

# Cheng-Shan (Frank) Liu

## 劉正山

### Curriculum Vita

Professor and Director,  
Graduate Institute of Political Science,  
National Sun Yat-Sen University (NSYSU)  
Kaohsiung City (804)  
Taiwan (ROC)

E-mail: [csliu@mail.nsysu.edu.tw](mailto:csliu@mail.nsysu.edu.tw)  
Web: <http://www2.nsysu.edu/politics/liu>  
Blog: <http://frankcsliu.info>  
Twitter: [frankcsliu](https://twitter.com/frankcsliu)  
Office Phone: +886.7.5252000 ext. 5555

## Academic Background

### Education

- Ph.D. Political Science, the University of Kansas, May 2006
- M.A., Political Science, the University of Kansas, May 2002
- B.A., Political Science (Division of Political Thoughts), National Taiwan University, June 1998

## Research

### Refereed Journal Articles

- 劉正山. (2019). 厚資料與意義探勘專刊導論 (Introduction of Special Issue on Thick Data and the Meaning Mining Approach). *問題與研究*, 50(2), I-VI.
- Liu, F. C.-S. (2018). Introduction to the Special Issue — Social Media and Inquiry into Political Change: Collaborative Approaches to Confirmatory and Exploratory Research in the Digital Age. *Issues & Studies*, 54(03), 1802002.
- 劉正山. (2017). 當前政治學門之內外陰影與光明展望 (Bring light back to politics: Reflections on the pitfalls of today's political science from the Habitual Domains perspective). *習慣領域期刊 (Journal of Habitual Domains)*, 8(2), 25-45.
- Liu, F. C.-S., Chang, R. Y. P., & Tan, A. C. (2017). The spiral of deinstitutionalization untangled: An observation about the field opinion within Kuomintang against public opinion during the 2016 presidential election campaign. *Issues & Studies*, 53(2), 1750002.
- Liu, F. C.-S. (2017). Declining news media viewership and the survival of political disagreement. *International Journal of Public Opinion Research*, 29(2), 240–268. [SSCI, IF most recent: 1.484]
- Liu, F. C.-S., & Li, Y. (2017). Generation matters: Taiwan's perceptions of mainland China and attitudes towards cross-Strait trade talks. *Journal of Contemporary China*, 26(104), 263–279. [SSCI, IF most recent: 1.867]
- Lee, I.-C., Su, J. C., Gries, P. H., & Liu, F. C.-S. (2016). When objective group membership and subjective ethnic identification don't align: How identification shapes intergroup bias through self-enhancement and perceived threat. *Group Processes & Intergroup Relations*, 1–16. [SSCI, IF most recent: 2.641]
- 劉正山, & 蔡艾真. (2016). 隱性選民之政黨意識與其政黨傾向偵測 (Myth of independent voters and the prediction of closet partisans' party identification in Taiwan). *台灣政治學刊 (Taiwan Political Science Review)*, 20(2), 65-123.

- 
- 劉正山. (2016). 世代之間政治認同差異的圖像：以多重對應分析結合習慣領域視野進行的探索 (Visualizing habitual domains differences across political generations: Exploring the patterns with multiple correspondence analysis). *習慣領域期刊 (Journal of Habitual Domains)*, 7(2), 27-50.
  - Liu, F. C.-S. (2016). Taiwanese voters' political identification profile, 2013–2014: Becoming one China or creating a new country? *Asian Survey*, 56(5), 931-957. [SSCI, IF most recent: 0.611]
  - 劉正山. (2016). 從學佛念佛領略習慣領域的奧趣 (Realizing ideal habitual domains through Pureland School Buddhism's perspective and practice). *習慣領域期刊 (Journal of Habitual Domains)*, 7(1), 39-61. doi:10.3966/199891212016030701002
  - Liu, F. C.-S., & Su, Y.-S. (2015). Adjusting survey response distributions using multiple imputation: A simulation with external validation. *調查研究-方法與應用 (Survey Research)*, 34, 7-32.
  - 劉正山. (2014). 高雄民眾政治談論溝通網絡的樣貌 (Patterns of the political discussion in Kaohsiung voters' daily life). *政策與人力管理 (Policy and Personnel Management)*, 5(1), 49-80.
  - Liu, F. C.-S. (2014). Using multiple imputation for vote choice data: A comparison across multiple imputation tools. *Open Journal of Political Science*, 4(2), 39-46. [IF most recent: 0.91]
  - Lee, F. L. F., & Liu, F. C.-S. (2014). The impact of political party support on interpersonal political discussion: Survey evidence from two Chinese societies. *Asian Journal of Communication*, 24(2), 109-127. [SSCI, IF most recent: 1.097]
  - Liu, F. C.-S., & Lee, F. L.-F. (2013). Country, national, and pan-national identification in Taiwan and Hong Kong: Standing together as Chinese? *Asian Survey*, 53(6), 1112-1134. [SSCI, IF most recent: 0.611]
  - 劉正山, & 朱淑華. (2012). 不中間的中間選民：以質性方法初探有政黨傾向選民隱藏政黨傾向的原因 (Pure independents' reconsidered: Using the qualitative approach to explore why independent leaners hide their partisan orientation). *東吳政治學報 (Shoochow Journal of Political Science)*, 30(4), 177-233.
  - Liu, F. C.-S. (2012). When Taiwan identifiers embrace ROC: The complexity of state identification in Taiwan. *Issues & Studies*, 48(2), 1-34.
  - Liu, F. C.-S. (2011). Validation and agent-based modeling: A practice of contrasting simulation results with empirical data. *New Mathematics and Natural Computation*, 7(3), 515-541.
  - Liu, F. C.-S., Lin, S. ., You, J., Chen, Y.-T., & Sun, J.-L. (2011). From internal validation to sensitivity test: How grid computing facilitates the construction of an agent-based simulation in social sciences. *Proceedings of Science*.
  - 劉正山. (2011). 媒體與社群：一個政治傳播學者眼中的脈絡 (News media and communication networks: How a political scientist comprehends the concept of context). *傳播研究與實踐 (Journal of Communication Research and Practice)*, 1(2), 75-82.
  - Liu, F. C.-S., & Chiu, A. S.-Y. (2011). Network heterogeneity, partisan defection, and voter turnout: Examine theory with empirical data from Taiwan. *International Journal of Business and Social Science*, 2(19), 258-272.
  - Liu, F. C.-S. (2011). Perceived partisan heterogeneity in communication networks and changes in party choice in a national election: Evidence from Taiwan. *International Political Science Review*, 32(1), 61-78. [SSCI, IF most recent: 1.769]
  - Liu, F. C.-S. (2010). Polarized news media and the polarization of the electorate. *International Journal of Artificial Life Research*, 1(1), 35-50.
  - Liu, F. C.-S. (2010). Reconstruct partisan support distribution with multiply imputed survey data: A case study of Taiwan's 2008 presidential election. *調查研究-方法與應用 (Survey Research)*, 24, 135-162.
  - 劉正山. (2010). 當前審議式民主的困境及可能的出路 (The challenges of practicing deliberative democracy in Taiwan and a possible solution). *中國行政評論 (The Chinese Public Administration Review)*, 17(2), 109-132.

