學會理事長(2022.11-2026.10)
- 2021-now **副主編 Associate Editor, Journal of Computer-Mediated Communication (SSCI,傳播領域頂尖四大期刊之一) 國際傳播頂尖期刊副主編**
- 2021-now **National ChengChi University IRB chair person** 政治大學倫理審查會召集人
- 2016-now Communication Research Reports Editorial board member
(Journal of media psychology; Mass Com and Society)
- 2016-2019 ICA Game Studies Division International Liaison
- 2019-now Asian Journal of Communication Editorial board member
- 2016-now 資訊社會研究 編輯委員

- 2018-now 中華傳播學刊編輯委員
- 2016-now 台灣資訊社會學會常務理事
- 2015-2017 台灣資訊社會研究學會秘書長
- 2013-2015 台灣資訊社會研究學會副秘書長

榮譽 AWARDS

- 1.2023 第一屆「IT Matters Awards」教師獎(獎勵數位科技培育)
- 2.2023 ICA Communication and Technology Division 最佳paper， International Communication Association, Toronto, Canada
- 3.2023 ICA Game Studies Division最佳paper， International Communication Association, Toronto, Canada
- 4.2023 111學年度政治大學研究特優獎 Research Excellent Award, NCCU
- 5.2022 Meta VR/AR Policy Award全球競爭型研究獎 \$100000 USD
- 6.2022 110學年度政治大學研究優良獎 Research Excellent Award, NCCU
- 7.2021 最佳論文獎 Top paper award. Game Studies Division, National Communication Association Annual Conference, Seattle, US.
- 8.2021 109學年度政治大學研究優良獎 Research Excellent Award, NCCU
- 9.2020-2023 國立政治大學特聘教授 Distinguished Professor, NCCU
- 10.2020 108學年度**科技部傑出研究獎** Excellent Research Award, Ministry of Science and Technology, Taiwan
- 11.2020 108學年度政治大學研究特優獎 Research Excellent Award, NCCU
- 12.2019 107學年度政治大學研究特優獎 Research Excellent Award, NCCU
- 13.2018 106學年度政治大學優良研究獎 Research Excellent Award, NCCU
- 14.2016 105學年度**科技部吳大猷先生紀念獎** Ta-You Wu Memorial Award 吳大猷先生紀念獎 (Excellent research award), Ministry of Science and Technology, Taiwan.
- 15.2017. Top paper award. Games studies Division, International Communication Association (ICA) annual conference, San Diego, US.
- 16.2015. May. Excellent Teaching Award, NCTU
- 17.2014-2018。 Excellent Young Scholar Award, Ministry of Science and Technology.
- 18.2012 May Game Studies Interest Group Top papers (1st place and 4th place), Annual Conference of the International Communication Association (ICA), Phoenix.
- 19.2011 Dissertation Completion Fellowship, Michigan State University
- 20.2010 Nov. Top student paper award. Human Communication and Technology Division, Annual Conference of the National Communication Association (NCA), San Francisco.
- 21.2010 MSU CAS Summer Research Excellence Fellowship
- 22.2010 Outstanding Student Researcher Award, Department of Telecommunication, Information Studies, and Media, Michigan State University
- 23.2010 Top Oral Presentation Award, The Second Annual Graduate Academic Conference, Michigan State University
- 24.2009 MSU CAS Summer Research Excellence Fellowship

FEATURED TALKS

- Speaker, 2023.12. Mediated Reality: Designing persuasive messages in VR for education. Global Edutech Symposium, National Jeju University, Korea. 韓國濟州島大學
- Speaker, 2023.09. Digital Game research. Activision Blizzard 動視暴雪
- Speaker, 2023.07. 台灣元宇宙發展與虛擬實境研究，兩岸四地元宇宙研討會，香港恒生大學
- Speaker, 2023.03. Mediated Reality: VR research, City University of Hong Kong. 香港城市大學
- Speaker, 2023.02. Mediated Reality: Affordances in VR for influence. 2023 Global Initiatives Symposium in Taiwan.
- Speaker, 2022 March, Exercising in VR with a six-pack or a young avatar (Metaverse Research). ChainLink, <https://www.youtube.com/watch?v=Ov6F5c8ImYQ&list=LL&index=11&t=613s>
- Speaker, 2020-2022, Metaverse: Mediated Reality in several universities, enterprise, Fintech, and EMBA events
- Speaker, 2021 Nov, How do VR persuade people for social and greater good? Tech for Good 科技共好event, Taipei.

