

# Tao Sun

## Education

Ph.D. (Mass Communication), University of Minnesota -- Twin Cities, 2002  
M.A. (Media Studies), Pennsylvania State University – University Park, 1996  
B.A. (Journalism), China School of Journalism, Beijing, China, 1992  
B.A. (English), Dalian University of Foreign Languages, Dalian, China, 1990

## Teaching and Research Appointments

- |                    |  |
|--------------------|--|
| 2014- Present      | Associate Professor, Department of Community Development and Applied Economics, University of Vermont  |
| 2008-2014          | Assistant Professor, Department of Community Development and Applied Economics, University of Vermont<br>□ Courses Taught: <i>The Consumer &amp; Advertising, Consumer, Market &amp; Public Policy, Fundamentals of Public Communication, Applied Research Methods</i>   |
| 2004-2008          | Assistant Professor, Department of Communication and Media Studies, Plymouth State University, New Hampshire<br>□ Courses Taught: <i>Communication Theory, Media Effects, Communication Research Methods, Film as Popular Culture, Introduction to Media and Culture Studies, Global Perspectives in the Media</i>   |
| 2001-2004          | Assistant Professor, Department of Marketing Communication, Emerson College, Boston<br>□ Courses Taught: <i>Advertising Media Planning, Understanding Consumer Behavior, Research Methods for Global Marketing Communication &amp; Advertising, Introduction to Integrated Marketing Communication, New Technologies in Global Marketing Communication and Advertising</i> |
| 2000-2001          | Adjunct Professor, Department of Communication, College of Saint Benedict/Saint John's University, Minnesota<br>□ Courses Taught: <i>Mass Communication &amp; Society</i>  |
| Summer & Fall 1999 | Teacher of Record, School of Journalism and Mass Communication, University of Minnesota<br>□ Courses Taught: <i>Introduction to Mass Communication, Mass Media &amp; Popular Culture</i>   |
| 1996-2000          | Teaching Assistant, School of Journalism and Mass Communication, University of Minnesota   |

- Courses Assisted: *Mass Communication Processes and Structures, Introduction to Mass Communication, Visual Communication, Mass Media & Popular Culture*

Summer & Fall 2000	Research Assistant, Center for Applied Research and Educational Improvement, College of Education and Human Development, University of Minnesota
1997-1998	Research Assistant, Communication Research Division, School of Journalism and Mass Communication, University of Minnesota
1994-1996	Research Assistant, College of Communications, Pennsylvania State University

## Journal Articles

22. **Sun, T.**, Lin, S.D., & Kolodinsky, J. (2014). Hierarchical trait predictors of healthy diet: a comparison between US and Chinese young consumers. *International Journal of Consumer Studies*, 38 (6), 620–627.
21. Wang, Q., **Sun, T.**, Li, M.H., Li, W., & Zou, Y. (2013). Effectiveness of the “Made in China” TV advertisement: Evidence from a survey at an American university. *Journal of Chinese Economic and Foreign Trade Studies*, 6 (1): 4 – 18.
20. **Sun, T.** & Wu, G. (2012). Traits, predictors, and consequence of Facebook self-presentation. *Social Science Computer Review*, 30 (4): 419 - 433.
19. **Sun, T.** & Wu, G. (2012). The influence of personality traits on parasocial relationship with sports celebrities: A hierarchical approach. *Journal of Consumer Behaviour*, 11 (2): 136-146.
18. Zhong, B., Hardin, M., & **Sun, T.** (2011). Less effortful thinking leads to more social networking? The associations between the use of social network sites and personality traits. *Computers in Human Behavior*, 27 (3): 1265-1271.
17. Zhong, B., **Sun, T.**, & Zhou, Y. (2011). To name or not to name: A cross-cultural comparison of on-air attribution in U.S. and Chinese TV news. *Asian Journal of Communication*, 21 (2): 202-216.
16. Tai, Z.X. & **Sun, T.** (2011). The rumouring of SARS during the 2003 epidemic in China. *Sociology of Health and Illness*, 33 (1): 677-693.
15. **Sun, T.** (2011). The roles of trust and experience in consumer confidence in conducting e-commerce: a cross-cultural comparison between France and Germany. *International Journal of Consumer Studies*, 35 (3): 330-337.
14. **Sun, T.** & Wu, G. (2011). Trait predictors of online impulsive buying tendency: A hierarchical approach. *Journal of Marketing Theory & Practice*, 19 (3): 337-346.

