

# Cheng-Shan (Frank) Liu 劉正山

## Curriculum Vita

Professor and Director,  
Institute of Political Science,  
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## 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

## Current Positions

- Director, Graduate Institute of Political Science, NYSYU (August, 2018-July, 2024)
- Director, Habitual Domains Association (2021-)
- Director, Taiwan Open Democracy Observatory Association (2020-)

## Teaching

### Doctoral Level

- Political Methodology (政治學方法論)

### Master Level

- Public Opinion and Political Behavior (民意與政治行為研究)
- Social Media and Political Communication (社群媒體與政治傳播)
- Local Media and Political Marketing (地方媒體與政治行銷)
- Management of Political Resources and Public Goods (政治資源的經營與管理)
- Pragmatism: Approaches and Practice (經世致用的途徑與實踐)
- Comparative Political Theories (比較政治理論)
- Basic Issues in Political Science (政治學的基本問題)
- Subject Explorations and Methods (議題的發掘與方法)
- Research Methods in Political Science (政治學研究方法)
- Introduction to Data Analysis Methods (資料分析方法入門)
- Quantitative Data Analysis in Political Science (政治學量化資料分析)
- Simulation Methods in Social Sciences (社會科學模擬研究方法)

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## Undergraduate Level

- Public Opinion and Democracy (民意與民主)

## Research Publications

### Refereed Journal Articles (selected)

- 劉正山. (2021). 習慣領域與零極限 (Habitual domains and zero limits). *習慣領域期刊 (Journal of Habitual Domains)*, 12(1), 29–42.
- 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-Straits 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]
- 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.
- 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). 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.
- 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]

## 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 (selected)

- 劉正山. (2023a). 多元知識論與多元方法論對政治學門帶來的啓發與契機. In 吳重禮, 吳文欽, & 張廖年仲 (Eds.), *政治學的現況與展望* (ISBN : 978-626-366-218-6 pp. 47-71). 五南.
- 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, 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. (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.

### Conference Presentations (in 5 years)

- 劉正山. (2023b, October 14). 省察臣道：從《群書治要》與《貞觀政要》反思中階經理人的角色與使命. 第五屆《群書治要》與《貞觀政要》國際學術研討會暨經典現代化論壇, 成功大學中文系.
- Lin, J.-C., & Liu, F. C.-S. (2023, September 1). Augmenting or alleviating our biases towards political elites in the post-truth era? Examining roles of social media influencers in the Taiwan 2022 local election. American Political Science Association 2023 Annual Conference, Los Angeles, USA.
- Liu, F. C.-S. (2023, April 13). Political trust in the face of the pandemic: An exploratory comparison between Belgium and Taiwan 2021-2022. the 80th MPSA Annual Conference, Chicago, IL, USA.
- Liu, F. C.-S. (2022, September 16). Moral stances and the preservation of political trust during the pandemic. APSA Annual Meeting, Montréal, Canada.
- Lin J. -C. & Frank C. -S. Liu (2023, Sep). Augmenting or alleviating our biases towards political elites in the post-truth era? Examining roles of social media influencers in the Taiwan 2022 local election. American Political Science Association 2023 Annual Conference, Los Angeles, USA. NSTC 112-2410-H-110- 055-SS3.
- Liu, F. C.-S. (2023, Apr). Political Trust in the Face of the Pandemic: An Exploratory Comparison between Belgium and Taiwan 2021-2022. MPSA2023, Chicago. USA. MOST 110-2927-I-110-502.
- Liu, F. C.-S.(2022, Sep). Moral stances and the preservation of political trust during the pandemic. the American Political Science Association Annual Meeting, Montréal, Canada. MOST 109-2410-H-110-048-SS3.
- Liu, F. C.-S. (2022, Apr). Morality and political preferences: An exploratory approach to inspect the formation of public opinion . the MPSA 79th Annual Conference, Chicago, USA (Hybrid Mode). MOST 109-2410-H-110-048-SS3.
- 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.

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- 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.