- 劉正山. (2009). 2008年總統大選競選期間政黨支持者選擇性接觸媒體傾向的分析 (Partisan orientation and selective exposure during Taiwan's 2008 presidential election campaign). *選舉研究 (Electoral Studies)*, 16(2), 51-70.
- Liu, F. C.-S. (2009). The volatility of national identification: A mix-method pilot study of Taiwanese young adults. *Asian Social Science*, 5(7), 29-40.
- Liu, F. C.-S. (2009). Modeling political individuals using the agent-based approach: A preliminary case study on political experts and their limited influence within communication networks. *Journal of Computers*, 19(4), 8-19.
- 劉正山. (2008). 代理人基模擬途徑的政治學方法論根基 (The methodological base of applying agent-based modeling to political science research). *政治科學論叢 (Political Science Review)*, 36, 149-186.
- Liu, F. C.-S. (2007). Constrained opinion leader influence in an electoral campaign season: Revisiting the two-step flow theory with multi-agent simulation. *Advances in Complex Systems*, 10(2), 233-250. [SSCI, IF most recent: 0.867]
- Liu, F. C.-S. (2006). Communication networks and changes in electoral choices: A study of Taiwan's 2002 mayoral elections. *Journal of East Asian Studies*, 6(1), 139-158. [SSCI, IF most recent: 0.844]
- Liu, F. C.-S. (2005). A high-tech illusion or a solution? American political scientists' perspective on E-Democracy. *資訊社會研究 (Journal of Cyber Culture and Information Society)*, 9, 205-232.

## Book(s)

- 劉正山(2018). *民意調查資料分析的R實戰手冊*. 台北：五南文化.

## Book Chapters & Other Publications

- Liao, D., Liu, F. C.-S., & Chen, B. (2018). Taiwanese nationalism in the age of cross-strait integration: Predominance and pragmatism in the Ma Ying-jeou era. In A. Beckershoff & G. Schubert (Eds.), *Assessing the Presidency of Ma Ying-jiu in Taiwan: Hopeful Beginning, Hopeless End? (1 edition, pp. 59-89)*. New York: Routledge.
- 劉正山. (2018). 從政治科學接軌資料科學：社科學子如何透過工具升級心態. In 余宗基 (Ed.), *軍事社會科學大數據論壇* (pp. 3-21). 台北：國防大學.
- 彭伊絹, & 劉正山. (2017). 網路社會裡的政治討論、新聞閱聽與投票動能. In *電子商務與網路社會新境界2017* (pp. 328-341). 台北：前程文化.
- 劉正山. (2016). 書評：Why Elections Fail [為什麼選舉會失靈] by Pippa Norris [皮帕·諾里斯] (Cambridge University Press, 2015, Paperback, 256 pp., ISBN 97811070679023). *台灣民主季刊 (Taiwan Democracy Quarterly)*, 13(1), 189-195.
- 劉正山, 馮浩峻, & 郭明賢. (2015). 社群網路與投票動員：透過網路調查平台進行的實驗觀察. In *電子商務與網路社會新境界2016* (pp. 334-351). 台北：前程文化.
- Liu, F. C.-S. (2014, September 24). Taiwan's Sunflower Movement and generation politics. *China Policy Institute: Analysis*, <https://cpianalysis.org/2014/09/24/taiwans-sunflower-movement-and-generation-politics/>.
- 劉正山, & 郭明賢. (2013). 網路世代選民的政治參與及動員策略. In *電子商務新境界2013* (pp. 300-315). 台北：前程文化.
- 劉正山, & 莊文忠. (2013). 項目無反應資料的多重插補分析. In 黃紀 (Ed.), *台灣選舉與民主化調查 (TEDS) 方法論之回顧與前瞻* (pp. 275-306). 台北：五南.
- 劉正山, & 洪永泰. (2013). 2012年總統大選期間年輕網路使用者的投票行為觀察. In 廖達琪 (Ed.), *網路民主：台灣iVoter投票諮詢網站建置紀實* (pp. 61-71). 台北：五南.
- 劉正山. (2012). 你可能不知道的媒體影響. *科學月刊*, 408, 12-18.

