

EDUCATION

Ph.D. Mass Communication, Ohio University Aug., 2008
Concentrations: Audience research; media management and leadership;
social media; and quantitative research methods

Dissertation: Active within structures: An empirical integration of
individual, structural and technology adoption determinants in predicting
Internet use.

Advisor: Greg Newton

M.A. TV, Film & New Media Production, San Diego State University Dec., 2003
Concentrations: TV & film production; digital media; and international
media

B.A. Broadcast Journalism, Communication University of China Jul., 2001

PROFESSIONAL TRAINING

Certificate, Social Network Analysis, The University of Michigan May, 2013

Certificate, Distance Education, The University of Akron Jul., 2012

PROFESSIONAL EXPERIENCE

Associate Professor (with tenure) 2014-present
School of Communication, The University of Akron

- Research Interests: Audience theories & analytics; media management and leadership; digital and social media; sport communication; and quantitative research methods
- Teaching Interests: Media management and leadership; social media; media business and strategy; and research methods

Graduate Coordinator 2013-present
School of Communication, The University of Akron

- Recruit and advise prospective graduate students
- Coordinate graduate course offerings, including faculty assignments, scheduling, and managing course enrollment
- Serve as the liaison between faculty and graduate assistants
- Coordinate graduate curriculum revisions and implementation
- Develop promotional materials for the graduate program

TANG TANG, Ph.D.

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Assistant Professor School of Communication, The University of Akron	2010-2014
Assistant Professor Department of Communication, University of Wisconsin Oshkosh	2008-2010
Instructor School of Media Arts and Studies, Ohio University	2007-2008
Instructor School of Communication, San Diego State University	2001-2003

TEACHING EXPERIENCE

The University of Akron (August 2010 – present)

COMM274 Introduction to Media Industries
COMM287 Radio & TV Writing
COMM378 Strategic Social Media Marketing
COMM396 Programming & Audience Analysis
COMM474 Media Theory
COMM486 Broadcast Sales & Management
COMM487 Advanced Topics in Media Writing
COMM603 Quantitative Methods in Communication (graduate)
COMM625 Theories of Mass Communication (graduate)
COMM691 Journalism & Media Management (graduate)
COMM691 Strategic Social Media Marketing (graduate)

University of Wisconsin Oshkosh (September 2008 – July 2010)

COMM 201 Introduction to Media Business
COMM 234 Writing for Electronic Media
COMM 343 Corporate Communication

COMM 426 Audience Analysis

COMM 437 Radio TV Station Management

COMM 438 Educational Media

COMM 440 Media Leadership

Ohio University (September 2007 – March 2008)

TCOM 105 Introduction to Mass Communication

TCOM 459 Audience Research

San Diego State University (September 2001 – December 2003)

COMM 103 Public Speaking

SCHOLARLY PUBLICATIONS – BOOK

Mahoney, L. M., & **Tang, T.** (2016). *Strategic social media: From marketing to social change*. Hoboken, NJ: Wiley-Blackwell.

SCHOLARLY PUBLICATIONS – BOOK CHAPTERS

Mahoney, L. M., & **Tang, T.** (2016). Social media communication. In H. Walter & E. Graham (Eds.), *Converging contexts across conversations: An introduction to communication*. Cleveland, OH: August Learning Solution.

Cooper, R., & **Tang, T.** (2016). Gender and predictors of multiplatform media uses: A case study of the Super Bowl. In P. Pedersen (Ed.), *Case studies in International Journal of Sport Communication*. Human Kinetics

Mahoney, L. M., & **Tang, T.** (2015). Social media communication. In H. Walter & E. Graham (Eds.), *Introduction to communication: Converging conversations across contexts*. Hayden McNeil.

Tang, T., & Cooper, R. (2014). Olympics everywhere: Predictors of multiplatform media uses during the 2012 London Olympics. In A. Billings & M. Hardie (Eds.), *The global impact of Olympic media at London 2012*. New York: Routledge, Taylor & Francis.

Cooper, R., & **Tang, T.** (2013). Fans, nonfans, and the Olympics: Predictors of audience's multiplatform experience with the 2008 Beijing Olympics. In K. Bissell & S. Perry (Eds.), *The Olympics, media and society*. New York: Routledge, Taylor & Francis.