研究著作 PUBLICATION

期刊論文 Journal Articles

1. 林日璇Lin, J.-H.*;Cook, C.;Yang, J. W., 2024, 'I wanna share this, but...:Explicating invested costs and privacy concerns of social grooming behaviors in Facebook and users' well-being and social capital, ' Journal of Computer-Mediated Communication,29 (1), zmad038..(SSCI)(*為通訊作者)
2. Christine Cook*;Simon Tang;林日璇Lin, JihHsuan Tammy, 2023.08, 'Billy Goats Crossing the Cyber-Bridge: Interviews Exploring the Experiences, Coping Techniques, and Intervention Desires of In-Game Trolling Targets., ' Communication Monographs, Vol.TBD, No.TBD, pp.TBD.(SSCI)(*為通訊作者)
3. Christine Cook*;Tang, Simon;林日璇Lin, JihHsuan Tammy, 2023.08, 'Comparing shades of darkness: Trolling victims' experiences on social media vs. online gaming, ' Frontiers in Psychology-Media Psychology, Vol.TBD, No.TBD, pp.TBD.(SSCI)(*為通訊作者)
4. Lee, J.;Wu, D. Y.;林日璇Lin, J.H.T.;Lee, J.;Ahn, G.*, 2023.04, 'Using Time Travel in Virtual Reality (VR) to Increase Efficacy Perceptions of Influenza Vaccination, ' Journal of Computer-Mediated Communication, Vol.TBD, No.TBD, pp.In press.(SSCI)(*為通訊作者)(本論著未刊登但已被接受)
5. 林日璇Lin, J.-H.*;Wu, D. Y.;Bowman, N., 2022.11, 'Beat Saber as virtual reality exercising in 360 degrees: A moderated mediation model of VR playable angles on physiological and psychological outcomes, ' Media Psychology, Vol.TBD, No.TBD, pp.TBD.(SSCI)(*為通訊作者)
6. Wu, D. Y., Lin, J.H.T., & Bowman, N. (2022). Watching 3D advertising together: How 3D animated agents influence audience responses and enjoyment to VR advertising, Computers in Human Behavior, in press.
7. Bowman, N., Riger, D., & Lin, J.H.T. (2022). Social video games and well-being, Current Opinion in Psychology, in press.
8. Lin, J.H.T., & Hsieh, Y. H. (2021). Longitudinal social grooming transition patterns on Facebook, social capital, and well-being, ' Journal of Computer-Mediated Communication, 26(6), 320-342.
9. Lin, J. H. T., Wu, D. Y., & Yang, J. W. (2021). Exercising With a Six Pack in Virtual Reality: Examining the Proteus Effect of Avatar Body Shape and Sex on Self-Efficacy for Core-Muscle Exercise, Self-Concept of Body Shape, and Actual Physical Activity. Frontiers in Psychology, 12.