- 
- 劉正山. (2011, October 8). 同時做個學門內部的專才與跨學門的通才. 跨閱誌, <http://shs.ntu.edu.tw/shsblog/?m=>
  - 劉正山. (2011). 當前審議式民主的困境及可能的出路 (The challenges of practicing deliberative democracy in Taiwan and a possible solution). In 梁文韜 (Ed.), 審議式民主的理想與侷限 (pp. 1-26). 台北: 巨流.
  - 劉正山. (2010). 書評: Whiter Taiwan and Mainland China: National Identity, the State, and Intellectuals [消融台灣與中國的疆界—族群認同、國家與知識份子] by Zhidong Hao [郝志東] (Hong Kong: Hong Kong University Press, 2010, Hardbook, 232 pp., ISBN 9789622091009) . 台灣民主季刊 (*Taiwan Democracy Quarterly*), 7(2), 227-232.
  - 劉正山. (2009). 書評: Shoemaker, Pamela J.; Tankard, James W. & Lasorsa, Dominic L.(2004). How to Build Social Science Theories. Thousand Oaks, Calif: Sage. 政治科學季評 (*Political Science Quarterly*), 21, 41-44.
  - 劉正山. (2007). 書評: Mutz, D.C. (2006). Hearing the Other Side: Deliberative Versus Participatory Democracy. New York: Cambridge University Press. 政治科學季評 (*Political Science Quarterly*), 13, 25-29. doi:10.6570/PSQBR.2007.13.4

## Conference Presentations

- Liu, F. C.-S. (2020, May 21). Say No to Chinese identity? Identification (mis)Measurement and overinterpretation in Taiwan. Presented at the Western Political Science Association 2020 annual meeting, Virtual Conference.
- Lams, L., Maekelberghe, C., & Liu, F. C.-S. (2019, October 4). "Democracy" in Taiwanese English-language opinion press during presidential electoral periods 2008 / 2016. Presented at the Global Forum on Modern Direct Democracy, National Chung Hsing University, Taichung, Taiwan.
- Liao, D., & Liu, F. C.-S. (2019, August 30). How connective populism was made online: A case study of the Han tide in 2018. Presented at the 115th American Political Science Association's Annual Meeting, Washington, D.C., USA.
- 劉正山. (2019, June 21). 國家認同概念的裂解與重組：使用網路調查資料於探索式研究的的嘗試與發現. @南區統計學會年會, 台中.
- Liu, F. C. S. (2019, May 8). Democratic zeal, fake news worries, and moralized preferences: Inspecting Taiwan's polarization patterns. Presented at the International Seminar of Regional Reflections on the Shape of Democracy, News Performance and Citizen Engagement, Leuven, Belgium.
- Liu, F. C.-S. (2018, July 25). Taiwan's democratic hope? How partisans and non-partisans perceive the function of democracy. Presented at the 25th IPSA World Congress of Political Science, Brisbane, AU.
- Liu, F. C.-S. (2018, July 11). The second wing of polls: How multiple correspondence analysis using R advances exploring associated attitudes in smaller-data. Presented at the userR! 2018, Brisbane, AU. Retrieved from <https://www.youtube.com/watch?v=9hA0UGfn01g>
- Liu, F. C.-S. (2018). Trust building as a magnet of online survey participation: How an open survey data platform assists theory development in social sciences. Presented at the International Symposium on Grids and Clouds (ISGC) 2018 Annual Conference, Academic Sinica, Taipei, Taiwan.
- 劉正山. (2017). 意義探勘怎麼做？談談如何從小資料看見大格局. 台灣資料科學年會 @中研院. 2017.11.9-12.
- 劉正山. (2017). 政黨認同與民主信念：意義探勘的方法論、工具方法與應用. 台灣政治學會2017年會 @政治大學 2017.11.11-12.
- 劉正山. (2017). 恢復政治學中的實用主義：一個課程改革芻議. 中國政治學會年會 @ 中研院. 2017.10.14-15

