Kevin Y. Wang, Ph.D.

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EDUCATION

University of Minnesota-Twin Cities
- Ph.D. Mass Communication (2011)
- Minor: Political Psychology
- Doctoral Dissertation: "*Vertical and horizontal political knowledge gaps in the contemporary media environment: The case of the 2010 healthcare reform legislation.*"

Additional Trainings and Certifications
- Course Design for Teaching Online, Butler University (2014)
- National Communication Association Institute for Faculty Development (2013)
- Preparing Future Faculty, University of Minnesota-Twin Cities (2009)
- Summer Institute in Political Psychology, Stanford University (2008)
- Tampere Summer School in International Communication, University of Tampere, Finland (2007)

University of Washington
- Master of Communication in Digital Media (2005)
- Master's Project: "*Democratic deliberations in online consultation forums: A study of the casino debate in Singapore.*"

University of Washington
- Bachelor of Arts, Political Science (2003)
- Bachelor of Arts, Communications (2003)

ACADEMIC APPOINTMENTS

Butler University (2011-present)
- Assistant Professor, College of Communication
- Faculty Director, Butler in Shanghai Summer Internship Program (2015, 2016)

DePauw University (2010-2011)
- Consortium for Faculty Diversity (CFD) in Liberal Arts Colleges Pre-doctoral Scholar and Part-Time Instructor, Department of Communication and Theatre (One-Year Appointment)

University of Minnesota-Twin Cities (2006-2010)
- Part-time Instructor/Graduate Assistant, School of Journalism and Mass Communication

RESEARCH INTERESTS

Strategic Communication: PR/Advertising; Communication Technologies; Communication Policy & Management; Political Communication

PUBLICATIONS

Refereed Journal Articles and Book Chapters

1. **Wang, K. Y.** (2016). Opportunity, motivation, and ability: Political knowledge in the contemporary media environment. In M. Infante and L. Taddei (Eds.) *Digitization and its Impact on Society* (pp. 45-73).

Ariccia, Italy: Aracne editrice.

2. **Wang, K. Y.** & Wu, C. M. (2016). Building an intelligent government, intelligent city, and intelligent citizenry through ICTs: Smart city innovations in New Taipei City, Taiwan. In Gil-Garcia, Pardo, and Nam (Eds.) *Smarter as the New Urban Agenda: A Comprehensive View of the 21st Century City* (pp. 259-278). New York, NY: Springer.

3. Lee, H. M., **Wang, K. Y.**, & Hong, Y. (2015). The Paradox of public diplomacy on the Web: An empirical analysis on interactivity and narratives of nation-states' ministry of foreign affairs web sites. *International Journal of Contents, 11*(3), 24-33.

4. **Wang, K. Y.**, Atkin, D., & Lau, T. Y. (2014). Media versus individual frames and horizontal knowledge gaps: A study of the 2010 health care reform debate online. *Electronic News*, *8*(1), 30-48.

5. **Wang, K. Y.**, & Rademacher, M. (2014). Viral Marketing. In K. Harvey and G. Golson (Eds.), *Encyclopedia of Social Media and Politics* (Vol. 3, pp. 1320-1323). Thousand Oaks, CA: Sage Publications.

6. Rademacher, M., & **Wang, K. Y.** (2014). Strong-Tie Social Connections Versus Weak-Tie Social Connections. In K. Harvey and G. Golson (Eds.), *Encyclopedia of Social Media and Politics* (Vol. 3, pp. 1213-1216). Thousand Oaks, CA: Sage Publications.

7. **Wang, K. Y.**, Lee, H. M., Atkin, D., & Kim, C. (2013). Mapping web interactivity: A comparative study of congressional campaign web sites. *International Journal of E-Politics, 4*(4), 39-55.

8. Lee, H. M. & **Wang, K. Y.** (2013). Mapping large international corporations' interactive Web utilization and examining variances in Web interactivity. *Asian Communication Research*, *3*(10), 30-51.