10. Lin, J. H. T., & Wu, D. Y. (2021). Exercising with embodied young avatars: How young versus older avatars in virtual reality affect perceived exertion and physical activity among male and female elderly individuals. *Frontiers in Psychology*, 4765.
11. Cook, C., Schaafsma, J. Antheunis, M. J., Shahid, S. H., Lin, J.H.T., Nijtmans, H. W. (2021). Trolls without borders: A cross-cultural examination of victim reactions to verbal and silent aggression online. *Frontiers in Psychology*, 12, p.1-19. (SSCI).
12. Nicholas D. Bowman, Jih-Hsuan Tammy Lin, and Chieh Wu. (2021). A Chinese-language validation of the video game demand scale: Measuring the cognitive, emotional, physical, and social demands of video games. In *Proceedings of the CHI Conference on Human Factors in Computing Systems (CHI '21)*, May 8-13, 2021, Yokohama, Japan. ACM, New York, NY, USA, 16 Pages. <https://doi.org/10.1145/3411764.3445348>
13. Lin, J.-H., & Wu, D-W. (2020). Newsgames for the greater good: The effects of graphic realism and geographic proximity on knowledge acquisition and willingness to help. *Journalism and Mass Communication Quarterly*. 97(1), p.30-51. (SSCI, 新聞領域頂尖期刊)
14. Lin, J.-H. (2019). Strategic social grooming: Emergent social grooming styles on Facebook, social capital and well-being, *Journal of Computer-Mediated Communication*, 24(3), p. 90-107. (SSCI, 1/84 in Communication, IF = 4.896)
15. Lin, J.-H., Bowman, N., Lin, S.F., Chen, Y.-S. (2019) Setting the digital stage: Defining game streaming as an entertainment experience, *Entertainment Computing*, Vol.31.
16. Banks, J., Bowman, N., Lin, J.H., Pietschmann, D., Wasserman, J. 所有作者共享第一作者 (2019). The common player-avatar interaction scale (cPAX): Expansion and cross language Validation, *International Journal of Human-Computer Studies*, 129, p.64-73.(SSCI)
17. Lin, J.-H. (2019). Because Jimmy Kimmel wants to know: Motivations for watching game streaming as predictors of viewing time and enjoyment. *The Journal of Information Society*, 36, 39-74.
18. Lin, J.-H., Wu, D-W., & Tao, C.-W. (2018). So scary yet so fun: the role of self-efficacy in enjoyment of a virtual reality horror game. *New Media and Society*, 20 (9), 3223-3242. Doi: 10.1177/1461444817744850 [SSCI, 2016 impact factor = 4.18, ranking = 1/79 in Communication]
19. Lin, J.-H. (2018). Permanently online and permanently connected: Taiwanese university students' attachment style, mobile phone usage, and well-being. *Chinese Journal of Communication*. (SSCI). Doi: 10.1080/17544750.2018.1511606
20. Skoric, M., Zhu, Q.-F., & Lin, J.-H. (2018). What predicts selective avoidance on social media? A study of political unfriending in Hong Kong and Taiwan. *American Behavioral Scientist*, 62(8), 1097-1115. (SSCI). Doi: 10.1177/0002764218764251
21. Wu, D.-Y.; Lin, J.-H. (2018) Ways of seeing matter: the impact of a naturally mapped perceptual system on the persuasive effects of immersive virtual reality advertising, *Communication Research Reports (SCOPUS)*. 35, 434-444. doi: 10.1080/08824096.2018.1525349
22. Lin, J.-H. (2017) Fear in virtual reality (VR): fear elements, coping reactions, immediate and next-day fright responses toward a survival zombie horror virtual reality game. *Computers in Human Behavior*, 72, 350-361. doi: 10.1016/j.chb.2017.02.057 [SSCI]
23. 林日璇 (2017)你怎麼加臉書好友？連結策略與感知社會支持及心理幸福感的關聯性. *資訊社會研究*, 32, p.113-150.
24. Lin, J.-H. (2016). Differential Gains in SNSs: Effects of Active vs. Passive Facebook Political Participation on Offline Political Participation and Voting Behavior among First-time and Experienced Voters. *Asian Journal of Communication*. 26 (3), p. 278-207. Doi: 10.1080/01292986.2016.1148184. [SSCI]