- 
- Liu, F. C.-S. (2017). Democratic hope? How Taiwanese partisans and non-partisans perceive the function of democracy. In Japanese Political Science Association 2017 Annual Conference. Hosei University, Tokyo, Japan.
  - Liu, F. C.-S. (2017) How exploratory political studies advance our understanding about politics: A thick data approach. Chicago, IL, USA.
  - Liu, F. C.-S. (2017) The measurement crisis in Taiwan’s identity politics: Re-evaluate the conceptualization of national and state identification. Vancouver, BC, Canada.
  - Liu, F. C.-S. (2016). The limit of using “unification and independence” as instrument to gauge Taiwan’s identity politics. Berkeley, CA, USA.
  - Liu, F. C.-S., Chang, R. Y. P., & Tan, A. C. (2016). The Spiral of Deinstitutionalization Untangled: An Observation about the Field Opinion within Kuomintang against Public Opinion During the 2016 Presidential Election Campaign. International Workshop on Parties Online, Kaohsiung City, Taiwan.
  - 劉正山 (2016) . 政治學中建立厚資料傳統的契機與挑戰. 中國政治學會年會@東華大學, 2016.11.25-26.
  - 劉正山 (2016) . 當前政治認同測量題關係釐清後的世代差異圖像的檢視. 台灣政治學會年會 @世新大學, 2016.10.22-23.
  - Liu, F. C.-S. (2016). Transformations of Taiwanese People’s State Identity. Presented at the American Political Science Association (APSA) annual meeting, Sept. 1-4, 2016, Philadelphia, USA.
  - Liu, F. C.-S. (2016). Installation of public opinion sensors: How a community-based web survey platform facilitates the collection of qualitative opinion data. Presented at the International Symposium on Grids and Clouds (ISGC 2016), Taipei.
  - Liu, F. C.-S., Chang, R. Y. P., & Tan, A. C. (2015). The spiral of deinstitutionalization: An observation about the field opinion within Kuomintang against public opinion during the 2016 presidential election campaign. Presented at the the Workshop on Institutionalization and Deinstitutionalization of Party and Political Organizations, National Sun Yat-Sen University, Kaohsiung City, Taiwan.
  - Liu, F. C.-S. (2015). How much should we worry about the polarization effect of polarized news media? Assessment with agent-based simulation. Presented at the Annual Meeting of Computing in Economics and Finance (CEF 2015), Taipei.
  - 劉正山, & 蔡艾真. (2014). 隱性選民之政黨意識與其政黨傾向偵測 (Partisan Motivated Reasoning and the Prediction of Closet Partisans’ Party Identification ). Presented at the Taiwan Political Science Association Annual Meeting (TPSA 2014), National Taiwan University, Taipei, Taiwan.
  - Liu, F. C.-S., & Li, Y.-T. (2014). Brothers or friends?: Taiwanese voters’ perception about the relationship between the two sides of the taiwan strait. Presented at the Taiwan Political Science Association 2014 Annual Meeting, National Taiwan University, Taipei, Taiwan.
  - Liu, F. C.-S. (2014). Are we family? Inspecting the influence of Taiwanese people’s country, nation, culture, and civil identification on the perception of relationship with “China.” Presented at the West Political Science Association Annual Meeting, Seattle, WA, USA.
  - Liu, F. C.-S., & Su, Y.-S. (2013). Adjust Survey Response Distributions Using Multiple Imputation: A Simulation with External Validation. Presented at the AAPOR 2013 Annual Conference, Boston, MA, USA.
  - Liu, F. C.-S. (2013). Party Identification, Social Networks, and News Media: What Agent-Based Simulation Tells Us about the Dynamics of State Identification and the Formation of Social Cleavage. Presented at the International Symposium on Grids and Clouds (ISGC) 2013 Annual Conference, Academic Sinica, Taipei, Taiwan.
  - Liu, F. C.-S. (2012). The decline of the politically informed electorate and the survival of political disagreement within communication networks. Presented at the 4th World Congress on Social Simulation, National Cheng-Chi University.

