

Tien-Tsung Lee
Associate Professor
Strategic Communication Track Chair
William Allen White School of Journalism and Mass Communications
University of Kansas
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EDUCATION

University of Oregon, Eugene, Oregon

Ph.D. in Communication and Society, June 1999

Dissertation title: "Do the News Media Have A Liberal Bias? An Examination of Factors Influencing Bias Perception and Objectivity in Reporting."

Dissertation Committee Chair: Wayne Wanta

University of Minnesota, Minneapolis, Minnesota

M.A. in Mass Communication, August 1995

Thesis title: "The Center-Seeking Mechanism in Press Coverage: A Study of 14 Gubernatorial and Senatorial Campaigns in 1994."

Thesis Committee Chair: Ronald J. Faber

University of Oregon, Eugene, Oregon

B.S. in Journalism with an emphasis in Advertising, June 1992

Advisor: Ann Maxwell

World College of Journalism (now Shih Hsin University), Taipei, Taiwan

Diploma, 3-year program: News-Editorial, July 1986

TEACHING AND RESEARCH SPECIALTIES

Teaching specialties:

- Strategic Communication (including principles, copywriting, media planning, social media marketing, creative strategy and campaigns)
- Communication theories and research methods
- Political communication
- Mass media and society (including race/gender issues, and journalism & public opinion)

Research areas:

- Ideologies (how they affect media content, use of mass and social media, and political & consumer attitudes/behaviors)

- Differences between liberals and conservatives
- Media criticism (media bias, ownership, and coverage/portrayal of women and racial/ethnic/sexual minorities)
- Media effects (on political cynicism, attitudes, knowledge and participation)
- Political advertising

Research program explanation:

My research focuses on several aspects of political ideologies. For example, how do liberals and conservatives differ as media consumers and voters? Do audience members' ideologies affect their attitudes toward, or the usage of, the media? Additionally, do feminism, racism, capitalism and materialism influence how the media cover, and how audiences perceive, certain issues and groups (e.g., women, racial minorities, and same-sex marriage)?

TEACHING EXPERIENCE

University of Kansas, William Allen White School of Journalism and Mass Communications

- August 2006 to date, Associate Professor (tenured)

Courses:

- JOUR 513 *Principles of Advertising* (undergraduate/graduate)
- JOUR 568 *Marketing and Media Research* (undergraduate/graduate)
- JOUR 676 *Strategic Campaigns* (undergraduate/graduate)
- JOUR 801: *Research I – Theory* (graduate)
- JOUR 802: *Research II – Methods* (graduate)
- JOUR 803: *Survey of the Mass Media and Popular Culture* (graduate)
- JOUR 840 *Seminar in Political Communication* (graduate)

Washington State University, Edward R. Murrow School of Communication

- January 2001 to June 2006, Assistant Professor (tenure-track)

Courses:

- ADVER 380 *Advertising Principles & Practices* (undergraduate)
- ADVER 381 *Advertising Copywriting/Creative Strategy* (undergraduate)
- ADVER 382 *Advertising Media Planning* (undergraduate)
- ADVER 475 *Advertising Seminar: Consumer Behavior & Advertising* (undergraduate)
- ADVER 475 *Advertising Seminar: Agency Management* (undergraduate)
- ADVER 480/580 *Advertising Campaigns* (undergraduate/graduate)

Hawaii Pacific University, Communication Division

- September 1998 to December 2000, Assistant Professor (no tenure at HPU)

Courses taught:

Advertising Campaigns (undergraduate)
Advertising Copywriting (undergraduate)
Advertising Fundamentals (undergraduate)
Advertising Media Planning/Strategy (undergraduate)
Desktop Publishing and Graphic Design (undergraduate)
Integrated Promotion Management (undergraduate)

University of Oregon, School of Journalism and Communication

- March to June 1998, Instructor

Course taught:

Journalism and Public Opinion (undergraduate)

- September 1996 to August 1998, Teaching Assistant

Courses assisted:

Advertising Campaigns (undergraduate)
Journalism and Public Opinion (undergraduate)
Mass Communication and Society (undergraduate)
Mass Media History (undergraduate)
Mass Media Law (undergraduate)
Visual Communication (undergraduate)

University of Minnesota, School of Journalism and Mass Communication

- March to June 1994, Teaching Assistant

Psychology of Advertising (undergraduate)

- January to March 1994, Teaching Assistant

Principles of Advertising (undergraduate)

RELATED SKILLS

Frequent use of ANES (American National Election Studies) and DDB Life Style (advertising/consumer) survey data

Familiarity with various research methods including content analysis (both qualitative and quantitative), mail, telephone and online survey, secondary data analysis, experimentation, focus group discussion, participant observation, and in-depth interview