SCHOLARLY PUBLICATIONS – JOURNAL ARTICLES

Meyer, K. M. & **Tang, T.** (2015). #SocialJournalism: Local news media on Twitter. *International Journal on Media Management*, 17(4), 241-257.

Tang, T., & Mahoney, L. M. (2015). Management, marketing and programming division: Past, present, and future. *Journal of Media Education*, 6(4), 35.

Lai, C.-H., & **Tang, T.** (2015). Understanding local news consumption and community participation via the lens of information repertoires and media multiplexity. *Mass Communication & Society*, 18(3), 325-349.

Mahoney, L. M., **Tang, T.**, Ji, K., & Ulrich, J. (2015). The digital distribution of public health news surrounding the HPV vaccination: A longitudinal infodemiology study. *The Journal of Medical Internet Research*. DOI: 10.2196/publichealth.3310 (**Top Article**)

Tang, T., & Cooper, R. (2013). Olympics everywhere: Predictors of multiplatform media uses during the 2012 London Olympics. *Mass Communication & Society*, 16(4), 850-868.

Cooper, R., & **Tang, T.** (2013). Gender and predictors of multiplatform media uses: A case study of the Super Bowl. *International Journal of Sport Communication*, 6(3), 348-363.

Tang, T. (2013). The new landscape of Asian television. *Chinese Journal of Communication*, 6(2), 257-260.

Cooper, R., & **Tang, T.** (2012). Fans, nonfans, and the Olympics: Predictors of audience's multiplatform experience with the 2008 Beijing Games. *Mass Communication & Society*, 15(4), 506-524.

Peirce, L. M., & **Tang, T.** (2012). Refashioning television: Business opportunities and challenges of Webisodes. *International Journal of Business and Social Science*, 3(13), 163-171.

- Tang, T., & Cooper, R.** (2012). Gender, sports, and new media: Predictors of viewing during the 2008 Beijing Olympics. *Journal of Broadcasting & Electronic Media*, 56(1), 75-91.
- Cooper, R., & **Tang, T.** (2012). Gender and perceived attributes for career success in the media industries. *Journal of Media Education*, 3(1), 5-22.
- Tang, T.** (2011). Marketing higher education across borders: A cross-cultural analysis of university websites in the U.S. and China. *Chinese Journal of Communication*, 4(4), 417-429.
- Tang, T., & Cooper, R.** (2011). The first online Olympics: The interactions between Internet use and sports viewing. *Journal of Sports Media*, 6(1), 1-22.
- Cooper, R., & **Tang, T.** (2010). The attributes for career success in the mass communication industries: A comparison of current and aspiring professionals. *Journalism and Mass Communication Educator*, 65(1), 40-55.
- Cooper, R., & **Tang, T.** (2009). Predicting audience exposure to television in today's media environment: An integration of active-audience and structural theories. *Journal of Broadcasting & Electronic Media*, 53(3), 400-418.
(Highly Cited Communication Studies Article)
- Tang, T., Newton, G. D., & Wang, X.** (2007). Does synergy work? An examination of cross-promotion effects. *The International Journal on Media Management*, 9(4), 127-134.
- Tang, T., & Cooper, R.** (Under Review). Predicting mobile use for Olympic content: The role of active choice, habit and structure. Manuscript submitted to *International Journal of Mobile Communications*
- Tang, T., & Cooper, R.** (Under Review). Active within structures: An integrated model of multiplatform local news consumption. Manuscript submitted to *Journal of Broadcasting & Electronic Media*.
- Tang, T., & Lai, C.-H.** (Under Review). Managing old and new in local newsrooms: An analysis of multiplatform local news repertoires. Manuscript submitted to *The International Journal on Media Management*.

MANUSCRIPTS IN PREPARATION

Tang, T., & Cooper, R. Predicting changing audience behavior via big events: An Examination of all-platform viewing during the 2016 Rio Olympics. Manuscript to be submitted to *Journal of Broadcasting & Electronic Media*.

Tang, T., & Cooper, R. The most Socialympics: Predictors of social media uses during the Olympics. Manuscript to be submitted to *Communication & Sports*.

Sweitzer, B. T., & **Tang, T.** Structural Twitter: An examination of individual and structural predictors of Twitter use. Manuscript to be submitted to *Journal of Communication & Media Studies*.

Cooper, R., & **Tang, T.** Gender and the attributes for career success among news professionals. Manuscript to be submitted to *Journalism & Mass Communication Quarterly*.