25. Lin, J-H. (2016). Need for relatedness: A self-determination approach to examining attachment styles, Facebook use, and psychological well-being. *Asian Journal of Communication*. 26(2), 153-173. doi: 10.1080/01292986.2015.1126749 [SSCI]
26. Peng, W., Pfeiffer, K., Winn, B., Lin, J-H., Sutton, D. (2015). A randomized trial of an active video game physical activity intervention. *Health Psychology*. 34, ssup. 1229-1239. [SSCI, impact factor: 3.59, 15/121]
27. Lin, J-H. (2015). The role of attachment style in Facebook use and social capital: Evidence from university students and a national sample. *Cyberpsychology, Behavior, and Social Networking*, 18(3): 173-180. doi: 10.1089/cyber.2014.0341. [SSCI, Q1, impact factor = 2.571]
28. Lin, J-H. (2015). Just Dance: The effects of exergame feedback and controller use on physical activity and psychological outcomes. *Games for Health Journal: Research, Development, and Clinical Applications*. 4(3): 183-189 [SSCI, Q1, impact factor = 2.02]
29. Lin, J-H. & Peng, W. (2015). The contributions of graphic and enactive realism to enjoyment and effort in active video games. *International Journal of Technology and Human Interaction*. [ISI]
30. 林日璇(2014) 社交媒體vs.線上遊戲：台灣成人網路使用、媒介慣習與人際互動。中華傳播學刊. 25:3-36 [TSSCI].
31. Lin, J-H. (2013). Identification matters: A moderated mediation model of media interactivity, character identification, and video game violence on aggression. *Journal of Communication*, 63(4): 682-702. doi: 10.1111/jcom.12044 [SSCI, top journal, 2016 impact factor = 3.9, 3/79, Q1]. <http://onlinelibrary.wiley.com/doi/10.1111/jcom.12044/abstract>
32. Lin, J-H. (2013). Do video games exert stronger effects on aggression than film? The role of media interactivity and identification on the association of violent content and aggressive outcomes. *Computers in Human Behavior*. 29: 535-543, doi: <http://dx.doi.org/10.1016/j.chb.2012.11.001>. [SSCI, Q1, 2016 impact factor = 3.435]
33. Peng, W., Crouse, J., & Lin, J-H., (2013). Using active video games for physical activity promotion: A systematic review of the current state of research. *Health Education and Behavior*, 40(2), 171-192. Doi: 10.1177/1090198112444956. [SSCI, impact factor = 2.339]
34. Lin, J-H. , Peng, W., Kim, M., Kim, S., & LaRose, R. (2012). Social networking and adjustments among international students. *New Media and Society*. 14(3), 421-440. doi:10.1177/1461444811418627. [SSCI, 2016 impact factor = 4.18, 1/79, Q1]
35. Peng, W., Lin, J-H. , Winn, B., & Pfeiffer, K. (2012). Need satisfaction supportvie game features as motivational determinants: An experimental study of a self-determination theory guided exergame. *Media Psychology*, 15(2):175-196. doi:10.1080/15213269.2012.673850. [SSCI, Q1, 2016 impact factor = 3.125, 4/79 in Communication].
36. Peng, W., Lin, J-H. , & Crouse, J. (2011). Is playing exergaming really exercising? A meta-analysis of energy expenditure in active video games. *CyberPsychology, Behavior, and SocialNetworking*, 14(11): 681-688, doi:10.1089/cyber.2010.0578. [SSCI, Q1, impact factor = 2.571]

專書篇章 Book Chapters

- 林日璇 Lin, J-H.** (2023) Virtual Reality Horror Games and Fear in Gaming, Oxford Research Encyclopedia of Communication, New York and Oxford: Oxford University Press.
- 林日璇 Lin, J-H.** (2020). Video games, virtual reality, and fear responses, ' International Encyclopedia of Media Psychology. Wiley Publication, pp. 1-15.
- 林日璇 Lin, J-H.** (2017). Identification. International Encyclopedia of Media Effects. Wiley Publication, pp. 1-15.