PROFESSIONAL ORGANIZATION MEMBERSHIPS (PAST & PRESENT)

American Academy of Advertising
American Advertising Federation

American Political Science Association
Association for Education in Journalism and Mass Communication
International Communication Association
International Association for Media and Communication Research

PROFESSIONAL EXPERIENCE

SMS Research and Marketing Services, Inc., Honolulu, Hawaii
December 1999 to March 2000, Freelance Research Consultant
Clients served: Major HMOs

Good News/Good Deeds: Citizen Effectiveness in the Age of Electronic
Democracy, Seattle, Washington
March 1998 to August 1999, Research Consultant

University of Oregon, School of Journalism and Communication, Eugene, Oregon
September 1995 to June 1998, Research Assistant
Oregon exit polls, post-election telephone surveys, presidential
debate analyses, presidential campaign coverage analyses,
television professionals survey, and Disney influence survey
Principal investigators: James B. Lemert, Wayne Wanta,
Denise Matthews and Janet Wasko

Willamette Valley Publications, Inc., Veneta, Oregon
October 1997 to December 1997, freelance market/audience research

University of Minnesota, Dept. of Rural Sociology, St. Paul, Minnesota
March to August 1995, Research Assistant
Minnesota Heart Health Campaign
Principal investigators: John R. Finnegan, Jr. and Phillip J. Tichenor

Random Arts, Ltd., Apple Valley, Minnesota
January 1994 to July 1995, internship, market research and
design/layout of direct mail literature

Republic of China Marine Corps, Taichung, Taiwan
April to May 1988, chief editor & layout designer of annual report

Flying Cloud Project Group, Taipei, Taiwan
September 1983 to October 1986, editor and layout artist,
elementary school textbooks and company publications

Great China Evening News (daily afternoon newspaper), Taipei, Taiwan
Winter 1986, internship staff reporter, covering Foreign
Affairs Ministry and political parties

PROFESSIONAL DEVELOPMENT

Teaching Summit and Center for Teaching Excellence workshops, University of Kansas, 2006 – 2011

Journalism that Matters conference, Washington, DC, 2007

Pre-conference advertising teaching workshops at the Association for Education in Journalism and Mass Communication annual conventions, 2000 – 2003, 2009-2010

Hawaii Advertising Federation media workshops, Honolulu, 1999 and 2000

BOOK

Wu, H. D., & Lee, T. (2009). *Media, Politics and Asian Americans*. Cresskill, NJ: Hampton Press.

BOOK CHAPTERS

Chang, K. & Lee, T. (2010). International news determinants in U.S. news media in the post-cold war era. In G. Golan, T. J. Johnson & W. Wanta (Eds.), *International Media Communication in a Global Age* (pp. 71-88). New York: Routledge.

Lemert, J. B., Wanta, W., & Lee, T. (1999). Winning by staying ahead: 1996 debate performance verdicts. In L. L. Kaid & D. Bystrom (Eds.), *The electronic election: Perspectives on the 1996 campaign communication* (pp. 179-189). Mahwah, NJ: Lawrence Erlbaum.

Wanta W., Lemert, J. B., & Lee, T. (1998). Consequences of negative political advertising exposure. In T. J. Johnson, C. E. Hays, & S. P. Hays (Eds.), *Engaging the public: How government and the media can reinvigorate American democracy* (pp. 97-109). Lanham, MD: Rowman & Littlefield.

JOURNAL ARTICLES

16. Tu, J., & Lee, T. (accepted for publication). The effects of media usage and interpersonal contacts on the stereotyping of lesbians and gay men in China. *Journal of Homosexuality*.

15. Vu, H. T., & Lee, T. (accepted for publication). Soap operas as a matchmaker: A cultivation analysis of the effects of South Korean TV dramas. *Journalism & Mass Communication Quarterly*.

14. Vu, H. T., & Lee, T. (in press). State – Press relations revisited: A case study on how U.S. media portray post-war Vietnam. *Asian Journal of Communication*.