Tang, T. The role of Internet structures: Development and validation of a new measure. Manuscript to be submitted to *Journal of Broadcasting & Electronic Media*.

Cooper, R., & **Tang, T.** Active within structures: A theory of post-convergent communication. Manuscript to be submitted to *Communication Theory*.

CONFERENCE PAPERS

Tang, T., & Cooper, R. (2016, June). *Active within structures: An integrated model of multiplatform local news consumption*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan. (Competitive Paper).

Meyer, K. M. & **Tang, T.** (2016, June). *#SocialJournalism: Local news media on Twitter*. Paper presented at the annual meeting of the International Communication Association, Fukuoka, Japan. (Competitive Paper).

Tang, T., & Cooper, R. (2016, April). *#Socialympics: Predictors of social media uses during the Olympics*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. **(Top Paper, Sports Division)**.

- Tang, T., & Lai, C.-H.** (2016, April). *Managing old and new in local newsrooms: An analysis of multiplatform local news repertoires*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. **(Top 2 Paper, Management, Marketing & Programming Division).**
- Tang, T.** (2016, April). *#SocialCommerce: Examining best practices for social media business models*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T., & Cooper, R.** (2015, May). *Predicting mobile use for Olympic content: The role of active choice, habit and structure*. Paper presented at the annual meeting of the International Communication Association, San Juan, PR. (Competitive Paper).
- Tang, T.** (2015, April). *Who threw the ice on your head: Understanding social media use and participation via an ecological view*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Cooper, R., & **Tang, T.** (2014, April). *Gender and the attributes for career success among news professionals*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. **(Top 2 Paper, Gender Division).**
- Cooper, R., & **Tang, T.** (2014, April). *Predictors of simultaneous new media use during the 2012 Olympics*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. **(Top 2 Paper, Sports Division).**
- Tang, T., & Sweitzer, B. T.** (2014, April). *Guiding a participatory audience: Understanding the role of social media structure*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T.** (2013, November). *There's an app for that: An examination of audience's mobile experience with the London Olympics*. Paper presented at the annual meeting of the National Communication Association, Washington, DC. (Competitive Panel).
- Ivic, R. K., **Tang, T., & Graham, E.** (2013, November). *Preliminary development of a model and measure of eHealth communication competency*. Paper presented at the annual meeting of the National Communication Association, Washington, DC. (Competitive Paper).

- Tang, T., & Cooper, R.** (2013, June). *Olympics everywhere: Predictors of multiplatform media uses during the 2012 London Olympics*. Paper presented at the annual meeting of the International Communication Association, London, UK (Competitive Paper).
- Tang, T.** (2013, April). *Is structure relevant anymore?: Development of a new model and measure of social media structures*. Paper presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA (Competitive Panel).
- Cooper, R., & **Tang, T.** (2013, April). *Gender and predictors of multiplatform media uses during the 2012 Super Bowl*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top 2 Paper, Sports Division).
- Mahoney, L. M., & **Tang, T.** (2013, April). *The digital distribution of public health news surrounding the HPV vaccination: A comparative study between Twitter and Google*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top 2 Paper, Research Division).
- Tang, T.** (2013, April). *Exploring the role of microblogging in cancer prevention and control: A comparative study of the United States and China*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T.** (2013, April). *Linking “business” to “creative” in media education: An analysis of the attributes for career success*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T.** (2013, April). *An exploration of NBC’s social media promotion strategies during the 2012 London Olympic Games*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T., & Cooper, R.** (2012, August). *Digital Touchdown?: An examination of audience’s multiplatform experience during the 2012 Super Bowl*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL. (Competitive Paper).
- Cooper, R., & **Tang, T.** (2012, August). *Gender, personality attributes, and predictors of career success in media professions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL. (Competitive Paper).