13. **Sun, T.** (2010). Antecedents and consequences of parasocial interaction with sport athletes and sport fan team identification. *Journal of Sport Behavior*, 33 (2): 194-217.
12. **Sun, T.**, Tai, Z.X., & Tsai, K.C. (2010). Perceived ease of use in prior e-commerce experiences: A hierarchical model for its motivational antecedents. *Psychology & Marketing*, 27 (9): 874-886.
11. **Sun, T.**, Tai, Z.X., & Tsai, K.C. (2009). The role of interdependent self-construal in consumers' susceptibility to retail salespersons' influence: A hierarchical approach. *Journal of Retailing and Consumer Services*, 16 (5): 360-366.
10. **Sun, T.** (2009). Parental mediation of children's TV viewing in China: An urban-rural comparison. *Young Consumers*, 10 (3): 188-198.
9. **Sun, T.**, Horn, M., & Merritt, D. (2009). Impacts of cultural dimensions on healthy diet through public self-consciousness. *Journal of Consumer Marketing*, 26 (4): 241-259.
8. Tai, Z. X. & **Sun, T.** (2007). Media dependencies in a changing media environment: The case of the 2003 SARS epidemic in China. *New Media & Society*, 9 (6): 987-1009.
7. **Sun, T.**, Zhong, B., & Zhang, J. (2006). Uses and gratifications of Chinese online gamers. *China Media Research*, 2 (2): 58-63.
6. **Sun, T.**, Youn, S, Wu, G., & Kuntaraporn, M. (2006). Online word-of-mouth (or mouse): An exploration of its antecedents and consequences. *Journal of Computer-Mediated Communication*, 11(4), article 11. <http://jcmc.indiana.edu/vol11/issue4/sun.html>.
5. **Sun, T.**, Yuan, Y. V., Payne, G., & Zhong, B. (2005). Leadership attributes salient to Chinese local voters: Correlates of voting intentions among Chinese constituents. *American Behavioral Scientist*, 49 (4): 616-628.
4. **Sun, T.**, Horn, M., & Merritt, D. (2004). Values and lifestyles of individualists and collectivists: A study on Chinese, Japanese, British and US consumers. *Journal of Consumer Marketing*, 21 (5): 318-331.
3. **Sun, T.**, & Wu, G. (2004). Consumption patterns of Chinese urban and rural consumers. *Journal of Consumer Marketing*, 21 (4): 245-253.
2. **Sun, T.**, Chang, T.K., & Yu, G.M. (2001). Social structure, media system and audiences in China: Testing the uses and dependency model. *Mass Communication & Society*, 4 (2): 199-217.
1. Youn, S., **Sun, T.**, Wells, W.D., & Zhao, X.S. (2001). Commercial liking and memory: Mediating effects of product categories. *Journal of Advertising Research*, 41 (3): 7-14.

## Book Chapter

**Sun, T.,** Youn, S., & Wells, W.D. (2004). Exploration of consumption and communication communities in sports marketing. In Lynn Kahle, & Chris Riley (Eds.), *Sports Marketing and the Psychology of Marketing Communications*. Mahwah, NJ: Lawrence Erlbaum Associates.

## Conference Proceedings

6. **Sun, T.,** & Kolodinsky, J. (2013). Information exchange network of local food promoters in Vermont: A social network analysis. Proceedings of Shanghai International Conference on Social Sciences. July, 2013. ISBN: 978-986-87417-2-0; ISSN: 2304-2540.
5. Wu, G., & **Sun, T.** (2009). Advertising perceptions: A comparison between urban and rural consumers in China (p. 200). In H. Li (Ed.). *Proceedings of the 2009 Asia-Pacific Conference of the American Academy of Advertising*. Beijing, China: Communication University of China.
4. **Sun, T.,** Zhong, B., & Xu, H. (2006). Developmental differences in Chinese children's perception of child-related advertising. In J. Richards (Eds.), *Proceedings of the 2006 Conference of the American Academy of Advertising*, Reno, Nevada, Mar. 30-Apr. 2, Omnipress.
3. **Sun, T.,** Wu, G., & Youn, S. (2004). Psychological antecedents of impulsive and compulsive buying: A hierarchical perspective. Proceedings of the Society for Consumer Psychology Winter Conference, San Francisco, Feb. 19-21, 2004.
2. **Sun, T.,** Payne, G., Zhong, B., & Zhang, G. (2004). Correlates of reducing public activities in the midst of SARS epidemic. Proceedings of International Academy of Business Disciplines (Business Research Yearbook), San Antonio, March 25 – 28, 2004.
1. **Sun, T.,** Chen, A., Fang, T., & Liang, S. (2000). A tale of two cities – A buying behavior perspective. In J. Hoch Stephen, & J. Meyer Robert (Eds.), *Advances in Consumer Research*, Vol. 27, Provo, UT: Association for Consumer Research.