13. Lee, T. & Hicks, G. (2011). An analysis of factors predicting attitudes toward same-sex marriage: Do the media matter? *Journal of Homosexuality*, 58(10), 1391-1408.
12. Lee, T. (2010). Why they don't trust the media: An examination of factors predicting trust. *American Behavioral Scientist*, 58(1), 8-21.
11. Lee, T., & Irby, J. (2008). Newspaper professionals' attitudes about front-page advertising. *Journal of the Northwest Communication Association*, 37 (spring), 36-51.
10. Lee, T., & Wei, L. (2008). How newspaper readership affects political participation. *Newspaper Research Journal*, 29(3 summer), 8-23.
9. Hicks, G., & Lee, T. (equal authorship) (2006). Public attitudes toward gays and lesbians: Trends and predictors. *Journal of Homosexuality*, 51(2), 57-77.
8. Lee, T., & Ryan, W. E. (equal authorship) (2005). Advertising creative practitioners on the value of advertising education: An overview. *Journal of Advertising Education*, 9(2 Fall), 14-21.
7. Wu, H. D., & Lee, T. (2005). The submissive, the calculated, and the American Dream: Coverage of three Asian-American political candidates in the 1990s. *Howard Journal of Communications*, 16(3), 225-241.
6. Lee, T. (2005). Media effects on political disengagement revisited: A multiple-media approach. *Journalism & Mass Communication Quarterly*, 82(2), 416-433.
5. Lee, T. (2005). The liberal media myth revisited: An examination of factors influencing media bias perception. *Journal of Broadcasting and Electronic Media*, 49(1), 43-64.
4. Lee, T., Ryan, W. E., Wanta, W., & Chang, K. (2004). Looking presidential: A comparison of newspaper photographs of candidates in the United States and Taiwan. *Asian Journal of Communication*, 14(2), 121-139.
3. Lee, T., & Hwang, F. H. (2004). Journalistic ideologies versus corporate interests: How Time and Warner's merger influences *Time's* content. *Communication Research Reports*, 21(2), 188-196.
2. Lee, T., & Hwang, F. H. (2002). Portrayal of women in movie ads changes little from 1963-1993. *Newspaper Research Journal*, 23(4 Fall), 86-90.
1. Lemert, J. B., Wanta, W., & Lee, T. (1999). Party identification and negative advertising in a U.S. senate election. *Journal of Communication*, 49, 123-134.

WORK IN PROGRESS

Lee, T. (revise & resubmit). Print and online newspapers appeal to vastly different readers. *Newspaper Research Journal*.

Lee, T. (revise & resubmit). Effects of religiosity, egalitarianism and media usage on support for gay rights. *Mass Communication and Society*.

Lee, T. (ready for submission). Effects of political ideologies on psychographics and media habits: A comparison of liberals and conservatives in the United States.

Lee, T., & Novak, S. S. (ready for submission). Why and how consumers use the Internet: Online uses and gratifications revisited.

Bobkowski, P., & Lee, T. (ready for submission). Online opinion leadership: An examination of its correlates.

OTHER PUBLICATIONS

Lee, Tien-Tsung, "Bias in the media." *The International Encyclopedia of Communication* (ed. Wolfgang Donsbach), Volume 2, pp. 333-336. Wiley-Blackwell (Oxford, UK and Malden, MA), 2008.

Tien-Tsung Lee, "No questions asked: News coverage since 9/11 by Lisa Finnegan" (Book Review). *Journalism & Mass Communication Quarterly* 64 (autumn 2007): 644-645.

Tien-Tsung Lee, "A giant less known, but a giant nevertheless: In memory of James B. Lemert, Professor Emeritus, School of Journalism & Communication, University of Oregon," *CT&M Concepts*, Newsletter of the Communication Theory & Methodology Division of AEJMC, Spring 2006, p. 5.

Larry Stephenson and Tien-Tsung Lee (as faculty mentor), "Revisiting the Relationship between Attitudes toward Abortion and Capital Punishment," *Washington State University McNair Journal*, Fall 2005, 130-134.

Brian Tanner and Tien-Tsung Lee (as faculty mentor), "The Representation of Ethnic Minority Men in Print Advertisements: A Content Analysis," *Washington State University McNair Journal*, Fall 2005, 147-154.

Tien-Tsung Lee, "Median voter theorem can be applied to the press," *CT&M Concepts*, Newsletter of the Communication Theory & Methodology Division of AEJMC, Summer 1997, pp. 1 & 6.

Tien-Tsung Lee, "Advertising Education in the U.S." *Advertising Age* (Chinese edition). Oct. 1993, pp. 65-71.

