



林日璇 JIH-HSUAN TAMMY LIN

政治大學傳播學院特聘教授

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Virtual reality, digital games, social media, well-being

現任國立政治大學傳播學院特聘教授，於2024與2025年入選史丹佛大學「**全球前2%頂尖科學家**」。研究專長涵蓋虛擬實境（VR）、元宇宙、數位遊戲與社群媒體，長期深耕新興科技對人類溝通、行為與福祉之影響，致力於運用傳播科技促進人類福祉與提升說服效果。

學術成果方面，論文發表於《Journal of Communication》、《Journal of Computer-Mediated Communication》等國際頂尖期刊，並榮獲國科會「傑出研究獎」及「吳大猷先生紀念獎」。

在學術服務與跨界合作方面，現任《電腦中介傳播期刊》（JCMC）副主編，並擔任台灣資訊社會學會理事長。同時身為Meta亞太區學術網絡成員及全球影音串流科技公司巨頭政策委員會成員，積極串聯學界與產業，致力於拓展跨領域合作與實務應用。2024年9月，受Meta邀請擔任Meta Connect Conference 2024與談人，就新興社交虛擬實境（Social VR）的治理議題，探討如何促進正向的多人互動體驗。2024年也代表台灣首度以專家身分在OECD BNCT上發表台灣的科技政策案例。

自2016年起深耕虛擬實境領域，並於同年全球率先取得HTC VIVE設備，始終相信科技創新與社會關懷並行不悖，期望透過具前瞻視野的研究與教學，為傳播學術社群帶來持續而深遠的影響。

在研究之外，亦是資深電玩玩家，曾成功通關以高難度著稱的NetHack；疫情期間更身體力行，以FitXR進行虛擬實境健身。具備絕對音感，能演奏管風琴，並深愛爵士音樂。

學歷背景 Education

- 2007 – 2011 | 美國密西根州立大學 媒體與資訊學 博士
Ph.D. in Media and Information Studies, Michigan State University
- 2005 – 2007 | 美國密西根州立大學 新聞學 碩士
M.A. in Journalism, Michigan State University
- 2001 – 2005 | 國立政治大學 新聞學 學士
B.A. in Journalism, National ChengChi University
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專業經歷 **Work Experience**

- 2022 – 現在 | 國立政治大學傳播學院 特聘教授 Distinguished Professor, College of Communication, National ChengChi University
- 2023 – 現在 | 國立臺灣大學醫學院 兼任教授 Adjunct Professor, College of Medicine, National Taiwan University
- 2019 – 2020 | 國立政治大學傳播學院 教授 Professor, College of Communication, National ChengChi University
- 2014 – 2015 | 國立交通大學 傳播研究所 副教授 Associate Professor, National Chiao-Tung University
- 2011 – 2014 | 國立交通大學 傳播研究所 助理教授 Assistant Professor, National Chiao-Tung University
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學術服務 **Academic Services**

- 2022 – 2026 | 台灣資訊社會研究學會 理事長
President, Taiwan Academy for Information Society
- 2025 – 2027 | 台灣數位雙生學會 理事
- 2025- 現在 | 科技民主與社會研究中心 顧問
- 2021 – 現在 | 《電腦中介傳播期刊》(JCMC) 副主編 (SCI 收錄, 傳播領域頂尖期刊)
Associate Editor, Journal of Computer-Mediated Communication (SSCI, Flagship journal in Communication)
- 2021 – 現在 | 國立政治大學 研究倫理審查委員會 (IRB) 主席
Chair, National ChengChi University Institutional Review Board
- 2025 – 現在 | **Communication Theory** 編輯委員 (《傳播理論》學刊, 國際傳播學會 ICA 官方期刊)
Editorial board member for journals: Communication theory
- 2023 – 現在 | Meta XR Academic Network
- 2023 – 2024 | **TikTok** 亞太區諮詢委員會 委員 TikTok APAC Advisory Council Member
- 2023 – 2025 | Inclusion, Diversity, Equity & Access (IDEA) Committee member (2023 July--2025 July)
- 2016 – 現在 | Communication Research Reports Editorial board member (Journal of media psychology; Mass Com and Society)
- 2016 – 2019 | 國際傳播學會 (ICA) 遊戲研究分會 國際聯絡人 ICA Game Studies Division International Liaison
- 2019 – 現在 | 《亞洲傳播學刊》編輯委員 Asian Journal of Communication Editorial board member
- 2016 – 現在 | 資訊社會研究 編輯委員
- 2018 – 現在 | 中華傳播學刊編輯委員

