

EDUCATION

Ph.D. Mass Communication, Ohio University Aug., 2008

Concentrations: Media management and leadership; audience research; new media usage and impacts; 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; documentary; new media; and international journalism

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 2014-present

School of Communication, The University of Akron

- Research Interests: Media management; multiplatform news consumption and audience engagement; social media business models and marketing; and quantitative research methods
- Teaching Interests: Media management; social media and new media; mass communication theories; 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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Akron, OH 44325-1003 330.972.7606

Assistant Professor (Tenure-track) 2010-2014
School of Communication, The University of Akron

Assistant Professor (Tenure-track) 2008-2010
Department of Communication, University of Wisconsin Oshkosh

Instructor 2007-2008
School of Media Arts and Studies, Ohio University

Instructor 2001-2003
School of Communication, San Diego State University

SCHOLARLY PUBLICATIONS – BOOK

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

SCHOLARLY PUBLICATIONS – BOOK CHAPTERS

Tang, T., & Cooper, R. (2014). Olympics everywhere: Predictors of multiplatform media uses during the 2012 London Olympics. In A. Billings & S. Perry (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

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

Mahoney, L. M., & **Tang, T.** (Revise & Resubmit). The digital distribution of public health news surrounding the HPV vaccination: A longitudinal infodemiology study. *The Journal of Medical Internet Research*.

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.

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

Tang, T., & Cooper, R. (Under Review). Digital touchdown: An exploration of cross-platform media uses during the Super Bowl. Manuscript submitted to *Journalism & Mass Communication Quarterly*.

Cooper, R., & **Tang, T.** (Under Review). Predictors of simultaneous new media use during the London Olympics. Manuscript submitted to *Communication & Sport*.

Tang, T., & Cooper, R. (Under Review). There's an app for that: An examination of audience's mobile experience with the London Olympics. Manuscript submitted to *Journal of Broadcasting & Electronic Media*.

MANUSCRIPTS IN PREPARATION

Tang, T., & Newton, G. D. Guiding user flow in a non-linear environment: An examination of news website consumption. Manuscript to be submitted to *Journalism and Mass Communication Quarterly*.

Tang, T., Bakke, E., & Cooper, R. Uses, gratifications, and structures: Towards a comprehensive theoretical model of news Web use. Manuscript to be submitted to *Journal of Communication*.

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

Sweitzer, B. T., & **Tang, T.** Structural Twitter: An examination of individual and structural predictors of Twitter use. Manuscript to be submitted to *Computers in Human Behavior*.

Cooper, R., & **Tang, T.** Expanding the conceptual functions of Internet use. Manuscript to be submitted to *Journalism & Mass Communication Quarterly*.

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

Tang, T., & Cooper, R. Active within structures: Predictors of audience exposure to television through media diaries. Manuscript to be submitted to *Journal of Broadcasting & Electronic Media*.

CONFERENCE PAPERS

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: A structural 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

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

\$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. Mar., 2010

National Association of Broadcasters (NAB)

\$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. Apr., 2007

Ohio University, School of Media Arts and Studies

\$500 dissertation research grant to investigate individual, structural and technology adoption factors' impacts on Internet use. Apr., 2007

Ohio University, School of Media Arts and Studies

\$1,600 research grant to investigate how changing technologies influence marketing strategies through Beijing Olympic Games. Mar., 2007

Ohio University

\$500 original work grant to investigate synergy effects in television programming. May, 2006

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.