REFEREED CONFERENCE PAPERS

58. Tien-Tsung Lee, "Political Ideologies, Psychographics and Media Habits: A Comparison of Liberals and Conservatives in the United States." Paper presented to the International Communication Association annual conference in Phoenix, AZ, May 2012.
57. Tien-Tsung Lee, "The Effects of Religiosity, Egalitarianism and Media Usage on Support for Gay Rights." Paper presented to the International Communication Association annual conference in Phoenix, AZ, May 2012.
56. Jiawei Tu and Tien-Tsung Lee, "The Effects of Media Usage and Interpersonal Contacts on the Stereotyping of Lesbians and Gay Men in China." Paper presented to the International Communication Association annual conference in Boston, MA, May 2011.
55. Tien-Tsung Lee and Susan S. Novak, "Why and How Consumers Use the Internet: Online Uses and Gratifications Revisited." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Denver, CO, August 2010.
54. Tien-Tsung Lee and Gary R. Hicks. "An Analysis of Factors Affecting Attitudes toward Same-sex Marriage: Do the Media Matter?" Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Boston, MA, August 2009.
53. JJ De Simone and Tien-Tsung Lee. "The Palin Factor: Effects of Ideology, Race and Media Consumption in the 2008 Presidential Election." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Boston, MA, August 2009.
52. Tien-Tsung Lee and Christopher Brott. "The Common Grounds and Grand Canyons between Liberals and Conservatives –A Life Style Analysis." Paper presented to the International Communication Association annual conference in Chicago, IL, May 2009.
51. J.J. De Simone, Rhonda Levaldo, Rauf Arif, Amanda Clemens, Josh Patterson, Ryan McGeeny, and Tien-Tsung Lee. "Can the President Affect the Media Agenda? An Examination of Media Coverage of Iraq, Iran and North Korea." Paper to be presented to the Central States Communication Association annual conference in St. Louis, Mo., April 2009.
50. Kuang-Kuo Chang, Fu-Jung Chen, Eric Freeman, and Tien-Tsung Lee. "Obesity in the news: How U.S. and British Elite Press Covers the Public Health Issue." Paper presented to the Newspaper Division at the Association for Education in Journalism and Mass Communication Association annual convention in Chicago, IL, August 2008.

49. Uyanga Bazaa, Christopher Brott, Denzyl E. Janneker, Tien-Tsung Lee, Soleak Seang, Jess Skinner, and Abigail Stutzer. "Changing Images and Issues in U.S. Media Portrayal of Jesse Jackson and Barack Obama." Paper presented to the Political Communication Division at the International Communication Association annual convention in Montreal, Canada, May 2008.
48. Tien-Tsung Lee. "Why They Don't Trust the Media – An Examination of Factors Predicting Trust." Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.
47. Tien-Tsung Lee and Lu Wei, "The Impacts of Declining Newspaper Readership on Young Americans' Political Knowledge and Participation: A Longitudinal Analysis." Paper presented to the Newspaper Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.
46. Tien-Tsung Lee and Gary Hicks, "The Ethics of Outing in the 21st Century: Two Case Studies." Paper presented to the Media Ethics Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.
45. Tien-Tsung Lee, H. Denis Wu, Ming Wang, and Lingling Zhang, "A Comparison of Media Usage among Racial Groups in the United States." Paper presented to the Minority and Communication Division at the Association for Education in Journalism and Mass Communication annual convention in San Francisco, CA, August 2006.
44. H. Denis Wu and Tien-Tsung Lee, "Perception of Political Candidate's Electability: Examining the Impact of Gender and Race." Paper presented to the Political Communication Division at the International Communication Association annual convention in Dresden, Germany, May 2006.
43. Tien-Tsung Lee, "Effects of Ideologies and Values on Media Choices: An Examination of Consumers of Conservative Media." Paper presented to the Communication Theory & Methodology Division at the Association for Education in Journalism and Mass Communication annual convention in San Antonio, TX, August 2005.
42. Tien-Tsung Lee and William E. Ryan (equal authorship), "Advertising Practitioners' Opinions on Professional Training and Advertising Programs." Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in San Antonio, TX, August 2005.
41. Tien-Tsung Lee and Yi-Chun Yvonne Chen, "Ideologies, Values, and the Re-election of George W. Bush: An Analysis of the Characteristics of American Voters." Paper to be presented to the Political Communication Division at the

International Association for Media and Communication Research annual conference in Taipei, Taiwan, July 2005.

40. Tien-Tsung Lee and Gary Hicks, "Effects of Ideology, Value, and Media on Anti-Gay Attitudes." Paper presented to the GLBT Studies Interest Group at the International Communication Association annual convention in New York, NY, May 2005.

39. Tien-Tsung Lee, "Media Effects on Political Alienation Revisited: A Multiple-Media Approach." Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention in Toronto, Canada, August 2004.

38. Tien-Tsung Lee and Mark M. Havens, "Friends in High Places: State Legislators as Targets of Public School PR Campaigns." Paper presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication annual convention in Toronto, Canada, August 2004.

37. Tien-Tsung Lee and Yi-Chun Yvonne Chen, "Media Usage and Political Alienation Revisited." Paper presented to the Political Communication Division at the International Communication Association annual convention in New Orleans, LA, May 2004.

36. Gary Hicks and Tien-Tsung Lee (equal authorship), "Learning to be Prejudiced? Media Usage and Anti-gay Attitudes." Paper presented to the GLBT Studies Interest Group at the International Communication Association annual convention in New Orleans, LA, May 2004.