9. Lee, H. M., **Wang, K. Y.**, & Hong, Y. (2013). E-government in public diplomacy: An exploratory analysis on factors affecting interactive interfaces in ministry of foreign affairs Web sites. In J. R. Gil-Garcia (Ed.), *E-Government Success Factors and Measures: Concepts, Theories, Experiences, and Practical Recommendations* (pp. 193-211). Hershey, PA: IGI Global.

10. **Wang, K. Y.** (2012). Mixing metaphors: Sociological and psychological perspectives on virtual communities. In H. Li (Ed.), *Virtual Community Participation and Motivation: Cross-Disciplinary Theories* (pp. 1-17). Hershey, PA: IGI Global. [Lead chapter]

    Reprinted in: *Cross-Cultural Interaction: Concepts, Methodologies, Tools, and Applications* (pp. 116-132). Hershey, PA: IGI Global, 2014.

11. **Wang, K. Y.** (2010). Sense of community and political mobilization in virtual communities: The role of dispositional and situational variable. *Observatorio (OBS*)*, *4*(1), 73-96.

12. **Wang, K. Y.** (2010). Democratic deliberation in online consultation forums: A study of the casino debate in Singapore. In L. Shedletsky and J. Aitken (Eds.), *Cases on online discussion and interaction: Experiences and outcomes* (pp. 263-281). Hershey, PA: IGI Global.

    Reprinted in: C. Reddick (Ed.), *Cases on Public Information Management and E-Government Adoption* (pp. 24-49). Hershey, PA: IGI Global, 2012.

13. **Wang, K. Y.** (2008). Online forums as an arena for political discussions: What politicians and activists can learn from teachers. *American Communication Journal*, *10*(3).

14. Lau, T. Y., **Wang, K. Y.**, & Atkin, D. (2008). Public service in the information age: A study of e-government in Taiwan. *Media Asia*, *35*(3), 190-197.

Other Writings and Contributions

1. **Wang, K. Y.** (2012, August 16). Diversifying the Development of Higher Education in Taiwan: Lessons from Liberal Arts Colleges in the United States. [Op-Ed written in Chinese]. *Lih Pao Daily*. (Access at: http://www.lihpao.com/?action-viewnews-itemid-121043)

IN PROGRESS & UNDER REVIEW

1. **Wang, K. Y.** Transnational media use and political participation: The case of Asian Americans. Manuscript in preparation for submission to *Global Media and Communication*.

2. **Wang, K. Y.** Asian American political participation on the Internet: Acculturation, enculturation and online media use. Manuscript in preparation for submission to *Ethnic and Racial Studies*.

REFEREED CONFERENCE PAPERS

1. **Wang, K. Y.** & Zhang, S. (2016, August). *Factors predicting Asian American online political participation: An Exploratory Study*. Paper presented at the American Psychological Association (APA) 2016 Annual Convention, Denver, CO.

2. **Wang, K. Y.** & Zhang, S. (2016, June). *Asian American political participation on the Internet: Acculturation, enculturation and online media use*. Paper presented at the International Communication Association (ICA) 2016 Annual Convention, Fukuoka, Japan.

3. **Wang, K. Y.** (2014, November). *Building an intelligent government, intelligent city, and intelligent citizen through ICTs: The case of smart city initiatives in New Taipei City, Taiwan*. Paper presented at the National Communication Association (NCA) Annual Convention, Chicago, IL.

4. **Wang, K. Y**. (2014, May). *Motivation, ability, and political knowledge gaps: The mobile difference*. Paper presented at the International Communication Association (ICA) Mobile Pre-conference, Seattle, WA.

5. **Wang, K. Y.** (2013, November). *Opportunity, motivation, and ability: Political knowledge in the contemporary media environment*. Paper presented at the National Communication Association (NCA) Annual Convention, Washington, D.C.

6. **Wang, K. Y.**, Lee, H. M., Atkin, D., & Kim, C. (2013, June). *Mapping web interactivity: A comparative study of congressional campaign web sites*. Paper presented at the International Communication Association (ICA) Annual Conference, London, UK.

7. **Wang, K. Y.** (2012, August). *Online news coverage and political knowledge: The case of the 2010 health care reform legislation*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Chicago, IL.