- Tang, T., & Cooper, R.** (2012, April). *Fans, nonfans, and the Olympics: Predictors of audience's multiplatform experience with the 2008 Beijing Games*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top Paper, Sports Division).
- Tang, T.** (2012, April). *Structuring interactive user flow: Constraints or opportunities*. Panel presentation at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T.** (2012, April). *The role of structure in Internet use: Preliminary development of a new measure and model*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top 2 Paper, Interactive Media & Emerging Technologies Division).
- Tang, T., & Cooper, R.** (2012, March). *Structuring new public spheres: An integrated model of online news consumption*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).
- Tang, T., & Peirce, L.** (2012, March). *Diversity or repertoire: A study of audience's 360° news experience*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).
- Peirce, L., & **Tang, T.** (2012, March). *Public information dialogue: Understanding information seeking and diffusion behaviors regarding the HPV vaccine*. Paper presented at the regional conference of the International Communication Association, Lille, France (Competitive Paper).
- Peirce, L., & **Tang, T.** (2011, October). *An audience reception study of online video genre*. Paper presented at the annual meeting of the Association of Internet Researchers, Seattle, WA. (Competitive Paper).
- Tang, T., & Cooper, R.** (2011, May). *Active within structures: Predictors of audience exposure to television through media diaries*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.
(Competitive Paper).
- Cooper, R., & **Tang, T.** (2011, May). *Predicting Internet use as functional alternative, enhancement and differentiation: An expanded conceptualization of Internet functionality*. Paper presented at the annual meeting of the International Communication Association, Boston, MA. (Competitive Paper).

- Tang, T.** (2011, April). *Active within structures: An examination of webisodes' structural characteristics*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T., & Cooper, R.** (2011, April). *Gender, sports, and new media: Predictors of viewing during the 2008 Beijing Olympics*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. **(Top Paper, Sports Division)**.
- Tang, T., & Cooper, R.** (2011, April). *The first online Olympics: The interactions between Internet use and sports viewing*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Invited Panel).
- Tang, T.** (2011, April). *Refashioning social networks: Opportunities and challenges for higher education*. Paper presented at the annual meeting of the Central States Communication Association, Milwaukee, WI. (Competitive Panel).
- Tang, T.** (2010, November). *Active within structures: An expanded conceptualization of Internet use*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA. (Competitive Paper).
- Tang, T., & Peirce, L. M.** (2010, October). *Towards a comprehensive model of seeking health information online: The influence of satisfaction, skill, and structure*. Paper presented at the annual meeting of the Association of Internet Researchers, Gothenburg, Sweden (Competitive Paper).
- Tang, T., & Newton, G. D.** (2010, August). *User flow in a non-linear environment: An examination of website consumption*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO. **(Top Faculty Paper, Media Management & Economics Division)**.
- Tang, T., & Bakke, E.** (2010, August). *Towards a comprehensive model of Internet use: The influence of motivations, gratifications, and structures*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO. (Competitive Paper).
- Peirce, L. M., & **Tang, T.** (2010, August). *Refashioning television: An analysis of Webisodes*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver, CO. (Competitive Paper).
- Tang, T., Bakke, E., & Cooper, R.** (2010, June). *Uses, gratifications, and structures: A model of Internet use*. Paper presented at the annual meeting of the International Communication Association, Singapore (Competitive Paper).

- Tang, T.** & Cooper, R. (2010, June). *Active within structures: Choices and constraints in post-convergence*. Paper presented at the annual meeting of the International Communication Association, Singapore (Competitive Panel).
- Tang, T.** & Cooper, R. (2010, April). *The first online Olympics: The interactions between Internet use and sports viewing*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top Paper, Sports Division).
- Tang, T.** (2010, April). *The structured Internet audience: Managing media consumption in a non-linear environment*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Panel).
- Tang, T.** (2009, October). *From couch potato to web bug: Reconsidering Internet use through in-depth interviews*. Paper presented at the annual meeting of the Association of Internet Researchers, Milwaukee, WI. (Competitive Paper).
- Tang, T.** (2009, August). *Active within structures: An empirical integration*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, MA. (Competitive Paper).
- Tang, T.** (2009, April). *The role of Internet structure: Understanding Internet use via structural determinants*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top 2 Paper, Interactive Media & Emerging Technologies Division).
- Cooper, R. & **Tang, T.** (2009, April). *Personality attributes as predictors for career success in the media industries: The impact of gender, income and career satisfaction*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Competitive Paper).
- Cooper, R. & **Tang, T.** (2008, November). *Audience availability to television: Toward a measurement utility to explain audience behavior*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
(Competitive Paper).
- Tang, T.** (2008, October). *Understanding user exposure to the Internet: An empirical integration*. Paper presented at the annual meeting of the Association of Internet Researchers, Copenhagen, Denmark (Competitive Paper).
- Tang, T.** (2008, October). *E-promotion: Marketing through the Beijing Olympics*. Paper presented at the annual meeting of the Association of Internet Researchers, Copenhagen, Denmark (Competitive Panel).