35. Tien-Tsung Lee and Denis H. Wu, "Media Use and Attitudes toward Asian Americans." Paper presented to the Mass Communication Division at the International Communication Association annual convention in New Orleans, LA, May 2004.

34. Tien-Tsung Lee and Martin I. Horn, "Public Attitudes toward Advertising: Trends and Predictors." Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in Kansas City, MO, July 2003.

33. Tien-Tsung Lee and Denis H. Wu, "The Ideology of Outsiders and Social Construction of Aliens: An Analysis of Newspaper Coverage of Asian-American Candidates in the 1990s." Paper presented to the Mass Communication Division at the International Communication Association annual convention in San Diego, CA, May 2003.

32. Larry Stephenson and Tien-Tsung Lee, "The Effects of Media Consumption on Abortion Attitudes." Paper presented to the Feminist Scholarship Division at the International Communication Association annual convention in San Diego, CA, May 2003.

31. Denis H. Wu and Tien-Tsung Lee, "The Submissive, the Calculated, and the American Dream: Analyzing the News Coverage of Three Asian-American Political Candidates in the 1990s." Paper presented to the Political Communication Division at the International Communication Association annual convention in San Diego, CA, May 2003.
30. Gary Hicks and Tien-Tsung Lee, "Determinants of Opinions on Homosexuals: Political Ideologies and Stands on Other Social Issues." Paper presented to the Midwest Association for Public Opinion Research annual conference in Chicago, IL, November 2002.
29. Tien-Tsung Lee, "Business and Communication Programs' Contribution to Advertising Education and Research: A Comparison." Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in Miami Beach, FL, August 2002.
28. Tien-Tsung Lee and Kuang-Kuo Chang, "An Ideological Battle between Journalistic Values and Corporate Interests on the Information Superhighway: NBC News' Web Coverage of a GE-related Incident." Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Miami, Beach, FL, August 2002.
27. Tien-Tsung Lee, Linda Li-Shuan Wang, & Paul Bolls, "An Analysis of the Characteristics of Early Internet Adopters." Paper presented to the Communication Technology & Policy Division at the Association for Education in Journalism and Mass Communication annual convention in Miami Beach, FL, August 2002.
26. Tien-Tsung Lee and Tae-hyun Kim, "An Examination of Factors Affecting News Content in Newspapers: An Ideological and Social-Structural Approach." Paper presented to the Mass Communication Division at the International Communication Association annual convention in Seoul, Korea, July 2002.
25. Tien-Tsung Lee, "Media and Democracy: News Media's Political Alienation Effect in Both Election and Non-Election Settings." Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, D.C., August 2001.
24. Kuang-Kuo Chang and Tien-Tsung Lee, "Revisiting the 'Determinants of International News Coverage in the U.S. Media': A Replication and Expansion of the 1987 Research on How the U.S. News Media Cover World Events." Paper presented to the International Communication Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, D.C., August 2001.

23. Tien-Tsung Lee, "Newspaper Journalists' Notion of Media Bias and Objectivity." Paper presented to the Mass Communication Division at the International Communication Association annual convention. Washington, DC, May 2001.
22. Gary Hicks and Tien-Tsung Lee, "Traditional Newsworthiness Standards and the Not-So-Standard Event: An Analysis of Newspaper Coverage of Four Marches on Washington." Paper presented to the Gay, Lesbian, Bisexual, & Transgender Studies Interest Group at the International Communication Association annual convention. Washington, DC, May 2001.
21. Tien-Tsung Lee, "Revisiting the News Media's Liberal Bias: An Alternative Measurement of Journalists' Political Ideologies." Paper presented to the Communication Theory & Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Phoenix, Arizona, August 2000.
20. Tien-Tsung Lee, "Do the News Media Have a Liberal Bias? An Examination of Factors Influencing Media Bias Perception." Paper presented to the Political Communication Division at the International Communication Association annual convention. Acapulco, Mexico, June 2000.
19. Hsiao-Fang Hwang and Tien-Tsung Lee, "Men's Talk: Representation of Men's Communication on TV." Paper presented to the Mass Communication Division at the International Communication Association annual convention. San Francisco, May 1999.
18. Wayne Wanta, William Ryan, Tien-Tsung Lee and Kuang-Kuo Chang, "Looking Presidential: A Comparison of Newspaper Photographs of Candidates in the U.S. and Taiwan." Paper presented to the Visual Communication Special Interest Group at the International Communication Association annual convention. San Francisco, May 1999.
17. Tien-Tsung Lee and H. W. Martin, "Online Democracy and the Political Habits of Internet Users." Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1998.
16. Tien-Tsung Lee, Hsiao-Fang Hwang, and Anthony Y. H. Fung, "Do the Media Have a Stronger Alienation Effect during Election Campaigns?" Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1998.
15. Anthony Y. H. Fung, Tien-Tsung Lee, and Hsiao-Fang Hwang, "The Role of Media in Citizens' Political Alienation: A Life Style Analysis Approach." Paper presented to the Political Communication Division at the International Communication Association annual convention. Jerusalem, Israel, July 1998.
14. Tien-Tsung Lee, Hsiao-Fang Hwang, and Anthony Y.H. Fung, "Political