### Granted Projects (in 10 years)

- 2020-2023. Moralality and Political Preferences: An Exploratory Approach to Inspect the Formation of Public Opinion (道德感與政治偏好:以探索式分析途徑解析民意形成 MOST 109-2410-H-110-048-SS3)
- 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)

### Invited Talks and Lectures (in 5 years)

- 2023.11.17 受邀主講《臺灣綜合大學系統人文及社會科學跨校合作研究計畫》「福爾摩斯的養成:生成式AI對政治學訓練的契機」@中正大學政治學系。
- 2023.7.10 受邀參與政治大學「國家安全與民主參與」學術研討會擔任評論人。
- 2023.06.29-30 受邀與談海基會「兩岸關係學術研討會」分享兩岸經議題觀點 @台南關子嶺
- 2023.06.04 受邀擔任評審《社會資料科學學分學程》聯合期末成果展 @成大社科院
- 2023.05.29 受邀主講講座《統計基本觀念建立與認識R的基本操作》@高市府主計室
- 2023.05.26 受邀主講高雄市政府講座《統計基本觀念建立與認識R的基本操作》@高市府衛生局
- 2023.05.20 受邀帶領社科協辦《南區民間國是會議》，擔任總協調人及現場主持人。
- 2023.2.17 受邀參與21世紀基金會「台海安全論壇」@台灣醫學院國際會議中心，擔任評論人。
- 2022.5.21-23 受邀與談國立中山大學政治學研究所與亞太青年學會「Model APEC 2022」南部場 2022.5.21-23 @蓮潭會館
- 2022.3.14 受邀與談國立中山大學政治學研究所與CTPECC合辦「美國印太戰略演變與東亞金融發展」
- 2022.3.14 受邀主持亞太政經論壇@中山政研 2022.3.14
- 2021.12.17 受邀參加《Workshop of Education on Digital Humanities Innovative Application in the Big Data Era (WEDHIA) 2021》「數位政治學-教與學經驗談」場次擔任與談人 @政治大學
- 2021.11.23 受邀主持「美國印太戰略演變與東亞金融發展」亞太政經論壇 @中山政研 2022.3.14

- 2021.8.25-27 主講中山資管系及師大全營所合辦「2021 厚數據與資料敘事線上工作坊」
- 2021.5.10-11 受邀與談陸委會「2021 古都論壇：美中對抗新形勢下的兩岸關係」@尖山埤江南渡假村 -
- 2021.4.21 受邀演講「讀政治學的使命與展望」@陸軍官校政治學系 i
- 2021.3.22 受邀演講「質量化的分界與融合：談談說故事的方法論」@中山大學行傳所
- 2020.11.6 受邀演講「基層民主與高雄市長選舉研究工作坊」發表「2020 挺罷韓的愛恨情仇：高雄市民罷免與補選電訪資料的探索」@政治大學選舉研究中心
- 2020.11.1 受邀於中國政治學會年會與談《年會主題圓桌論壇：新媒體時代下的民主與治理》@世新大學
- 2020.7.25 & 8.1 受邀與談《市政新格局港都新治理論壇》2020.09.28 @高雄市議會 - 主持教育部高教深耕計畫《高中哲學訓練種子教師講座》@中山大學政治學研究所
- 2019.9.22 受邀主講《Youth Salon 職涯嚮導講座》「不同視角看數據—數據資料視覺化」@勞動部(高雄)青年職涯發展中心
- 2019.5.22 受邀主講「問題導向的政治學及公共行政學匯流契機」@「府都協力南方崛起」城市發展菁英論壇（台南大學行政管理學系主辦）
- 2019.5.10 受邀主講“Becoming One China or Creating a New Country? Taiwan Voters’ Political Identification Profile”. @ KU Leuven, Belgium. 《China and Globalization》
- 2019.5.8 受邀主講“Democratic Zeal, Fake News Worries, and Moralized Preferences: Inspecting Taiwan’s Polarization Patterns”. @ KU Leuven, Belgium. 《International Seminar of Regional Reflections on the Shape of Democracy, News Performance and Citizen Engagement》
- 2019.4.19 受邀主講「架起探索式民調望遠鏡，看見能源公投的另一面」@工研院 綠能與環境研究所

## 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)

## Honors and Awards (selected)

- Taiwan Studies Chair (MOE - KU Leuven, Belgium) (教育部台灣講座) (2019)
- Visiting Scholar - 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)
- NSYSU College Research Fellowship (中山大學社科院年輕學者獎) (2011)
- NSYSU College Teaching Award, (中山大學社會科學院優良教學獎) (2009)
- NSYSU University Mentor Award (中山大學全校優良導師獎) (2008)