- Tang, T.** (2008, October). *Chinese Idol: Cultural code and female representations Through "Super Girls' Voice"*. Paper presented at the annual meeting of the Global Fusion, Athens, OH. (Competitive Panel).
- Cooper, R. & **Tang, T.** (2008, May). *Individual and structural determinants of audience exposure to television: An empirical integration*. Paper presented at the annual meeting of the International Communication Association, Montreal, Canada (Competitive Paper).
- Cooper, R. & **Tang, T.** (2008, April). *Exploring audience availability to television: An empirical explanation*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(Top 2 Paper, Management & Sales Division).
- Newton, G. D. & **Tang, T.** (2008, April). *Cross-promotion and local television news branding*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV. (Invited Panel).
- Tang, T.** (2007, October). *Predicting Internet use with opposing theoretical schools*. Paper presented at the annual meeting of the Association of Internet Researchers, Vancouver, Canada (Competitive Paper).
- Tang, T.** (2007, August). *Promoting colleges on the Internet: Comparing the visual components of Chinese and American collegiate websites*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC. (Competitive Paper).
- Tang, T.** (2007, August). *Predicting iPod implementation: Use and impact of an iPod*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC (Competitive Paper).
- Tang, T.** (2007, May). *Institutional promotion on the web: A cross-cultural analysis*. Paper presented at the meeting of the Ohio University Research Fair, Athens, OH.
(Top 2 Paper).
- Tang, T., Wang, X., & Newton, G. D.** (2007, May). *Does synergy work? An experiment on television and print cross-media promotion effects*. Paper presented at the annual meeting of the International Communication Association, San Francisco, CA. (Competitive Paper).

Tang, T. (2007, April). *Predicting media use: An examination of audience exposure to television and the Internet*. Paper presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
(**Top 2 Paper, Management & Sales Division**).

Tang, T. (2007, April). *Selling Channel Four through sex: A niche inquiry into British television programming*. Paper presented at the Communication Development Graduate Student Conference, Athens, OH. (Competitive Paper).

Tang, T. (2006, August). *Promoting television: Synergy effects on cross-media promotions*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
(Competitive Paper).

GRANTS / FELLOWSHIPS

Ministry of Education, Singapore \$66,495 The Academic Research Fund (AcRF) Tier 1 to investigate the role of social media in disaster management (key collaborator with Chih-Hui Lai)	Nov., 2015
Time Warner Time Warner College Professors Thought Leadership Fellowship	Jul., 2013
The Taylor Institute for Direct Marketing Finalist of the \$13,865 research grant to investigate short-term and long-term social media marketing effects	Apr., 2013
The University of Akron, Buchtel College of Arts & Sciences \$5,000 research grant to develop a new measure and model of social media opportunities	Apr., 2013
National Association of Television Program Executives NATPE Faculty Fellowship	Nov., 2011
The University of Akron \$10,000 faculty research grant to examine the role of structures in Internet use and develop a new measure and model.	Mar., 2011

The University of Wisconsin Oshkosh Mar., 2010

\$7,200 research grant to investigate cross-cultural marketing strategies for higher education to help understand how cultural differences impact information delivery and brand building within higher education.

National Association of Broadcasters (NAB) Apr., 2007

\$5,000 NAB grant for research in broadcasting to investigate cross media promotion effects on local news branding (co-PI with Greg Newton). NAB only funds five research projects nationwide each year.

Ohio University, School of Media Arts and Studies Apr., 2007

\$500 dissertation research grant to investigate individual, structural and technology adoption factors' impacts on Internet use.

Ohio University, School of Media Arts and Studies Mar., 2007

\$1,600 research grant to investigate how changing technologies influence marketing strategies through Beijing Olympic Games.

Ohio University May, 2006

\$500 original work grant to investigate synergy effects in television programming.

Ohio University, School of Media Arts and Studies Mar., 2006

\$3,000 research grant to investigate the interactions between and among individual and structural factors and audience exposure to television in new media environment.