研討會論文 Conference papers

1. Lin, J.H.T.林日璇, Lee, Y.H., Cook, C. (2024. 06). "Cultural Differences in Embodied Social Interactions in Virtual Reality: Mediated Reality or a Disassociated Virtual Playground? International Communication Association Annual Conference, ICA. Gold Coast, Australia
2. Pandita, S.....Lin, J.H.T.林日璇, Chen, V. (2024. 06). "The development and validation of the motivations for avatar-mediated meetings (MAMM) scale". International Communication Association Annual Conference, ICA. Gold Coast, Australia
3. Cook, C.*;Tang, Simon; Lin, J.H.T. 林日璇, 2023.05, 'Billy Goats Crossing the Cyber-Bridge: Interviews exploring the experiences and coping techniques of in-game trolling victims., ' International Communication Association Annual Conference, ICA.(*為通訊作者) 獲得ICA Games studies division最佳論文獎
4. Wu, D. Y.*;Lin, J.H.林日璇*, 2023.05, 'Embodying adverse health outcomes through immersive virtual reality to promote perceived risk and health behaviors., ' International Communication Association Annual Conference., ICA.(*為通訊作者)獲得ICA Communication and Technology Division(最大 division)最佳論文獎
5. 林日璇Lin, J.-H.*;Cook, C.;Yang, J. W., 2023.05, 'Is to be novel to be motivational? The influence of VR environmental cues on exercise motivation and behavior, ' International Communication Association Annual Conference, ICA.(*為通訊作者)
6. 林日璇Lin, J.-H.*;Wu, D. Y.;Yang, J. W., 2023.05, 'Virtual reality aerobics with virtual others are meaningful: Underlying mechanisms of mediated social interactions and audience response on physical activity outcomes., ' International Communication Association Annual Conference, ICA.(*為通訊作者)
7. Lin, J.H.T., Wu, D. Y., & Bowman, N. (2022, May). "Beat Saber as virtual reality exercising in 360 degrees: A moderated mediation model of playable angles on physiological and psychological outcomes. Paper presented at the International Communication Annual Conference, Paris, France.
8. Bowman, N., Lin, J.H.T., & Wu, D.Y. (2021, Nov). You spin me right around: Cognitive and exertional demands in VR-based video games. Top Papers in Game Studies at the National Communication Association, Seattle.
9. Kim, Ahn, G., Wu, D. Y., Lin, J.H., & Kim. (2021, Nov). A Second Chance to Protect Yourself and Others: The Impact of Interactivity and Time Travel in Virtual Reality (VR) on Influenza Vaccination Intentions. Paper presented at the National Communication Association Annual Conference, Seattle.
10. Bowman, N.*;林日璇Lin, J.-H.;Koban, K., 2021.10, 'Demanding on many dimensions: Validating the interactivity-as-demand measurement model for VR-based video games., ' Proceedings of the American Psychological Association Technology, Mind, and Society., American Psychological Association Technology, Mind, and Society conference.
11. Bowman, N.*;林日璇Lin, J.-H.;Wu, C., 2021.05, 'A Chinese-Language Validation of the Video Game Demand Scale (VGDS-C), ' Computers in Human Interaction, Computers in Human Interaction
12. 林日璇Lin, J.-H.*;Wu, D. Y., 2021.05, 'Exercising with embodied young avatars: How young versus older avatars in virtual reality affect perceived exertion and physical activity among male and female elderly individuals., ' International Communication Association Annual Conference, International Communication Association
13. 林日璇*, 2020.10, 'Selective avoidance and opinion expression user types in social media during elections: Their political communication behaviors and happiness, ' TIGCR Annual Conference, 政大TIGCR.