- 
- Liu, F. C.-S., & Chuang, W.-C. (2012). Applying Multiple Imputation to Item-Nonresponse Problems in Descriptive Statistics (項目無反應資料的多重插補分析). Presented at the The Maturing of Taiwan Democracy: Findings and Insights from the 2012 TEDS Survey (『台灣選舉與民主化調查』2012年國際學術研討會：成熟中的台灣民主：TEDS2012調查資料的分析), National Taiwan University, Taipei, Taiwan.
  - Liu, F. C.-S. (2012a). The decline of the politically informed electorate and the survival of political disagreement within communication networks. Presented at the 4th World Congress on Social Simulation, National Cheng-Chi University, Taipei, Taiwan.
  - Liu, F. C.-S. (2012b). Reconstructing the distribution of voter choice using multiple imputation: A study of Taiwan's 2012 presidential election. Presented at the 2012 Survey Research Methodology Conference, Academic Sinica, Taipei, Taiwan.
  - Liu, F. C.-S., & Lee, F. L. F. (2012). How do you choose between Taiwan and China? An analysis of overlapping state identity and national identity. Presented at the Midwest Political Science Association Annual Meeting, Chicago, USA.
  - Liu, F. C.-S., & Lee, R. C. (2012). Artificial intelligence and the adjustment of survey sample bias: a preliminary application to telephone and web survey. Presented at the Midwest Political Science Association Annual Meeting, Chicago, USA.
  - Liu, F. C.-S., & Hung, Y.-T. (2012). Profiles and voting patterns of Taiwan "Intelligent Voters": An observation using web-panel data. Presented at the International Workshop on E-Society Research, National Sun Yat-Sen University, Kaohsiung City, Taiwan.
  - Wang, Y.-D., Liaw, T.-M., Liu, F. C.-S., Lin, C.-Y., & Lin, S. C. (2012). Memory effect on the voter model as non-equilibrium statistical systems. Presented at the International Symposium on Grids & Clouds 2012, Academic Sinica, Taipei, Taiwan.
  - Liu, F. C.-S., Chiu, A. S.-Y., & Tan, A. C. (2011). The patterns of partisan defection in the 2011 Mayoral election. Presented at the 2011 International Conference on Taiwan's Election and Democratization Study: Cities Mayoral Elections, Taipei, Taiwan.
  - "News Media Environment, Selective Perception, and the Survival of Preference Diversity within Communication Networks". Paper presented at the JITP 2011 Conference "The Future of Computational Social Science" (May 16-17, 2011) at Washington University, Seattle, USA.
  - (with Simon Lin 林誠謙、Jing-ya You 尤靖雅、Yu-Ting Chen 陳佑定、Jing-Lung Sun 孫敬倫) "From Internal Validation to Sensitivity Test: How Grid Computing Facilitates the Construction of an Agent-Based Simulation in Social Sciences". Paper presented at the International Symposium on Grids and Clouds in conjunction with the Open Grid Forum (March 21-25, 2011) at Academia Sinica in Taipei, Taiwan.
  - "Govern with Right Information: Reconsider the Use of Value-Based Surveys" (用民意善治：當前政策導向民意調查內容的反省與調整). Paper presented at NSYSU-Waseda Joint Workshop on Governance (Jan. 18, 2011), Waseda University, Japan.
  - (with 施慶麟, 劉子昱, 李承訓, 陳月卿) "The Validity of Political Knowledge Measurements in Taiwan's Survey Datasets" (當前大型調查「政治知識」概念測量有效性的再評估). Paper presented at the 2010 Taiwan Political Science Association annual meeting (Dec. 4-5, 2010), Shu-Chow University, Taipei, Taiwan.
  - (with Shu-hua Chu 朱淑樺) "Are You Sure that You Are an Independent Voter?" (你確定你是「中間選民」嗎？從媒體使用的角度尋找有政黨傾向的「中間選民」). Paper presented at the 2010 Chinese Political Science Association annual meeting (Nov. 5-6, 2010), National Sun Yat-Sen University, Kaohsiung, Taiwan.
  - (with Li-Chun Chiang 蔣麗君 and Y. F. Tseng 曾雅芬) "How Deliberation Occurs? Examining the Patterns of the Political Discussion in Kaohsiung Voters' Daily Life before 2006 & 2010 Mayoral Elections." (自發的公民審議如何可能？台灣高雄地區民眾談論政治行為初探). Paper presented at the 2010 Chinese Political Science Association annual meeting (Nov. 5-6, 2010), National Sun Yat-Sen University, Kaohsiung, Taiwan.

- 
- “*Which Program Do you Think is the Fairest? Probing into Hidden Partisans’ Voter Preferences with Alternative Survey Questions*” Paper presented at the International Conference on Survey Research Methodology (August 25 - 26, 2010), Academia Sinica, Taiwan.
  - “*Identification Crisis or Preference Dynamics? The Nature of National Identification Problem in Taiwan.*” Paper presented at the 2010 Midwest Political Science Association Annual Conference (April 22-25, 2010), Chicago, IL.
  - “*Predicting vote shares with multiply imputation: An inspection of telephone survey data set TEDS2009LT.*” Paper presented the 2009 Japanese Political Science Association annual meeting (October 10-12, 2009), Nihon University, Tokyo, Japan.
  - “*Predicting vote shares with multiply imputed survey data: A case study of Taiwan’s 2008 presidential election.*” Paper presented the 9th Conference on Survey Methods and Application (September 11, 2009), Academia Sinica, Taipei, Taiwan.
  - “*Inspect the distribution of partisans with multiple imputation: A case study of TEDS2008P*” Paper presented at the 2009 Taiwan Electoral and Democratization Studies International Conference (May 23-24, 2009), National Cheng-Chi University, Taipei, Taiwan.
  - (with Laura Lucas) “*Perceiving Network Heterogeneity and Claiming Political Independence: An Inspection of Panel Data*” Paper presented at the 2009 Midwest Political Science Association Annual Conference (April 3 - 6, 2009), Chicago, IL.
  - “*Perceived Partisan Heterogeneity in Communication Networks and Partisan Defection in a National Election: Evidence from Taiwan*” Paper presented at the 2009 Midwest Political Science Association Annual Conference (April 3 - 6, 2009), Chicago, IL.
  - “*Could National Identification Take Shape through Deliberation? A Study of a Simulated Public Forum on Nation Name Choice.*” Paper presented in Taiwan Political Science Association Annual Conference (Nov. 22-23, 2008), National Chi-Nan University, Taiwan. (「國家認同可否審議? 以青年為對象的焦點團體研究初步報告」, 發表於台灣政治學會年會, 國立暨南大學。)
  - “*Which Program Do you Think is the Fairest? Partisan Orientation and Selective Processes*” Paper presented at the 2008 American Political Science Association Annual Meeting (August 28 - 31, 2008), Boston, MA.
  - (with Laura Lucas) “*Network Heterogeneity and the Politically Independent*” Paper presented at the 65th Midwest Political Science Association Annual Conference (April 3 - 6, 2008), Chicago, IL.
  - “*Network Heterogeneity and Democratic Orientations: Evidence From Taiwan*” Paper presented at the 65th Midwest Political Science Association Annual Conference (April 3 - 6, 2008), Chicago, IL.
  - (with Kurt Munroe) “*Deliberative Polling: An Asian Perspective*” Paper presented at the 65th Midwest Political Science Association Annual Conference (April 3 - 6, 2008), Chicago, IL.
  - “*The Theoretical Constrains of Public Forums and Not-so-successful Practices in Taiwan.*” Paper presented in “Cross-Strait Conference on Social Changes in Taiwan over 20 Years” (March 3-5, 2008), Xia-Men University, China. (「公民會議理論上的限制與近年在台灣實行的瓶頸」, 發表於「台灣社會思潮變遷20年學術研討會」, 中國廈門大學。)
  - “*The News Media as a Cause of "Polarization"? An Assessment with Agent-Based Simulation*” Paper presented in International Conference on Polarized Politics in a Comparative Perspective—America, South Korea, and Taiwan (Jan. 26, 2008), Taipei, Taiwan.
  - “*The Methodological Base of Applying Agent-Based Modeling Approach to Political Science Research.*” Paper presented in Taiwan Political Science Association Annual Conference (Nov. 18-19, 2007), National Cheng-Chi University, Taiwan. (「代理人基模擬途徑的政治學方法論根基」, 發表於台灣政治學會年會, 國立政治大學。)