CREATIVE ACTIVITIES

Writer, Director and Editor, *American Love Forever* 2004

- Officially selected to the San Diego Asian Film Festival
- Officially selected to the Dallas Asian Film Festival
- Second Place Winner (Comedy), the BESTFEST Film Festival

Writer, Director, Producer and Editor, *Have You Eaten?* 2003

- Officially selected to San Diego Asian Film Festival

Writer, Director, Producer and Editor, *The Art of Public Speaking* 2002

- First Place Winner (Non-fiction), the BESTFEST Film Festival
- Broadcasted at the PBS (*Public Broadcasting Service*) – *The Short List*
- Officially selected to the Film School Confidential
- Filmmaking Achievement Award, ABC San Diego (KGTV)

HONORS AND AWARDS

Top Paper , the 2016 Broadcast Education Association Paper Competition, Sports Division	Apr., 2016
Top 2 Paper , the 2016 Broadcast Education Association Paper Competition, Management, Marketing & Programming Division	Apr., 2016
Top 2 Paper , the 2014 Broadcast Education Association Paper Competition, Sports Division	Apr., 2014
Top 2 Paper , the 2014 Broadcast Education Association Paper Competition, Gender Division	Apr., 2014
Time Warner College Professors Thought Leadership Fellowship	Jul., 2013
Top 2 Paper , the 2013 Broadcast Education Association Paper Competition, Research Division	Apr., 2013
Top 2 Paper , the 2013 Broadcast Education Association Paper Competition, Sports Division	Apr., 2013
Distinguished New Teacher Award , Ohio Communication Association	Oct., 2012
Top Paper , the 2012 Broadcast Education Association Paper Competition, Sports Division	Apr., 2012
Top 2 Paper , the 2012 Broadcast Education Association Paper Competition, Interactive Media & Emerging Technologies Division	Apr., 2012
NATPE Faculty Fellowship , National Association of Television Program Executives	Nov., 2011
Nomination for the Outstanding New Teacher Award , Central States Communication Association	Nov., 2011
Top Paper , the 2011 Broadcast Education Association Paper Competition, Sports Division	Apr., 2011
Top Faculty Paper , the 2010 Association for Education in Journalism and Mass Communication Paper Competition, Media Management & Economics Division.	Aug., 2010

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Top Paper, the 2010 Broadcast Education Association Paper Competition, Sports Division Apr., 2010

Top 2 Paper, the 2009 Broadcast Education Association Paper Competition, Interactive Media & Emerging Technologies Division Apr., 2009

Top 2 Paper, the 2008 Broadcast Education Association Paper Competition, Management & Sales Division Apr., 2008

Phi Kappa Phi Mar., 2008

Outstanding Research, Scholarship and Creative Activity Award, Ohio University Aug., 2007

Top 2 Paper, the Ohio University Research Fair, Ohio University Apr., 2007

Top 2 Paper, the 2007 Broadcast Education Association Paper Competition, Management & Sales Division, Debut Apr., 2007

Outstanding Documentary Director, San Diego State University Dec., 2004

Videomaking Achievement, Auburn Film Society Oct., 2003

Filmmaking Achievement Award, ABC San Diego (KGTV) May, 2003

Beijing Outstanding Graduate of the Year, Beijing, China Jun., 2001

PROFESSIONAL SERVICE

Vice Chair, Sport Communication Division, International Communication Association 2015-present

Member, Research Enhancement Committee, Broadcast Education Association 2015-present

Chair, Management, Marketing and Programming Division, Broadcast Education Association 2013-2015

Vice Chair/Paper Competition Chair, Management, Marketing and Programming Division, Broadcast Education Association 2011-2013

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Board Member , Wisconsin Broadcasters Association Education Committee	2008-2010
Faculty Mentor , Association for Education in Journalism and Mass Communication	2016
Editorial Board , Ohio Journal of Communication	2016
Book Reviewer , Routledge, Taylor & Francis	2016
Book Reviewer , Wiley Blackwell	2014
Reviewer , <i>International Journal on Media Management</i>	2016
Reviewer , <i>Journal of Broadcasting & Electronic Media</i>	2016, 2012, 2010
Reviewer , <i>Chinese Journal of Communication</i>	2016, 2013
Reviewer , <i>China Media Research</i>	2016
Reviewer , <i>Journal of Magazine & New Media Research</i>	2016, 2013
Reviewer , <i>International Journal of Sport Communication</i>	2016
Reviewer , <i>Journalism & Mass Communication Quarterly</i>	2015
Reviewer , <i>Southern Journal of Communication</i>	2015
Reviewer , <i>Communication & Sport</i>	2014-2015
Reviewer , <i>Media Psychology</i>	2013-2014
Reviewer , <i>Communication Monographs</i>	2013
Reviewer , <i>Mass Communication & Society</i>	2013
Reviewer , <i>Communication Research Reports</i>	2011
Reviewer , <i>International Journal of Sport Management & Marketing</i>	2011
Reviewer , <i>Asian Journal of Communication</i>	2010-2011