alienation and media usage: a Uses and Gratifications approach.” Paper presented to the Midwest Association for Public Opinion Research annual convention. Chicago, November 1997.

13. Wayne Wanta, James B. Lemert and Tien-Tsung Lee, “Over-Reporting of Voting Participation in a Mail-Balloting Election.” Paper presented to the World Association for Public Opinion Research annual convention. Edinburgh, Scotland, September 1997.

12. Tien-Tsung Lee and Hsiao-Fang Hwang, “The Impact of Media Ownership: How Time and Warner’s Merger Influences *Time*’s Content.” Paper presented to the Magazine Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997. (Top Student Paper.)

11. Tien-Tsung Lee and Anthony Y. H. Fung, “Moving to the Center: Press Coverage of Candidates’ Ideological Cleavage in a Campaign.” Paper presented to the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.

10. Anthony Y. H. Fung and Tien-Tsung Lee, “Public Opinion and Ideological Center in Media Coverage: the Center-Seeking Mechanism in Electoral Politics.” Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.

9. Wayne Wanta, James B. Lemert and Tien-Tsung Lee, “Consequences of Negative Political Advertising Exposure.” Paper presented to the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.

8. Tien-Tsung Lee and Hsiao-Fang Hwang, “The Feminist Movement and Female Gender Roles in Movie Advertisements: 1963 to 1993.” Paper presented to the Visual Communication Special Interest Group at the International Communication Association annual convention. Montreal, Canada, May 1997.

7. Wayne Wanta and Tien-Tsung Lee, “Agenda-Setting and Priming: A Comparison of Two Theoretical Models,” paper presented to the Mass Communication Division at the International Communication Association annual convention. Montreal, Canada. May 1997.

6. James Lemert, Wayne Wanta and Tien-Tsung Lee, “Going Positive: A Case Study of the Smith-Wyden Senate Campaign.” Paper presented to the Political Communication Division at the International Communication Association annual convention. Montreal, Canada, May 1997.

5. Anthony Y.H. Fung, Tien-Tsung Lee, and Hsiao-Fang Hwang, "Majority Opinion, Media Coverage and Ideological 'Center': the Center-Seeking Mechanism in Electoral Politics." Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1996.
4. Anthony Y.H. Fung and Tien-Tsung Lee, "Framing the Ideological 'Center' in Elections: A Study of three Senatorial and Gubernatorial Campaigns." Paper presented to the Political Communication Division at the International Communication Association annual convention. Chicago, May 1996.
3. Tien-Tsung Lee and Anthony Y.H. Fung, "Measuring the Ideological Center in Press Coverage of Election Campaigns." Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Washington, DC, August 1995.
2. Tien-Tsung Lee and Anthony Y.H. Fung, "Was the 1994 Election a Right-Wing Victory? An Analysis of Press Coverage of Nine Campaigns." Paper presented at the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Washington, DC, August 1995.
1. Tien-Tsung Lee and Anthony Y.H. Fung, "The Center-Seeking Mechanism in Press Coverage: A study of Six Gubernatorial and Senatorial Election Campaigns in 1990." Paper presented to the Political Communication Division at the International Communication Association annual convention. Albuquerque, New Mexico, May 1995. (Top Three Student Paper.)

HONORS/GRANTS/INVITED PRESENTATIONS

Katich Creativity (Teaching) Award, School of Journalism and Mass Communications, University of Kansas, Spring 2011.

Invited speaker on how to teach research methods, University of Kansas Center for Teaching Excellence, February 2010.

Invited speaker, "Research Friday," the Iowa State University Greenlee School of Journalism and Communication, September 2007. Topic: Differences between liberals and conservatives: An analysis based on DDB Life Style data.

Invited speaker, the Department of Journalism, Shih-Hsin University, Taipei, Taiwan, Dec. 2006 and Jan. 2007. Topics: Media's political effects and journalism & mass communication programs in the U.S.

American Advertising Federation Most Promising Minority Student Nominator Award, 2005.