- 2016 – 現在 | 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. **2025** | 入選史丹佛大學評選「全球前 **2%** 頂尖科學家」 (2025 Top 2% Scientist Worldwide, Stanford)
2. **2024** | 入選史丹佛大學評選「全球前 **2%** 頂尖科學家」 (2024 Top 2% Scientist Worldwide, Stanford)
3. **2023** | **IT Matters Awards** 傳承貢獻獎 (表彰培育科技人才) (Teacher' s Award for nurturing technology talents)
4. **2023** | 國際傳播學會 (**ICA**) 傳播與科技分會 最佳論文獎 (加拿大多倫多)
(ICA Communication and Technology Division best paper award, Toronto Canada)
5. **2023** | 國際傳播學會 (**ICA**) 遊戲研究分會 最佳論文獎 (加拿大多倫多)
(ICA Game Studies Division best paper award, Toronto Canada)
6. **2023** | 111 學年度政治大學研究特優獎
7. **2022** | **Meta VR/AR Policy Award** 全球競爭型研究獎 (100,000 USD)
8. **2022** | 110 學年度政治大學研究優良獎
9. **2021** | 美國國家傳播學會 (**NCA**) 遊戲研究分會 最佳論文獎 (美國西雅圖)
(Top paper award. Game Studies Division, National Communication Association, Seattle, US.)
10. **2021** | 109 學年度政治大學研究優良獎
11. **2020 – 2023** | 國立政治大學特聘教授
12. **2020** | 108 學年度科技部傑出研究獎
13. **2020** | 108 學年度政治大學研究特優獎
14. **2019** | 107 學年度政治大學研究特優獎
15. **2018** | 106 學年度政治大學優良研究獎
16. **2016** | 105 學年度科技部吳大猷先生紀念獎
17. **2017** | 國際傳播學會 (**ICA**) 遊戲研究分會 最佳論文獎 (美國聖地牙哥)
(Top paper award. Games studies Division, ICA annual conference, San Diego, US.)
18. **2015** | 國立交通大學 優良教學獎 (Excellent Teaching Award, NCTU)
19. **2014 – 2018** | 科技部 優秀年輕學者研究計畫 (優秀年輕學者獎)
(Excellent Young Scholar Award, Ministry of Science and Technology)
20. **2012** | 國際傳播學會 (**ICA**) 遊戲研究興趣小組 頂尖論文獎 (第一名與第四名)
(Game Studies Interest Group Top papers, ICA Annual Conference, Phoenix)
21. **2011** | 密西根州立大學 博士論文完成獎學金 (Dissertation Completion Fellowship, Michigan State University)
22. **2010** | 美國國家傳播學會 (**NCA**) 人際傳播與科技分會 最佳學生論文獎
(Top student paper award. Human Communication and Technology Division, NCA, San Francisco)
23. 2010 | MSU CAS Summer Research Excellence Fellowship

24. 2010 | Outstanding Student Researcher Award, Department of Telecommunication, Information Studies, and Media, Michigan State University
 25. 2010 | Top Oral Presentation Award, The Second Annual Graduate Academic Conference, Michigan State University
 26. 2009 IMSU CAS Summer Research Excellence Fellowship
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Featured Talks

- Speaker, 2026. 03. Having fun with experiments. Hong Kong Polytech University, Hong Kong.
- Speaker, 2025. 09. Virtual Reality induces Well-being. City University of Hong Kong, Hong Kong.
- Speaker, 2025. 04. How to build a lab. Questioning Reality, University of Toronto, Toronto, Canada
- Speaker, 2024. 12. Co-designing the governance of emerging technology in Taiwan. OECD BNCT: Agile approaches for governing emerging technologies. Paris, France
- Speaker, 2024. 09. Cultivating a positive multiplayer experience. Meta Connect 24, Menlo Park, CA, USA. 2024年Meta年會講者 林日璇 Tammy JihHsuan Lin**
- 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. Virtual Reality and metaverse in Taiwan, Metaverse Symposium, The Hang Seng University of Hong Kong Hong Kong
- Speaker, 2023.03. Mediated Reality: VR research, City University of Hong Kong. Hong Kong
- 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=0v6F5c8ImYQ&list=LL&index=10&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.**
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研究著作 PUBLICATION