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Reviewer , Chinese Communication Association, National Communication Association	2016
Reviewer , Media Industries Division, International Communication Association	2016
Reviewer , Management, Marketing, and Programming Division, Broadcast Education Association	2008-2015
Reviewer , Research Division, Broadcast Education Association	2014
Reviewer , Newspaper & Online News Division, Association for Education in Journalism and Mass Communication	2013
Reviewer , Student Media Advisors Division, Broadcast Education Association	2010-2011
Reviewer , Mass Communication Division, International Communication Association	2007-2010
Reviewer , Communication and Technology Division, International Communication Association	2007-2009
Reviewer , Mass Communication Division, National Communication Association	2009
Reviewer , Association of Internet Researchers	2009
Reviewer , Gender Division, Broadcast Education Association	2009
Panel Chair , Session: Management, marketing and programming division top competitive papers, Broadcast Education Association	2012-2013
Organizer , Session: Structuring a participatory audience: Locating synthesis and integration in communication and technology research, Broadcast Education Association	2014
Organizer , Session: Social media measures and methods: Locating synthesis and integration in social media research, Eastern Communication Association	2013
Chair/Organizer , Session: Tipping points: Opportunities and challenges of interactivity and interactive media, Broadcast Education Association	2012

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- Organizer**, Session: Online video consumption: Exploring expectations, uses, and the future business of web videos, Broadcast Education Association 2011
- Chair**, Session: The mediated narrative: Processes and effects, International Communication Association 2011
- Judge**, Wisconsin Broadcasters Association Foundation Scholarship 2010
- Graduate Student Liaison Coordinator**, Management and Sales Division, Broadcast Education Association 2008

UNIVERSITY SERVICE

The University of Akron (August 2010 – present)

School Service

- Graduate Coordinator** 2013-present
- Director**, Social Media Learning Lab 2015-present
- Co-Area Coordinator**, Media Area 2012-2014
- Chair**, Graduate Committee 2013-present
- Chair**, NTT Reappointment and Promotion Committee 2016
- Assessment Committee** 2014-present
- Merit Committee** 2015-present
- Undergraduate Committee** 2015-present
- Search Committee**, School Director Position 2015-2016
- Faculty Representation**, Graduate School Fair 2015
- Faculty Representation**, Senior Visit Day 2015
- Advisory Committee** 2012-2014
- Co-Chair**, Curriculum Committee 2011-2013

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Search Committee, NTT Media/Radio Advisor Position	2013
Graduate Admission Committee	2013
Search Committee, Tenure-Track Health Communication Position	2012
Speaker, Research Colloquium	2012
Faculty Advisory Board	2011-2012
Graduate Program Revision Ad-hoc Committee	2010-2011
 <u>College Service</u>	
College Curriculum Committee	2011-2012
New Media Minor Curriculum Committee	2010-2011
College Faculty Representative, Graduation Ceremony	2016, 2012
 <u>University Service</u>	
Faculty Advisor, Living learning Community	2016
Graduate Curriculum Committee, The Graduate School	2013-2015
Interviewer, Scholarship Program, Honors College	2012-2013
Search Committee, Tenure-Track Sports Management Position	2012
Invited Speaker, University Research for Lunch Event	2012
 <i>University of Wisconsin Oshkosh (September 2008 – July 2010)</i>	
Curriculum Development and Assessment Committee, Radio TV Film Program	2009-2010
Promotion Committee, Radio TV Film Program	2009-2010
Faculty Advisor, National Broadcaster Society, UW Oshkosh Chapter	2008-2009

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Co-Chair , Search Committee, Tenure-Track Broadcast Journalism Position	2009
Search Committee , Tenure-Track Electronic News Position	2008
Search Committee , Tenure-Track CNL/Organizational Communication Position	2008
Research Committee , University's Faculty Development Program	2010
UW Oshkosh Representative , Wisconsin Broadcast Association	2008-2010
Judge , UW Oshkosh Faculty-Student Collaboration Grants	2009
Judge , UW Oshkosh Provost's Teaching and Learning Summit	2008