8. Lee, H. M., **Wang, K. Y.**, & Hong, Y. (2010, November). *Public diplomacy in disguise? A critical analysis of nation-states' public diplomacy communication in virtual public spheres*. Paper presented at the National Communication Association (NCA) Annual Convention, San Francisco, CA.

9. **Wang, K. Y.** (2009, October). *Cultivating the political knowledge gap: Why the new media environment is connecting the world but dividing the people*. Paper presented at the Association of Internet Researchers (AoIR) Annual Conference, Milwaukee, WI.

10. **Wang, K. Y.** (2009, August). *Issue advocacy in the Internet age: The case of California Proposition 8*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

11. Lee, H. M., **Wang, K. Y.**, Cho, S., & Kim, S. (2009, August). *International corporations' interactive, dialogic relationship building on the Web: A four-dimensional approach to mapping Web utilization state and pattern.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Boston, MA.

12. **Wang, K. Y.** (2009, February). *Mixing metaphors: Sociological and psychological perspectives on virtual community.* Paper presented at the Western States Communication Association (WSCA) Annual Conference, Mesa, AZ.

13. **Wang, K. Y.** & Gloviczki, P. (2008, November) *Sense of community in the virtual world: An ethnographic exploration of online memorial groups.* Paper presented at the National Communication Association (NCA) Annual Convention, San Diego, CA.

14. **Wang, K. Y.** (2008, October). *Sense of community and political mobilization in virtual communities: The role of dispositional and situational variable.* Paper presented at the Association of Internet Researchers (AoIR) Annual Conference, Copenhagen, Denmark.

15. **Wang, K. Y.** & Lee, H. M. (2007, November). *Old wine in a new bottle? Factors explaining Web interactivity in online political campaigns: A case study of the 2006 congressional election.* Paper presented at the National Communication Association (NCA) Annual Convention, Chicago, IL.

16. **Wang, K. Y.** & Lee, H. M. (2007, October). *Mapping Web interactivity in political campaigns: How candidates utilize their Web sites in the 2006 House election.* Paper presented at the Association of Internet Researchers (AoIR) Annual Conference, Vancouver, Canada.

17. **Wang, K. Y.** & Chang, T. K. (2007, August). *Internet and democracy: A critical review of what we know and how we know.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Washington, DC.

18. Lee, H. M., **Wang, K. Y.**, & Southwell, B. (2007, August). *Do media vary in humanness? An attempt to explicate and measure the concept of media humanness.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, Washington, DC.

19. **Wang, K. Y.** & Lin, Y. J. (2007, June). *Web 2.0 or power 2.0? A critical examination of the information society in Taiwan and ideas toward an egalitarian future.* Paper presented at the North America Taiwan Studies Association (NATSA) 13th Annual Conference, Madison, WI.

20. **Wang, K. Y.** (2007, May). *Democratic deliberation in online consultation forums: A study of the casino debate in Singapore.* Paper presented at the International Communication Association (ICA) Annual Conference, San Francisco, CA.

21. **Wang, K. Y.** (2006, June). *Online forums as an arena for political discussion: What politicians and activists can learn from teachers.* Paper presented at Thinking Through New Media Interdisciplinary Conference, Durham, NC.

22. **Wang, K. Y.** (2005, August). *Can you hear me now? Evaluating online consultation in Singapore.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Convention, San Antonio, TX.

23. **Wang, K. Y.** (2005, June). *Campaigns on the Web: Comparative perspectives from Taiwan and the United States.* Paper presented at the North America Taiwan Studies Association (NATSA) 11th Annual Conference, Boulder, CO.

24. **Wang, K. Y.** & Lau, T. Y. (2005, May). *Public service in the information age: A study of e-government in Taiwan.* Paper presented at the 3rd Annual Chinese Internet Research Conference, East Lansing, MI.

TEACHING INTERESTS

Strategic Communication: PR/Advertising; Media Writing; Communication Technologies; Communication Theory; Media & Globalization; Political Communication

TEACHING EXPERIENCE

Butler University

STR 222 *Principles of Strategic Communication*
- Introductory strategic communication course for majors and non-majors. Focus on exploring a breath of topics including: history and economics of PR/advertising, social and legal perspectives, as well as advertising theory, planning, and practice.