期刊論文 Journal Articles

1. 林日璇**Lin, J.H.**, Hsieh, J. H., Wang, P. C., Lin, C. W. (2025). Virtual Reality (VR) Induce Well-being (VIEW): a Scoping Review of VR Design, Mechanisms, and Well-being Outcomes, *Humanities and Social Sciences Communications* 12 (1), 1766 (SSCI) *為通訊作者
2. **Wu, D.Y.**, 林日璇**Lin, J.-H.*** 共同第一作者(2025). **Gosh! It is truly happening to me: Embodying adverse health outcomes through immersive virtual reality to promote perceived risk and healthy behaviors**, 172, *Computers in Human-Behavior*.(SSCI) *為通訊作者 <https://doi.org/10.1016/j.chb.2025.108749>
3. **Hsiao, W. L*.**, 林日璇**Lin, J.-H.** (2025). The influence and mechanisms of news game on prosocial behavior. *Communication and Society* (TSSCI, Scopus).
4. 林日璇**Lin, J.-H.***; Cook, C.; Yang, J.-W. (2025). “Does where you exercise matter? The influence of VR environmental cues and social cues on exercise motivation and behavior” , *International Journal of Human-Computer Interaction*.

5. 林日璇**Lin, J.-H.***; Wu, D. Y., Yang, J. W. (2024). "Let us sweat it out in virtual reality (VR): The effects of VR exercise contexts on physical activity outcomes through social presence and audience responses" , *Psychology of Popular Media*.
6. 林日璇**Lin, J.-H.***; Lee, Y.H., Cook, C.;Yang, J. W., (2024). "Helping others and improving myself The effects of natural- and supernatural-based awe in virtual reality" , *Computers in Human Behavior*, 156, <https://doi.org/10.1016/j.chb.2024.108193>
7. 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)
8. **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)
9. **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)
10. 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*, 28 (3), zmad010.(SSCI)(*為通訊作者)(本論著未刊登但已被接受)
11. 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)
12. 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*, 133, 107255
13. Bowman, N., Riger, D., & **Lin, J.H.T.** (2022). Social video games and well-being, *Current Opinion in Psychology*, in press.
14. **Lin, J.H.T.**, & Hsieh, Y. H. (2021). Long Longitudinal social grooming transition patterns on Facebook, social capital, and well-being, ' *Journal of Computer-Mediated Communication*, 26(6), 320-342.
15. **Lin, J. H. T.**, Wu, D. Y., & Yang, J. W. (2021). Exercising With a Six Pack in Virtual Reality: Examining the Prolonged 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.
16. **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.
17. 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).
18. 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>
19. **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)

20. **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)
21. **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.
22. 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)
23. **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.
24. **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]
25. **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
26. 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
27. 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
28. **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]
29. 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.
30. **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]
31. **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]
32. 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]
33. **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]
34. **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]
35. **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]
36. 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].

37. **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>
38. **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]
39. 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]
40. **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]
41. 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].
42. 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 (2025) 。〈數位遊戲遊玩動機與情緒：臺灣民眾數位遊戲使用〉，張卿卿、陶振超編《傳播潮什麼：臺灣傳播行為變遷與理論對話》。新竹市：國立陽明交通大學。
- 林日璇 **Lin, J-H.** (2024). Extended reality and metaverse technology. In N. D. Bowman (Ed.), *Entertainment Media and Communication* (pp. 535-548). De Gruyter Mouton. <https://doi.org/10.1515/9783110792881>
- 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

- Lin, J.H.T.** 林日璇, **Yang, J. W.**, **Lee, Y. H.** (2026, 06). **Shared awe, greater awe in virtual reality (VR) together: how multi-users and viewing direction influence prosocial and self-improvement through social presence and awe. Paper to be presented at the International Communication Association Annual Conference** 林日璇 **Tammy JihHsuan Lin**
Association Annual Conference, ICA, Cape Town, South Africa.
- Lin, J.H.T.** 林日璇, **Lee, Y. H.**, **Cook, C.** (2026, 06). Navigating Privacy in Embodied Social Interactions: Cultural Differences in Social Virtual Reality. Paper to be presented at the International Communication Association Annual Conference, ICA, Cape Town, South Africa.
- Lin, J.H.T.** 林日璇, **Hsieh, J. H.**, **Chen, H.Y.**, & **Lee, Y. H.** (2026, 06). Asymmetric Virtual Reality Interaction: Theory Testing on Social Information Processing Theory and Media Richness Theory

Bowman, N., Hsieh, J. H., Yang, J. W., **Lin, J.H.T.** 林日璇. (2026, 06). Cognitive and Physical Demands Differentially Impact Enjoyment of a “Flat” or VR Puzzle Game. Paper to be presented at the International Communication Association Annual Conference, ICA, Cape Town, South Africa.