ADVISING

Thesis Committee Directorships

Meyer, Kelly, <i>#Digitaljournalism: Twitter use of local newspapers and television news stations</i> , The University of Akron	May, 2015
Murray, Tina, <i>Virtual communities as a health information source: Examining factors that predict individuals' use of social media for health communication</i> , The University of Akron	Dec., 2014
Sweitzer, Brandon, <i>Theoretical integration: An active within structures approach to predicting social media use</i> , The University of Akron	May, 2014
Mills, Hailey L, <i>Avatar creation: The social construction of beauty</i> , The University of Akron	Dec., 2012
McCann, Lindsay, <i>TBA</i> , The University of Akron, Spring 2015 (Anticipated)	In Progress

Thesis/M.A. Project/Portfolio Committee Memberships

Hughes, Fiona, <i>Green with envy: How envy evoked through self-disclosure on Facebook influences life satisfaction, self-esteem, time spent on Facebook and coping strategies</i> , The University of Akron (Thesis)	May, 2016
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- Adams, Tessa, *An ideological criticism of portrayals of black men in film: An analysis of Drumline, Dangerous Minds, Higher Learning, and Stomp the Yard*, The University of Akron (Thesis) Dec., 2015
- Ayers, Hilary, *Social media marketing portfolio*, The University of Akron (Portfolio) Aug., 2014
- Keppler, Christopher, *Facebook and the church: Gratifications sought and gratifications obtained*, The University of Akron (Thesis) Aug., 2014
- Ward, Megan, *When love cries: Popular 1980s love songs examined through the perspective of intimate partner violence*, The University of Akron (Thesis) May, 2014
- Benhaida, Salma, *Putting Akron back on the map: A public relations strategy for revival gallery*, The University of Akron (Project) May, 2012

Undergraduate Honor Project Directorships

- Michaud, Ryan, *What makes people laugh: Understanding audience behavior through program testing*, The University of Akron. Jun., 2011
- Salyer, Rachel, *Television program production and audience research: Program testing via focus group research*, The University of Akron. May, 2014

Undergraduate Honor Project Committee Memberships

- McBride, Jean, *Social media and audience participation in regard to television*, The University of Akron May, 2015
- Stucki, Eric, *The aggressive behavior on social media*, The University of Akron Aug., 2014
- Didato, Alexandra, *The hyper-sexualization of children and women in the media*, The University of Akron Aug., 2013
- Murphy, Erin, *The disinhibition of online dating*, The University of Akron May, 2012

MEMBERSHIP IN PROFESSIONAL SOCIETIES

Association for Education in Journalism and Mass Communication

Broadcast Education Association

International Communication Association

National Communication Association

Ohio Communication Association

PROFESSIONAL SKILLS

Research Methodology: Survey, Experiment, Content Analysis, Social Network Analysis, Interview, and Focus Group

Statistics Software: SPSS, Excel, Gephi, Radian6, and Qualtrics

Statistics: Multiple Regression, Factor Analysis, Pearson Correlation, Independent T-test, Paired T-test, Chi-Square, ANOVA, ANCOVA, MONOVA, Runs Test, Two-Way ANOVA, Mann-Whitney Test, Sign Test, et al.

Production: Camera Operation, Audio and Lighting, Video Switcher, Studio Set-up, Floor Direction, and Linear and Non-linear Editing

Production Software: Final Cut Pro, Media 100, Maya, After Effects, Photoshop, Illustrator, Dreamweaver, and DVD Studio

RESEARCH-RELATED EXPERIENCE

The University of Akron 2014-present
Associate Professor, School of Communication
Research Areas: Audience theory and analytics; media management and leadership; social media; marketing; sport communication; and quantitative research methods

The University of Akron 2010-2014
Assistant Professor, School of Communication
Research Areas: Social media business models and marketing; convergent media consumption and management; audience and media economics; leadership and career success; and research methods

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University of Wisconsin Oshkosh 2008-2010

Assistant Professor, Department of Communication

Research Areas: New media and digital media; media structure and new business model; management and leadership; and research methods

Ohio University 2005-2008

Research Assistant, School of Media Arts and Studies

Research Areas: Media leadership; advertising and promotion; children television; audience engagement; and international media

Ohio University 2005-2008

Doctoral Student, School of Media Arts and Studies

Research Areas: Media management; promotion and programming; international marketing; audience behavior; and research methods