14. Cook, C., Lin, J.-H., Shahid, S., Schaafsma, J., Antheunis M. (2020. 05). Trolls without borders: A cross-cultural examination of victim reactions to overt and covert aggression online. Paper to be presented at the International Communication Association Annual Conference, ICA. (Virtual conference instead of the physical conference in Gold Coast, Australia).
15. 林日璇 Lin, J. H. T. (2019. 05). Strategic social grooming: Emergent social grooming styles on Facebook, social capital and well-being. Paper presented at the International Communication Association Annual Conference, ICA. Washington D. C., USA.
16. Wu, D. Y., Lin, J.H.T. (2019, 05) I feel what you feel: Using virtual embodiment to increase emotional empathy, favorable attitude, and helping behavior. Paper presented at the International Communication Association Annual Conference, ICA. Washington D. C., USA.
17. 林日璇 Lin, J. H. T. *, Wu, D. Y. (2018.05). Are newsgames children's games? Examining the effects of graphic realism and issue proximity on players' willingness to forward and donate and the underlying mechanisms. Paper presented at the International Communication Association Annual Conference, ICA. (*為通訊作者)
18. Wu, D. Y.*, & 林日璇 Lin, J. H. T., (2018.05). Beyond the Controllers: The Impact of Natural Mapping on the Persuasive Effects of Immersive. Paper presented at the Virtual Reality Advertising. International Communication Association Annual Conference, ICA. (*為通訊作者)
19. Banks, J., 林日璇 Lin, J.-H., Pitschmann, D., & Bowman, N. (2017.05). Expansion and CrossCultural Validation of the Common PlayerAvatar Interaction Scale (cPAX), Paper presented at the International Communication Association Annual Conference, San Diego, U.S. [Top paper award at Games studies division]
20. Lin, J.-H., Bowman, N., Lin, S.-F., Chen, Y.-S. (2017). Setting the Digital Stage: Defining Game Streaming in the Scope of Game Studies. Paper presented at the International Communication Association Annual Conference, San Diego, U.S.
21. Lin, J.-H., Wu, D-W., Tao, C.-W. (2017) So scary yet so fun: Unraveling a three-factor model of enjoyment of mediated fright through a virtual reality survival horror game. Paper presented at the International Communication Association Annual Conference, San Diego, U.S.
22. Lin, J-H. (2016). Shared experience and creation: Motivations for viewing game streaming, need satisfaction of self-determination, and enjoyment. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan.
23. Lin, J-H. (2015). Differential Gains in SNSs: Effects of Active versus Passive Facebook Political Participation on Voting Behavior Among Young Voters. Paper presented at the International Communication Association Annual Conference, Puerto Rico, US.
24. Lin, J-H., Huang, J-Y., Wan, C-A., Lin, S-Y. (2015) Feeling ambivalent: Attitudes toward the political use of Facebook, the spiral of silence, and political participation on Facebook. Paper presented at the International Communication Association Annual Conference, Puerto Rico, US.
25. Lin, J-H. (2015). 青少年臉書不得不用。中華傳播年會，高雄：義守大學。
26. Lin, J-H. (2015). 臉書使用與心理幸福感。中華傳播年會，高雄：義守大學。
27. Lin, J-H. (2014, June). 人際連結性與關係性滿足：從自我決定論剖析台灣社交往來使用及心理幸福感。中華傳播年會，台北：銘傳大學。
28. Lin, J-H. (2014, May). Need for Connectedness: A self-determination approach to examine attachment styles, Facebook use, and psychological well-being. Paper presented at the International Communication Association Annual Conference, Seattle, US.
29. Lin, J-H. (2013, August). Facebook to offline or offline to Facebook: A longitudinal study for the 2012 Taiwan Presidential Election. Paper to be presented at the AEJMC Annual Conference, Washington DC.
30. Lin, J-H. (2013, July). 連結還是疏遠?台灣網路使用、媒介慣習與人際互動. 中華傳播年會, 台北:輔仁大學。