Bowman, N., Hsieh, J. H., **Lin, J.H.T.** 林日璇, Hartmann, T. (2026, 06). Leaning Forward to the Beat, or Laying Back to the Screen? Validating the Interactivity-as-Demand Measurement Model for Distinct XR Entertainment Use Cases, Paper to be presented at the International Communication Association Annual Conference, ICA, Cape Town, South Africa.

Lin, J.H.T.林日璇, Lee, Y. H., Hsieh, J. H., Yang, J. W. (2025, 06). Face value: Cultural orientations and facial expressions in social virtual reality. International Communication Association Annual Conference, ICA. Denver, Colorado, USA.

Hung, M. Y., Liu, C. Y., **Lin, J.H.T.**林日璇 (2025, 06). **Feeling wow in learning: The effects of virtual reality exhibition environments on emotions and learning.** International Communication Association Annual Conference, ICA. Denver, Colorado, USA.

Yang, J. W., Wang, J. X., Wang, Y. K., **Lin, J.H.T.**林日璇 (2025, 06). **Don't Browse It, Experience It: Spatial Presence Mediated the Effect of 3D Marketing Websites.** International Communication Association Annual Conference, ICA. Denver, Colorado, USA.

Lin, J.H.T.林日璇 (2024, 11). **Cross-platform social grooming styles.** Taiwan Information Society Annual Conference. Zhubei city, HsinChu, Taiwan.

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

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

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. Toronto, Canada (*為通訊作者) 獲得ICA Games studies division最佳論文獎

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 Annual Conference., ICA.(*為通訊作者)獲得ICA Communication and Technology Division(最大division)最佳論文獎 林日璇 Tammy JihHsuan Lin

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)

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)

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.

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.

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.

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.

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

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

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.

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.

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.** 林日璇 **Tammy JihHsuan Lin**

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.

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)

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)

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]

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.

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.

Lin, J.-H. (2016). Shared experience and creation: Motivations for viewing game streaming, need satisfaction of self-termination, and enjoyment. Paper presented at the *International Communication Association Annual Conference*, Fukuoka, Japan.

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.

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.

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

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

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。

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.

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.** 林日璇 Tammy JihHsuan Lin

Lin, J-H. (2013, July). 連結還是疏遠? 台灣人網路使用、媒介慣習與人際互動。中華傳播年會，台北：輔仁大學。

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.

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]

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.

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]

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.

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]

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.

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.

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.

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.

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.

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 Co*

ference of the National Communication Association (NCA), San Francisco, CA. [Top student paper of the Human Communication and Tehcnology Division]

Peng, W., **Lin, J-H.**, & Kim, G. (2010, 11). **Does Losing a Game Exacerbate the Effects of Violent Video Game? The Relationship between Outcome of Competition, Frustration,** 林日璇 **Tammy JihHsuan Lin**

and Aggression. Paper presented at the Annual Conference of the National Communication Association (NCA), San Francisco, CA.

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.

Peng, W., & **Lin, J-H.** (2009, November). African American parents' and adolescents' understanding of advergame s and general advertising literacy. Paper presented at the *Consumer Culture & the Ethical Treatment of Children Conference*, East Lansing, MI.

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.

Lin, J-H. (2008, 03). College Students' Perceptions of Credibility of Weblogs and Traditional Media as a Function of their Weblog Usage. Paper presented at the *Annual midwinter Conference of the Association for Education in Journalism and Mass Communication*, Pittsburg, PA. *Cited by the textbook, *Media Now*, the sixth edition.

科技部計畫 GRANTS

PI計畫主持人。《人文創新內容驅動臺灣晶片產業計畫—虛實整合人智互動生態系(2/3)》 NSTC 114-2640-H-004-001 \$5,500,000

PI計畫主持人。《人文創新內容驅動臺灣晶片產業計畫—虛實整合人智互動生態系(1/3)》 NSTC 113-2640-H-004-001 \$5,500,000

PI計畫主持人。《人文創新內容驅動臺灣晶片產業先導計畫》 NSTC 112-2420-H-004-010, \$4,900,000

PI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 - }

PI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]

PI計畫主持人。《從互動性、角色認同及使用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]

PI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]