STR 128 *Promotional Writing I*
- Introductory strategic communication writing course for majors and non-majors. Focus on introduction of fundamental principles of persuasive writing and the development of PR/advertising materials.

STR 128 *Promotional Writing I – ONLINE*
- Online version of the introductory strategic communication writing course for majors and non-majors. Focus on introduction of fundamental principles of persuasive writing and the development of PR/advertising materials.

STR 228 *Promotional Writing II*
- Intermediate strategic communication writing course for STR majors. Focus on further refinement and development of PR/advertising materials.

STR 328W *Public Relations Techniques*
- Writing-intensive course for upper-level PR majors. Focus on the creating public relations materials including: press releases, fact sheets, media advisories, fact sheets, features, editorials, and digital press kits.

STR 327 *Research Methods for Strategic Communication*
- Research method course for upper-level STR majors. Focus on basic mass communication research method, both qualitative and quantitative, applied in strategic communication context.

STR 405 *Global Strategic Communication*
- Upper-level STR course focusing on the theory and practice of advertising and public relations in the global and cross-cultural context.

Student Advising
- Regularly advise 30-40 undergraduate students in Strategic Communication.

Undergraduate Research
- STR 401-03 Independent Study: Survey Research (Spring 2015)
  - Led a small research team of undergraduate students to conduct a survey study on Asian American political participation.
- Undergraduate Honors Thesis reader for Christine Todd (2014)

DePauw University

Comm 233 *Media, Culture and Society*
- Introductory media studies course for majors and non-majors. Particular emphasis is given to media history, media economics, media effects, communication theories, media regulation, new communication technologies and future trends.

University of Minnesota-Twin Cities

Journalism 3552 *Internet and Global Society*
- Writing-intensive elective course for journalism majors and non-majors. Focus on exploring the impact of information communication technologies on the global society from social, cultural, economic and political perspectives.

Journalism 3201 *Principles of Strategic Communication – Advertising*
- Introductory level advertising course designed to prepare advertising majors for upper-level curriculum. Focus on exploring a breath of topics including: history and economics of advertising, social and legal perspectives, as well as advertising theory, planning, and practice.

University of Minnesota-Twin Cities (Served as Teaching Assistant)

- Journalism 3796 *Mass Media and Politics*
- Journalism 3201 *Principles of Strategic Communication – Advertising*
- Journalism 1001 *Introduction to Mass Communication*
- Journalism 3745 *Mass Media and Popular Culture*
- Journalism 3004 *Information for Mass Communication*
- Journalism 3552 *Internet and Global Society*

GUEST LECTURES AND INVITED PRESENTATIONS

"Fingertip warriors: Asian American political participation in the digital age," presented to the Brown Bag Series for Faculty Research, Scholarship and Creative Work, Butler University, September 2016.

"Asian American political participation on the Internet: Acculturation, enculturation and online media use," presented to College of Communication faculty in *Works in Progress* brown bag series, Butler University, April 2016.

"Vertical and Horizontal Political Knowledge Gaps: The Case of the 2010 Healthcare Reform Legislation," presented to College of Communication faculty in *Works in Progress* brown bag series, Butler University, October 2013.

"Media Effects and Political Knowledge," presented to the undergraduate students in *JOUR 3005 Media Effects*, University of Minnesota-Twin Cities, April 2009.

"Foreign News Coverage and Political Knowledge: A Cultivation Perspective," presented to the undergraduate students in *JOUR 3796 Mass Media and Politics*, University of Minnesota-Twin Cities, November 2008.

"Internet and Politics – The Power and Logic of Networks," presented to the undergraduate students in *JOUR 3796 Mass Media and Politics*, University of Minnesota-Twin Cities, October 2008.

"Campaigns on the Web: Impact on Candidate Evaluation and Political Mobilization," presented to the graduate students in *POL 8308 Political Psychology Pro-seminar*, University of Minnesota-Twin Cities, February 2008.

"Government on Demand: An Agenda for E-government Research and Development," presented to the graduate students in *COM 589 Global Digital Media Law, Policy, and Ethics*, University of Washington, February 2007.