31. Peng, W., Pfeiffer, K., Winn, B., Lin, J-H., & Sutton, D. (2013) Promoting Physical Activity through an Active Video Game among Young Adults. Paper presented at the 2013 International Communication Association Annual Conference. London, UK.
32. Peng, W., Lin, J-H., Winn, B., & Pfeiffer, K. (2012, May). Need satisfaction supportive game features as motivational determinants: An experimental study of a self-determination theory guided exergame. Paper presented at the Annual Conference of the International Communication Association, Phoenix, AZ. [Game Studies Interest Group Top paper]
33. Peng, W., Lin, J-H., Kim, G. (2012, May). The contribution of graphic and enactive realism to video game enjoyment and effort. Paper presented at the Annual Conference of the International Communication Association, Phoenix, AZ.
34. Lin, J-H. (2012, 05). The moderating role of the media interactivity on the relationship between video game violence and aggression and the mediating role of self-concept. Paper presented at the Annual Conference of the International Communication Association, Phoenix, AZ. [Game Studies Interest Group Top paper]
35. Lin, J-H., & LaRose, R. (2012, 05). The scale development and testing of character identification as a mediating mechanism of the effect of media interactivity on the relationship of violence and aggression. Paper presented at the Annual Conference of the International Communication Association(ICA), Phoenix, AZ.
36. Peng, W., Lin, J-H., Winn, B., & Pfeiffer, K. (2012, 05). Need satisfaction supportive game features as motivational determinants: An experimental study of a self-determination theory guided exergame. Paper presented at the Annual Conference of the International Communication Association, Phoenix, AZ. [Game Studies Interest Group Top paper]
37. Peng, W., Lin, J-H., Kim, G. (2012, 05). The contribution of graphic and enactive realism to video game enjoyment and effort. Paper presented at the Annual Conference of the International Communication Association, Phoenix, AZ.
38. Smith, A., Pfeiffer, K., FACSM, Sutton, D., Peng, W., Winn, B., & Lin, J-H., (2011, 10). Contribution of an active video game intervention to daily physical activity. Poster presented at the Annual Meeting of the Midwest American College of Sports Medicine, Indianapolis, IN.
39. Peng, W., Lin, J-H., Crouse, J. (2011, 05). Is Playing Exergames Really Exercising? A Meta-analysis of Energy Expenditure in Active Video Games. Paper presented on the Annual Conference of the International Communication Association, Boston, MA.
40. Peng, W., Winn, B., Pfeiffer, K., Crouse, J., Lin, J-H. (2010, 10). Developing a Video Game to Increase Intrinsic Motivation to Exercise, Paper presented at the Meaningful Play 2010 Conference, East Lansing, MI.
41. Lin, J-H., Peng, W., Kim, M., Kim, S., LaRose, R. (2010, 06). Social Networking and adjustment to cultural change. Paper presented at the Annual Conference of the International Communication Association, Singapore.
42. Lin, J-H., (2010, 11). Do Video Games Exert Stronger Effects on Aggression than Film? The Role of Media Modality and Identification on the Association of Violent Content and Aggressive Outcomes. Paper presented at the Annual Conference of the National Communication Association (NCA), San Francisco, CA. [Top student paper of the Human Communication and Tehcnology Division]
43. Peng, W., Lin, J-H., & Kim, G. (2010, 11). Does Losing a Game Exacerbate the Effectsof Violent Video Game? The Relationship between Outcome of Competition, Frustration, and Aggression. Paper presented at the Annual Conference of the National Communication Association (NCA), San Francisco, CA.

44. Lin, J-H., & Peng, W. (2010, 06). An advertising literacy workshop to enhance young adolescents' understanding of traditional and emerging advertising of food. Paper presented at the Annual Conference of the International Communication Association (ICA), Singapore.
45. Peng, W., & Lin, J-H. (2009, November). African American parents' and adolescents' understanding of advergames and general advertising literacy. Paper presented at the Consumer Culture & the Ethical Treatment of Children Conference, East Lansing, MI.
46. Zube, P., Lampe, C., & Lin, J-H. (2009, 11). Web 2.Step-Flow: Social Networking Sites and Political Information. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.
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科技部計畫 GRANTS

計畫主持人。《人文創新內容驅動臺灣晶片產業先導計畫》

計畫主持人。《數位遊戲與虛擬實境的正向應用：建構與驗證需求投入模型》 \$7300,000 TWD (2020/8/1-2024/7/31)[MOST 109-2423-H-004 -004 -SS4]

延攬科技人才(延攬博士後研究人員) 《數位遊戲與虛擬實境的正向應用：建構與驗證需求投入模型》 \$974,690 (2020/3/1-2021/2/28) {MOST 110-2811-H-004 -502 - }

計畫主持人。《虛擬實境中的說服傳播：自我概念及建立習慣》 \$3,430,000 TWD (2018/8/1-2021/7/31)[107-2410-H004-061-SS3]

計畫主持人。《從互動性、角色認同及使用者情境建構電子遊戲理論》 \$3,921,000 TWD (2014/8/1-2018/7/31)[103-2628-H-009 -002 -SS4]

計畫主持人 《社群網站對於台灣政治傳播及年輕選民的影響》 \$1,338,000 TWD (2012/02/01-2014/07/31) [101-2410-H-009-001-SS2]

產學合作 INDUSTRY-ACADEMIA COOPERATION

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業界演講 FEATURED TALKS

XR產業趨勢、元宇宙、AI、遊戲與虛擬實境、遊戲與實境行銷、社群媒體行銷