Idaho School Public Relations Association Research Grant, Spring 2002

Featured speaker at the Idaho School Public Relations Association Fall 2001 Conference. Workshop topics: “How to conduct and evaluate surveys” and “How to create an effective advertising campaign,” Coeur d’Alene, ID, October 2001.

Washington State University College of Liberal Arts Initiation and Completion Grant, Fall 2001

Hawaii Pacific University Trustees Scholarly Endeavors Award/Grant, Spring 2000

Hawaii Pacific University Faculty Development Award/Grant, Spring & Fall 1999, 2000

University of Oregon, School of Journalism and Communication, Graduate Student Research Support Fund, Spring 1998

University of Oregon Graduate Student Research Award, April 1997

Top student paper (with Hsiao-Fang Hwang) in the Magazine Division at the Association for Education in Journalism and Mass Communication annual convention, Chicago, July 1997

University of Oregon Graduate Student Research Award, April 1996

University of Minnesota, School of Journalism and Mass Communication, Kriss Research Fund, Spring 1995

Top-three student paper (with Anthony Y. H. Fung) in the Political Communication Division at the International Communication Association annual convention, Albuquerque, NM, May 1995

SERVICE

To profession

Member, ACEJMC (Accrediting Council on Education in Journalism and Mass Communications) accrediting visit team; Spring 2011 (Drake University); Fall 2011 (University of Louisiana at Lafayette).

Member, Editorial Advisory Board, *Asian Journal of Communication*, Spring 2011 to date.

Reviewed 10 manuscripts submitted to *Journalism & Mass Communication Quarterly*, Spring/Summer 2004, Fall 2006, Spring 2007, Summer 2007, Spring 2008, Fall 2008, Spring 2011, Fall 2011, Spring 2012, and Summer 2012.

Reviewed 1 manuscript submitted to the *Journal of Communication*, Summer 2012.

Reviewed 2 manuscript submitted to *Mass Communication & Society*, Fall 2006, Fall 2012.

Reviewed 5 manuscripts submitted to the *Asian Journal of Communication*, Fall 2006, Spring 2007, Fall 2010, Spring 2011, and Fall 2012.

Reviewed 1 manuscript submitted to *Sexuality Research and Social Policy*, summer/fall 2012.

Reviewed 1 manuscript submitted to the *Journal of Magazine and New Media Research*, Spring 2012.

Reviewed 1 manuscript submitted to the *International Journal of Press/Politics*, Spring 2011.

Reviewed 3 manuscripts submitted to the *Journal of Broadcasting & Electronic Media*, Fall 2008, Fall 2009, and Fall 2012.

Reviewed 1 manuscript submitted to the *American Journal of Media Psychology*, Fall 2008.

Reviewed 1 manuscript submitted to the *Journal of Political and Military Sociology*, Spring & Summer 2008.

Reviewed 1 manuscript submitted to *Communication Reports*, Spring 2008.

Judged the AEJMC Tankard Book Award competition, Spring 2008.

Reviewed 1 manuscript submitted to the *Journal of Politics*, Fall 2007.

Review abstracts and one manuscript submitted to the New Media Theory Conference, Texas Tech University, March/April 2009.

Reviewed 1 manuscript submitted to NWCA (Northwest Communication Association) Journal, Spring 2007.

Reviewed 2 proposed textbooks (in advertising and consumer behavior) for Thomson Learning and McGraw-Hill Irwin, 2004.

Reviewed manuscripts submitted to various divisions/interest groups (e.g., Advertising, the Commission on the Status of Women, Communication Theory & Methodology, Mass Communication & Society, and Minorities & Communication) and served as a discussant for the Association for Education in Journalism and Mass Communication (AEJMC) annual conventions, 1997 to date.

Association for Education in Journalism and Mass Communication (AEJMC) GLBT Interest Group. Teaching Standard Chair, 2009-2010; Research Chair, 2010-2011; Vice Head and Program Chair, 2011-2012.

AEJMC Bylaws Revision Committee member, Fall 2012.

Judged the AEJMC Promising Professor competition (a teaching award), 2005-2008.

Reviewed manuscripts submitted to the International Communication Association annual conventions (Mass Communication, Political Communication, GLBT Studies, and Ethnicity & Race in Communication Divisions/Interest Groups), served as a panel chair and/or discussant, 1999 to date.

Reviewed manuscripts submitted to the Southwest Education Council for Journalism and Mass Communication conference, September 2001.

To the University of Kansas

Chair, Strategic Communication track, School of Journalism and Mass Communications, Spring 2011 to date.

Chair, School of Journalism and Mass Communications Assistant Professor Search Committee, Fall 2010; Fall 2012.

Chair, School of Journalism and Mass Communications Assistant/Associate Professor Search Committee, Fall 2012 to Spring 2013.