"Trends in Global e-Government Research and Development," presented to the graduate students in *COM 589 Global Digital Media Law, Policy, and Ethics*, University of Washington, February 2006.

"Political Implications of the Internet in Singapore," presented to the undergraduate students in *COM 429 Chinese Communication Systems*, University of Washington, March 2006.

"The Future of e-Government," presented to the participants of the Intercollegiate Taiwanese American Student Association (ITASA) West Coast Conference, April 2003.

PROFESSIONAL EMPLOYMENT

The Washington Center, Washington, D.C. (09/2005-08/2006)
- Program Advisor/Representative, The Norm Mineta Internship Immersion Program
Managed the Norm Mineta Internship Immersion Program, a federally funded scholarship program to provide undergraduate students from diverse and financially disadvantaged background to intern in the U.S. Department of Defense. Duties included:
  - *Recruiting:* Performed recruiting visits to colleges and universities. Conducted information sessions on campus and worked closely with university administrators, faculty members, and student groups to identify prospective candidates.
  - *Admissions:* Communicated with prospective students via e-mail/phone. Evaluated applications and conducted interviews. Worked closely with DoD personnel to place students into appropriate internship positions.
  - *Program Operation:* Conducted on-site visits with students and supervisors to evaluate student performance. Provided career guidance and evaluated internship portfolios. Coordinated program related events such as weekly seminar, federal career fair and commencement banquet.

University of Washington, Seattle, WA (2001-2005)
- UW Business School, MBA Program Assistant (06/2003-03/2005)
  - Performed front-desk duties and provided communication with prospective students via e-mail/phone.
  - Assisted with coordination of the admissions process for the MBA program.
  - Designed and maintained websites and databases for the MBA Program and Career Services Office.
  - Assisted with the creation of marketing and recruiting materials.
- Department of Political Science, Advising Office Assistant (09/2001-05/2003)
  - Performed clerical duties and provided student services support to academic counselors in the Undergraduate Advising Office.
  - Assisted with coordination of the admissions process for the MA/Ph.D. program.

Asia Policy Point, Washington D.C. (06/2002-09/2002)
- Research/Editorial Assistant
  - Monitored news sources and attended policy briefing or relevant meetings on Asia related issues.
  - Reported the latest foreign policy related issues in the APP publication *Asia Policy Weekly*.

Katia Blackburn Communications, Seattle, WA (01/2001-03/2001)
- Editorial Assistant
  - Conducted market research and co-produced the *Puget Sound Media Directory*.

INSTITUTIONAL AND PROFESSIONAL SERVICE

Service to Discipline
- Editorial Board Member, *International Journal of E-Politics* (2013-present)
- Editorial Board Member, *Technoculture* (2012-2013)
- Ad Hoc Reviewer, *Public Management Review, Journal of Information Technology and Politics, Mass Communication and Society, Observatorio (OBS*), Rocky Mountain Communication Review*
- Ad Hoc Reviewer, Association for Education in Journalism and Mass Communication – Mass Comm Division and CTEC Division; National Communication Association – Political Communications Division, Human Communication and Technology Division

Service to University
- Butler University
  - Member, Social Justice and Diversity Requirement Working Group (2016)
  - Member, Butler University Freeman Foundation Grant Working Group (2014, 2015)
  - Member, Butler University China Studies Steering Committee (2015-2016)
  - Member, Butler University Honors Board (2014-2016)
  - Member, Butler Cultural Requirement Faculty Advisory Committee (2013-2016)
  - Faculty Orientation Guide (2012)
  - Moderator, Undergraduate Research Conference (2012)
  - Member, Butler University Top-100 Students Selection Committee (2011)

- University of Minnesota-Twin Cities
  - Undergraduate Student Mentor, Community of Scholars Program/President's Distinguished Faculty Mentor Program (2008)