TEACHING EXPERIENCE

The University of Akron (August 2010 – present)

COMM287 Radio & TV Writing

COMM378 Strategic Social Media Marketing

COMM396 Programming & Audience Analysis

COMM486 Broadcast Sales & Management

COMM603 Quantitative Methods in Communication (graduate)

COMM625 Theories of Mass Communication (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 Electronic Media

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

ADVISING

Thesis Committee DirectorshipsMills, Hailey L, *Avatar creation: The social construction of beauty*, The University of Akron Dec., 2012Sweitzer, Brandon, *Theoretical integration: An active within structures approach to predicting social media use*, The University of Akron May, 2014Murray, Tina, *Virtual communities as a health information source: Examining factors that predict individuals' use of social media for health communication*, The University of Akron Aug., 2014McCann, Lindsay, *TBA*, The University of Akron, Spring 2015 In Progress
(Anticipated)Ruszkiewicz, Kelly, *TBA*, The University of Akron, Spring 2015 In Progress
(Anticipated)**Thesis/M.A. Project/Portfolio Committee Memberships**Benhaida, Salma, *Putting Akron back on the map: A public relations strategy for revival gallery*, The University of Akron (Project) May, 2012Ayers, Hilary, *Social media marketing portfolio*, The University of Akron (Portfolio) May, 2014Keppler, Christopher, *Facebook and the church: Gratifications sought and gratifications obtained*, The University of Akron (Thesis) May, 2014Ward, Megan, *When love cries: Popular 1980s love songs examined through the perspective of intimate partner violence*, The University of Akron (Thesis) May, 2014

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

- Murphy, Erin, *The disinhibition of online dating*, The University of Akron May, 2012
- Didato, Alexandra, *The hyper-sexualization of children and women in the media*, The University of Akron Aug., 2013
- Stucki, Eric, *The aggressive behavior on social media*, The University of Akron Aug., 2014

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 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
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

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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
Honors Student , Communication University of China	Mar., 2000

PROFESSIONAL SERVICE

Chair , Management, Marketing and Programming Division, Broadcast Education Association	2013-present
Vice Chair/Paper Competition Chair , Management, Marketing and Programming Division, Broadcast Education Association	2011-2013
Board Member , Wisconsin Broadcasters Association Education Committee	2008-2010
Book Reviewer , Wiley Blackwell	2014
Reviewer , <i>Media Psychology</i>	2013-2014
Reviewer , <i>Communication Monographs</i>	2013
Reviewer , <i>Journal of Magazine & New Media Research</i>	2013
Reviewer , <i>Mass Communication & Society</i>	2013
Reviewer , <i>Chinese Journal of Communication</i>	2013
Reviewer , <i>Journal of Broadcasting & Electronic Media</i>	2012, 2010
Reviewer , <i>Communication Research Reports</i>	2011
Reviewer , <i>International Journal of Sport Management & Marketing</i>	2011

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Reviewer , <i>Asian Journal of Communication</i>	2010-2011
Reviewer , Management, Marketing, and Programming Division, Broadcast Education Association	2008-2014
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
Organizer , Session: Online video consumption: Exploring expectations, uses, and the future business of web videos, Broadcast Education Association	2011

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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
Chair , Graduate Committee	2013-present
Co-Area Coordinator , Media Area	2012-2014
Advisory Committee	2012-2014
Co-Chair , Curriculum Committee	2011-2013
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	2012

University Service**Graduate Curriculum Committee**, The Graduate School 2013-present**Interviewer**, Scholarship Program, Honors College 2012-2013**Search Committee**, Tenure-Track Sports Management Position, College of Education 2012**Invited Speaker**, University Research for Lunch Event 2012*University of Wisconsin Oshkosh (September 2008 – July 2010)***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**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**MEMBERSHIP IN PROFESSIONAL SOCIETIES**

Association for Education in Journalism and Mass Communication

Broadcast Education Association

Central States Communication 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: News and media management; multiplatform news consumption and audience engagement; social media business models and marketing; leadership and career success; and quantitative research methods

The University of Akron 2010-2014

Assistant Professor, School of Communication

Research Areas: Convergent media uses and management; social media business models and marketing; 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 uses and impacts; media structure and news 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; audience research; children television; and international media

Ohio University 2005-2008

Doctoral Student, School of Media Arts and Studies

Research Areas: Patterns of media consumption; media leadership and management; promotion and programming; and research methods

Updated: August 2014