- 
- “*The Relationship between Network Heterogeneity and Changes in Voter Preferences: Comparing Taipei and Kaohsiung Voters in the 2006 Mayoral Elections*” Paper presented at the 2007 Taiwan Electoral and Democratization Studies International Conference (Oct. 20-21, 2007), Soochow University, Taipei, Taiwan.
  - “How Possible Is It to Cultivate Deliberative Democracy in Our Daily Life? An Examination of the Gap between Theoretical Expectation and Empirical Reality.” Paper presented in Chinese Political Science Association Annual Conference (Sep. 29-30, 2007), I-Shou University, Kaohsiung, Taiwan. (「審議的民主生活如何可能？選舉期間的政治談論行為與理論預期的差距」，發表於中國政治學會年會，義守大學。)
  - “*Simulating the Dynamics of Voter Preference: Contrasting Agent-Based Modeling Results with Empirical Data*” Paper presented at the 103rd American Political Science Association Annual Meeting (Aug 30-Sept 2, 2007), Chicago, IL.
  - “*Political Discussion and Its Consequences: A Study of Taiwanese Voters in the 2006 Mayoral Election*” Poster presented at the 103rd American Political Science Association Annual Meeting (Aug 30-Sept 2, 2007), Chicago, IL.
  - “An Observation of Kaohsiung Voters’ Selective Exposure Behavior during the 2006 Mayoral Election.” Paper presented in the Taiwan Foundation for Democracy’s Conference on the 20th Anniversary of Lifting Marshal Law (July 15, 2007), Taipei, Taiwan. (「2006年高雄市長選舉前夕選民選擇性接觸媒體行為分析」，發表於台灣民主基金會「解嚴二十週年與台灣民主」學術研討會，台灣大學校友會館。)
  - “*Constrained opinion leader influence in an electoral campaign season: Revisiting the two-step flow theory with multi-agent simulation*” (accepted by *Advances in Complex Systems*). Paper presented at the 57th Annual International Communication Association Conference (May 24-28, 2007), San Francisco, CA.
  - “*Frequent Political Discussion and Its Consequences*” Paper presented at the 65th Midwest Political Science Association Annual Meeting (April 12 - 15, 2007), Chicago, IL.
  - (with Paul Johnson) “*Media Use and the Survival of Political Disagreement: A Simulation*” Paper presented at the 65th Midwest Political Science Association Annual Meeting (April 12 - 15, 2007), Chicago, IL.
  - “The Dynamics of Voter Preferences in a Polarized Media Environment during an Electoral Campaign.” paper presented at the 2006 Taiwanese Political Science Association Annual Conference (Nov. 25-26, 2006). National Taipei University, Taipei, Taiwan. (「大選期間兩極化媒體下選民投票意向型態的變遷」，台灣政治學會年會，國立台北大學。)
  - “*The Decline of the Politically Informed Electorate and the Survival of Political Disagreement: Exploring Media and Communication Network Effects with an Agent-Based Computer Simulation*” Paper presented at the 64th Midwest Political Science Association Annual Conference (April 19 - 22, 2006), Chicago, IL.

## Granted Projects

- 2017-2020. Are We Talking about the Same State? A Thick Data Approach to Apply Web Survey Methods to Exploring Voters’ Identification with a State and Perception about State Legitimacy (國家正當性的認知內涵與測量：厚資料方法論的視角及網調方法的應用 MOST 106-2410-H-110 -027 -MY3)
- 2017. Research Group on Thick Data and Knowledge Construction (厚資料知識建構學術研究群 MOST104-2420-H-002-016-MY3-SG10602)
- 2016-2018. Exploring Taiwan Voters’ Preferences of Sensitive Political Issues via Thick Data Approaches and Platforms (聽風觀風與追風：透過厚數據平台及視覺化軟體開發來探索台灣民眾對敏感性政治議題之偏好流動及其意義 MOST 105-2420-H-110 -007 -MY3)
- 2015-2017 Taiwanese Voters’ Perception and Attitudes about Cross-Straight Relationship: Exploring Generation and Geographical Gaps Using Mixed-Mode Surveys (臺灣民眾的兩岸關係認知：以多種模式調查法探索世代差異與南北差距 MOST 104-2410-H-110 -014 -MY2)