Service to Department and College
- Butler University
  - Senator, Butler University Faculty Senate (2016-present)
  - Faculty advisor, Butler University PRSSA Chapter (2015-present)
  - Chair, College of Communication Honors Committee (2014-2016)
  - Member, College of Communication Honors Committee (2012-2014)
  - Member, College of Communication Professional Standards Committee (2013-2015)
  - Member, College of Communication PSC Policy Revision Committee (2015)
  - Member, College of Communication International Committee (2012-present)
  - Member, STR Assistant Professor Search Committee (2013, 2016)
  - Member, Creative Media and Entertainment Departmental Review Committee for Professional Practice Faculty (2015)
  - Member, STR Visiting Assistant Professor Search Committee (2014)
  - Member, STR Online Master's Program Planning Committee (2013)
  - Adjunct Faculty Mentor – Strategic Communication Program: Charlie Hopper (2012), Rob Norris (2012), Jacqueline Fernette (2012), Ingrid Cummings (2013)
  - Member, Graphic Design Instructor Search Committee (2011)

- University of Minnesota-Twin Cities, School of Journalism and Mass Communication
  - Reviewer, Graduate Student Organization (GSO) Conference (2009)
  - Graduate Student Mentor (2008-2009)
  - Student Representative, Graduate Affairs Committee (2007-2008)
  - Member, Graduate Student Organization Conference Committee (2007)

HONORS AND AWARDS

Institutional Grants
- Part of a working committee to secure funding from the Freeman Foundation to support Butler University students undertaking internships in East and Southeast Asia.
  - $99,500 – Freeman Foundation grant awarded for 2015
  - $339,000 – Freeman Foundation grant awarded for 2016-2017

Research and Course Development Grants
- $3,000 – Holcomb Awards Committee Faculty Research Grant, Butler University (2016)
- $3,588 – Holcomb Awards Committee Faculty Research Grant, Butler University (2014)
- $2,000 – Course Design for Teaching Online Grant, Butler University (2014)
- $700 – Dean of Faculty Research Support Grant, DePauw University (2010)
- $1,000 – New Media Research Support Grant, Institute for New Media Studies, University of Minnesota-Twin Cities (2010)
- $500 – Kriss Research Grant, School of Journalism and Mass Communication, University of Minnesota-Twin Cities (2010)

Travel Grants
- $845 – Butler University Holcomb Awards Committee Short Course Grant (2016)
- $1500 – Butler University Holcomb Awards Committee Travel to Present Grant (2016)
- $700 – Butler University Butler Awards Committee Travel to Present Grant (2014)
- $635 – Butler University Holcomb Awards Committee Short Course Grant (2013)
- $1500 – Butler University Holcomb Awards Committee Travel to Present Grant (2013)
- $700 – Butler University Butler Awards Committee Travel to Present Grant (2012)
- DePauw University Faculty Development Travel Grant (2010)
- University of Minnesota-Twin Cities:
  - School of Journalism and Mass Communication Graduate Student Travel Grant (2009, 2008, 2007)
  - Graduate and Professional Student Assembly Travel Grant (2009, 2008)
  - Center for the Study of Political Psychology Travel Grant (2008)
- Franklin Center for Interdisciplinary and International Studies, Duke University (2006)
- North America Taiwan Studies Association Travel Grant (2005)
- University of Washington
  - Graduate School Fund for Excellence and Innovation (2005)
  - Department of Communication Graduate Student Travel Grant (2005)

Teaching Awards
- "Apple for You" Teaching Award presented by Student Government Association (SGA), Butler University (2012, 2015)

Academic Honors & Scholarships
- William Wells Graduate Fellowship, University of Minnesota-Twin Cities (2007, 2010)
- Government of Finland/David and Nancy Speer Finnish Studies Scholarship (2007)
- Herbert B. Elliston Graduate Fellowship, University of Minnesota-Twin Cities (2006-2007)
- Excellence in Journalism Award, University of Washington (2003)
- Hugh Bone Scholarship, University of Washington (2002)
- Diversity Leaders Scholarship, The Washington Center (2002)
- Washington State Honors Award (1999)

OTHER

Languages
- Fluent in English, Mandarin (Putonghua), and Taiwanese (Hokkien)

PROFESSIONAL AFFILIATIONS

- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- National Communication Association (NCA)
- Public Relations Society of America (PRSA)

Updated 12/20/2016