



Yuhmiin Chang, Ph.D.

Distinguished Professor, Department of Advertising,
College of Communication, National Chengchi University

Education

Ph.D., School of Journalism, University of Missouri-Columbia

Professional Experiences

1. Editorial Board Member, *Humanities and Social Sciences Communication* (2026)
2. Editorial Advisory Board Member, *Communication and Society* (2024-Present)
3. Research Committee, American Academy of Advertising (2026)
4. Executive Director, Taiwan Society of Convergence (2022-Present)
5. Associate Dean for Graduate Studies, College of Communication, National Chengchi University (2022-2025)
6. Chair, Department of Advertising, National Chengchi University (2019- 2025)
7. Global and Multicultural Committee, American Academy of Advertising (2023-2024)
8. Co-Convener, Sociology Division, Ministry of Science and Technology (2022-2023)
9. Associate Dean for Undergraduate Studies, College of Communication, National Chengchi University (2019- 2022)

Honor and Awards

1. Distinguished Professor, National Chengchi University (2022-Present)
2. Ministry of Science and Technology Research Award, National Chengchi University (2018, 2023, 2024)
3. Third Place, Faculty Paper Competition, Advertising Division, the Annual Meeting of the Association for Education in Journalism and Mass Communication (2023)
4. Ministry of Science and Technology Outstanding Young Scholar Award, Ministry of Science and Technology (2014-2015, 2018-2021)
5. Outstanding Teaching Award Teaching Excellence Award, National Chengchi University (2017)
6. Teaching Excellence Award, National Chengchi University (2015, 2016)
7. Invited Lifetime Honorary Member, Kappa Tau Alpha (National Honor Society in Journalism and Mass Communication), USA (2012-Present)

Selected Publications

1. **Chang, Y.***, Esther Thorson (2023). Media multitasking, counterarguing, and brand attitude: Testing the mediation effects of advertising attention and cognitive load. *Computers in Human Behavior*, 139. DOI: <https://doi.org/10.1016/j.chb.2022.107544>.
2. Chang, Y.* (2018). Perceived message consistency: Explicating how brand messages being processed across multiple online media. *Computers in Human Behavior*, 85, 125-134. DOI: <https://doi.org/10.1016/j.chb.2018.03.038>
3. Chang, Y.* (2017). Why do young people multitask with multiple media? Explicating the relationships among sensation seeking, needs, and media multitasking behavior. *Media Psychology*, 20(4): 685-703. DOI: <https://doi.org/10.1080/15213269.2016.1247717>
4. **Chang, Y.*** (2017). The influence of media multitasking on the impulse to buy: A moderated mediation model. *Computers in Human Behavior*, 70, 60-66. DOI: <https://doi.org/10.1016/j.chb.2016.12.071>
5. **Chang, Y.*** & Thorson, E. (2004). Television and Web advertising synergies. *Journal of Advertising*, 33(2), 75-84.