Chair, School of Journalism and Mass Communications Visiting Assistant Professor Search Committee, Spring 2012.

Member, KU Executive Council of Graduate Faculty, Fall 2011 to date.

Member, KU Gen-Ed diversity committee, Fall 2011.

Chair of 8 Journalism Master's thesis committees (Christopher Brott, Christopher Raine, Jaiwei Tu, Chien-Yun Song, Thomas Cox, Hong Tien Vu, Aaron Cornett, Dana Sanchez, Stephen Gray, Fall 2007 to date. Raine graduated in August 2008. Brott graduated in December 2008. Song graduated in August 2010, Cox graduated in December 2010, Tu and Vu graduated in May 2011. Cornett and Sanchez graduated in May 2012.

Member on 17 Journalism Master's thesis/project committees (George Diepenbrock, Joseph Erba, Stuart Lebow, Joshua Patterson, Dan Wang, Uyanga Bazaa, Ryan McGeeney, Hao Zhou, Xing Liu, Caroline Bledowski, Shaun Hittle, Justin Hilley, Matt Kuhlman, Alok Gupta, Li Li, Arten Bagiev, Laura Thomas).

Member on one Public Administration doctoral committee (Paul Brandenburger), Fall 2008 to Fall 2011.

Member on one Psychology doctoral committee (Stephen Reysen), Fall 2006 to Spring 2009. Reysen graduated in Spring 2009.

Chair, School of Journalism & Mass Communications Diversity Committee, Spring 2007.

Chair, School of Journalism and Mass Communications Stauffer Professorship Search Committee, Fall 2009 to Fall 2010.

Member, School of Journalism and Mass Communications Lacy Haynes Professional-in-Residence Search Committee, Spring 2007.

Member, School of Journalism and Mass Communications Graduate Committee, Fall 2007 to date.

Member, School of Journalism and Mass Communication Student Learning Assessment Committee, Fall 2008 to date.

Member, School of Journalism and Mass Communications Faculty Governance Committee, Fall 2007 to Spring 2008.

Member, KU Teaching Summit Planning Committee, Spring 2007 & 2008.

Participant (Journalism School co-representative), Provost's project on "Documenting Undergraduate and Graduate Learning Success," Spring 2007 to date.

To Washington State University

Member, Graduate Studies, Certification, Undergraduate Curriculum, Scholarship, Advertising Search, and Distinguished Lecturer Series Committees, Edward R. Murrow School of Communication, Washington State University (WSU), Fall 2002 to May 2006.

Member, Faculty Advisory Board, Edward R. Murrow School of Communication, WSU, Fall 2004 to Spring 2006.

Member, WSU College of Liberal Arts Scholarship Committee, Fall 2003 to Spring 2006.

Judged WSU Regents Scholarship applications, 2003.

Supervisor and committee member of Doctoral (3), Master's (9), undergraduate Honors (3) and McNair Scholars (3) projects/theses/dissertations, WSU, April 2000 to June 2006.

WSU Ad Club advisor, September 2003 to May 2006.

Assisted in university, college, and school functions at WSU including commencements, faculty searches, university new faculty orientations, student (current majors and freshmen) advising, COM138 (Freshman Special Topics – Introduction to the Murrow School) & COM500 (Introduction to Graduate Study) guest lectures, writing portfolio reading (Tier I & II), Week of Welcome, WSU Preview Day, and WSU Summer Doctoral Fellowship program, January 2001 to May 2006.

Member, Research & Scholarship Committee and Undergraduate Curriculum Committee, Hawaii Pacific University, September 1999 to November 2000.

Faculty Advisor, Akami Student Advertising Club and American Advertising Federation National Student Advertising Competition Team, Hawaii Pacific University. Sept. 1998 to June 2000. (The HPU team won the AAF District 13 Competition in 2000.)

To community

Supervised advertising and promotional campaigns created by students for various non-profit and charitable organizations including the Hawaii Foodbank, the Salvation Army of Hawaii, and Unity Bookstore in Honolulu, HI; Gladish and K-House community centers, Community Action Center, The Thrift Shop, and Alternative to Violence of the Palouse (victims of crime advocacy and domestic violence programs) in Pullman, WA; Washington State University Edward R. Murrow School's M.A. and doctoral programs; Sojourners' Alliance (homeless shelter) in Moscow, ID; Cottonwood Inc. (a social agency serving people with developmental disabilities), the Kansas Audio-Reader Network (a reading service for the visually impaired), the Recovery & Hope Network (a charity helping the mentally ill) and the Community Mercantile (a local health food store) in Lawrence, KS; and the Kansas Humanities Council in Topeka, KS, 1998 to date.

Updated on 10/15/12