- 
- 2011-2015. Open Survey Data in E-Society: A Web-Survey System that Incorporates Telephone Surveys (網路社會E-society：電話調查與網路調查資料整合資料庫建置計畫子計畫 教育部頂尖大學計畫)
  - 2012-2015 Partisan Orientations of Invisible Voters (隱藏黨派傾向選民之真實意向：調查與預測 NSC 101-2410-H-110-041-SS3 )
  - 2009-2012. Is It Your Identification or Preference? An Exploration for a Theory of the Volatility of National Identification (是認同還是偏好？國家認同浮動性的理論建構與模擬研究) (NSC 98-2410-H-110-011-MY3 )
  - 2008-2009. How do polarized news media influence “the Independent”? (極化媒體對中間選民偏好的影響) (NSC 97-2410-H-110-018-)
  - 2007-2008. The consequence of the decline of politically interested voters (選民冷漠對政治討論社群異質性的影響) (NSC 96-2414-H-110-005- )
  - 2007-2008. An Agent-Based Model for the Dynamics of Voter Preferences: Contrasting Simulation Results with Empirical Data Analysis (投票意向形成與變遷的代理人基模型：模擬與實證資料的比對分析) (NSC 96-2414-H-110-001-)

## Teaching

### Doctoral Level

- Political Methodology (政治學方法論)
- Pragmatism: Approaches and Practice (經世致用的途徑與實踐)

### Master Level

- Management of Political Resources and Public Goods (政治資源的經營與管理)
- Quantitative Data Analysis in Political Science (政治學量化資料分析)
- Research Methods in Political Science (政治學研究方法)
- Public Opinion and Political Behavior (民意與選舉行爲研究)
- Simulation Methods in Social Sciences (社會科學模擬研究方法)
- Comparative Political Theories (比較政治理論)
- Local Media and Political Marketing (地方媒體與政治行銷)
- Basic Issues in Political Science (政治學的基本問題)
- Political Communication (政治傳播)

### Undergraduate Level

- Public Opinion and Democracy (民意與民主)

## Services

### Academic

- Guest Editor
  - Issues & Studies (2018)
  - 問題與研究 (2019)
- Editorial Board

- 
- *Electorl Studies* (選舉研究), 2018-
  - 問題與研究, 2018-

- Referee:

- *International Journal of Political Science*, 2012-
- *International Studies Perspectives*, 2011-
- *Chinese Journal of Communication*, 2011-
- *International Journal of Sociology and Anthropology (IJSA)*, 2011-
- *Issues & Studies*, 2008-
- *Taiwan Political Science Review* (台灣政治學刊), 2008-
- *Soochow Journal of Political Science* (東吳政治學報), 2008-
- *Journal of Information Technology & Politics*, 2007-
- 問題與研究, 2007-
- 台灣民主季刊, 2010-
- *Electorl Studies* (選舉研究), 2007-
- *Political Psychology*, 2005-

## Professional

- (with Cheng-shun Lee) Translating R-Commander into Chinese. (2011)
- Adviser, “Freeware Service of NSYSU Office of Library and Information Services,”(<http://140.117.120.59:88/moodleservice/>), 2008-
- Executive Committee, Taiwan Election and Democracy Studies (TEDS) Survey Projects:
  - 2010-2011 (Mayoral Elections, TEDS2010C)
  - 2009 (County Magistrate/City Mayoral Elections, TEDS2009M)
  - 2007-2008 (Presidential Election, TEDS2008)
  - 2006-2007 (Kaohsiung & Taipei Mayoral Elections, TEDS2006)

## University

- Director of Institute of Political Science, NYSYU (Sept. 2018-Aug. 2021)
- Director of Survey Research Center, NYSYU (Sept. 2011-Aug. 2013)
- Division Head, Division of Overseas Compatriot and International Student Affairs, Office of International Affairs, NYSYU (Feb. 2009-Aug. 2010)

## Public

- Executive Director, Taiwan Open Democracy Observatory Association (台灣民主守望協會 TODO.a) (2017-)
- Committee, Habitual Domains Association (習慣領域學會) (2018-)

---

## Invited Talks and Lectures

- 《Youth Salon 職涯嚮導講座》「不同視角看數據—數據資料視覺化」 2019.9.22 @ 勞動部(高雄)青年職涯發展中心
- 《探索式民調資料分析與MCA方法》工作坊. 2019.7.3 @國防大學政戰學院
- “Becoming One China or Creating a New Country? Taiwan Voters’ Political Identification Profile”. 2019.5.10 @ KU Leuven, Belgium. 《China and Globalization》
- “Democratic Zeal, Fake News Worries, and Moralized Preferences: Inspecting Taiwan’s Polarization Patterns”. 2019.5.8 @ KU Leuven, Belgium. 《International Seminar of Regional Reflections on the Shape of Democracy, News Performance and Citizen Engagement》
- 「架起探索式民調望遠鏡，看見能源公投的另一面」 2019.4.19 @工研院 綠能與環境研究所
- 「社科學子如何透過工具升級心態」 2018.11.05 @國防大學政戰學院
- “Trust Building as A Magnet of Online Survey Participation: How An Open Survey Data Platform Assists Theory Development in Social Sciences”. 2018.10.04 @中研院調研中心
- 《政治學研究方法的回顧與前瞻》「實證主義下的探索式資料分析：復古？創新？」 2018.6.2@政大
- 《網路經濟學演講及讀書會系列》「網路民調資料的學術及市場潛力」 2018.5.25@中研院人社中心。
- “How and Why (Not) Should We Embrace Big Data? A Reflection from the aspect of Epistemology”. 2018.5.3 @成功大學政治系
- 「從學佛念佛領略HD的奧趣」 2017.12.1@ 台中 《25屆習慣領域年會》
- 「意義探勘怎麼做？談談如何從小資料看見大格局」 2017.11.12 @中研院 《資料科學學會年會》
- 「Data Science in political Science：從政治學方法論的角度發掘以資料進行意義探勘的潛力」 2017.10.16 @台灣大學經濟系 《資料科學與社會研究》
- 「大數據時代知識的王座換人坐坐看？談談意義探勘這個專業」 2017.9.13 @世新大學 《學術研究群暨經典研讀班：傳播大數據》
- 「使用R套件探索問卷調查資料的意義」. Dec. 23, 2016. @ Taipei 《R Taiwan2016》
- 「從探索的角度發掘以問卷調查資料進行意義探勘的潛力」, Dec. 19, 2016 @ 中研院調研中心
- 「民意調查怎麼信：手把手帶你看懂新聞報導中的數字陷阱」, Dec. 9, 2016 @中山大學圖資處
- “The limit of using “unification and independence” as instrument to understand Taiwan politics”, presented at the International Workshop on “Election Polling and Democratic Consolidation in Taiwan and Korea,” UC Berkeley, Dec. 1, 2016.
- (In Chinese) “What Open Data Can and Cannot Do?” (Open Data的能與不能：一個政治學者眼中的量化資料與第一手資源), Office of Library and Information Services, NSYSU, March 26, 2015.
- (In Chinese) “Workshop on Introductory Statistics Using R”(R統計軟體初階課程), College of Social Science, NSYSU, Aug 16-17, 2012.(教育部補助國立臺北商業技術學院建立特色典範計畫)
- (In Chinese) “Understanding Public Opinion Polls”, National Academy of Civil Service, Aug. 13, 2012.
- (In Chinese) “Workshop on Introductory Statistics Using R”(R統計軟體初階課程), College of Social Science, NSYSU, Sep. 7-9, 2011. (教育部補助國立臺北商業技術學院建立特色典範計畫)
- (In Chinese) “R-Lab: Data Analysis with R”, Institute of Political Science, Academic Sinica, Aug. 2-3, 2011.

- 
- “National Identification Issues and Voting Behavior in Taiwan”, invited by the instructor of “Taiwan Politics,” Institute of Political Science, NSYSU, Nov.3, 2010.
  - “Using Survey Data to Explore Dual Identity in Taiwan”, invited by the Department of International Affairs, Wenzao Ursuline College of Languages (文藻外語學院), May 20, 2010.
  - “Political Parties and the Democratization of Taiwan,” invited by Asia Tour of Georgia Institute of Technology, National Sun Yat-Sen University, May 29, 2009.
  - (In Chinese) “How to Design Survey Research?” (淺談問卷研究設計) Kaohsiung Municipal Girls’ Senior High School, Kaohsiung, Nov. 12, 2008.
  - “Political Parties and the Democratization of Taiwan,” invited by Asia Tour of Georgia Institute of Technology, National Sun Yat-Sen University, June 3, 2008.
  - (In Chinese) “From Physics, Computer Science to Social Sciences: How to Apply Agent-Based Modeling in Communication Studies,” (從物理學、電腦科學到社會科學：如何將代理人基模擬研究方法運用到傳播學研究) invited by Institute of Communications Management, National Sun Yat-Sen University, Kaohsiung, Oct. 27, 2007.
  - “Media Use in the 2006 Kaohsiung Mayoral Election,” invited by College of Social Science, National Sun Yat-Sen University, Kaohsiung, June 16, 2007.

## Honors and Awards

- Taiwan Studies Chair (MOE - KU Leuven, Belgium) (教育部台灣講座) (2019)
- Outstanding Alumni, Fu Hsing Kang College, National Defense University (國防大學政戰學院榮譽校友) (2019)
- Visiting Scholarship - University of California Berkeley, USA (教育部—美國加州柏克萊大學訪問學者) (2013-2014)
- The Frontiers of Science (FoS) representative (台法前鋒科學論壇台灣社會科學學門代表) (2011)
- College Research Fellowship (中山大學社科院年輕學者獎) (2011)
- Fellowship–Visiting Research Fellow, National Taiwan University (台灣大學社會科學高等研究院訪問學者) (Summer, 2009)
- College Teaching Award (中山大學社會科學院優良教學獎) (2009)
- University Mentor Award (中山大學全校優良導師獎) (2008)
- College Mentor Award (中山大學社會科學院全院優良導師獎) (2008)

## Professional Affiliations

- Western Political Science Association (WPSA)
- Midwestern Political Science Association (MPSA)
- American Association for Public Opinion Research (AAPOR)
- American Political Science Association (APSA)
- Taiwan Political Science Association (TPSA)
- Chinese Political Science Association (CPSA)
- International Communication Association (ICA)