## Conference Panels

4. **Sun, T.,** panelest, "Conversations on Crisis Communication – Hurricanes, Earthquakes Epidemics and Political Mis-steps – Lessons Learned in Health, Politics and Public Policy," at the annual convention of National Communication Association, Boston, November 18, 2005.
3. **Sun, T.,** panelist, "F1 as a Bridge from Saudi Arabia to the Rest of the World," Ethical and Social Issues Track, at the annual conference of International Academy of Business Disciplines, Pittsburgh, PA, April 7 - 10, 2005.
2. **Sun, T.,** panelist, "SARS Scares and the Chinese Consumer," Health Communication and Public Policy Track, at the annual conference of International Academy of Business Disciplines, San Antonio, March 25 – 28, 2004.
1. **Sun, T.,** panelist, "Lessons in Public Relations and Health Communication," Public Relations Division 2004 Conference, International Communication Association, New Orleans, May 28-30, 2004.

## Conference Papers

32. **Sun, T.**, Kolodinsky, J. & Lin, S.D. (2014, May). *Trait Predictors of Body Shape Concerns among Young Adults in US and China*. Paper presented at the 2014 International Conference on Social Science and Management, Kyoto, Japan, May 7-9, 2014.
31. **Sun, T.**, Zhong, B., Payne, G. & Zhang, J. (2014, May). "Public Reactions to Health Crises in an Authoritarian Context: An Inquiry of Rally Effects during China's SARS Crisis," paper accepted for presentation at the 64th Annual Conference of the International Communication Association, Seattle, May 22-26, 2014.
30. **Sun, T.** & Kolodinsky, J. (2014, January). Hierarchical Trait Predictors of Healthy Diet: A Comparison between US and Chinese College Students. Paper presented at the 2014 Asia 2014 Asia-Pacific Social Science Conference, Seoul, January 8-10, 2014.
29. Wu, G.H. and **Sun, T.** (2013, October). *The effects of information privacy concerns and perceived personalization on online trust and willingness to disclose personal information: An empirical investigation of Facebook users*. Paper presented at Marketing EDGE Direct/Interactive Marketing Research Summit, to be held in Chicago, October 12-13, 2013.
28. **Sun, T.** and Kolodinsky, J. (2013, July). *Information exchange network of local food promoters in Vermont: A social network analysis*. Paper presented (poster session) at the Shanghai International Conference on Social Science, China, July 12-17, 2013.
27. Wang, Q.B., **Sun, T.**, Li, W. (2011, June). *Effectiveness of the "Made in China, Made with the World" TV advertisement: Evidence from a survey of college students in the United States*. Paper presented at the Chinese Economist Society 2011 Annual Conference, Beijing, China, June 18-19, 2011.
26. Witham, A., **Sun, T.**, and Watts, R. (2011, July). *Vermont's social network of organizations promoting sustainable transportation policy: A case study comparison with Maine and New Hampshire*. Paper presented at the 74th Annual Meeting of the Rural Sociological Society combined with the 43rd Annual Meeting of the Community Development Society, Boise, Idaho, July 28 - 31, 2011.
25. Tai, Z.X. & **Sun, T.** (2010, August). *The rumoring of SARS and the SARS of rumoring at times of uncertainty and information scarcity: A study of the 2003 epidemic in China*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Denver, August 4-7, 2010.
24. Wu, G. H. & **Sun, T.** (2009, May). *Advertising perceptions: A comparison between urban and rural consumers in China*. Paper presented at the Asia-Pacific Conference of American Academy of Advertising, Beijing, China, May 27 - 30, 2009.
23. Zhong, B., **Sun, T.**, & Zhou, Y. (2009, August). *To name or not to name: A cross-cultural comparison between CBS Evening News and CCTV Primetime Newscast on attributing*. Paper presented at the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Boston, August 5-8, 2009.
22. **Sun, T.**, Tai, Z.X., & Tsai, K.C. (2008, May-June). *Perceived ease of use in e-commerce: A hierarchical model for its motivational antecedents*. Paper presented at the Seventh Wuhan International Conference on E-Business, Wuhan, China, May 31-June 1, 2008.
21. Tai, Z.X. & **Sun, T.** (2007, August). *Mass participation, youth revolt and grassroots idol-making in the shackles of the state: Cultural politics of the Supergirl Contest*. Paper presented at the Cultural and Critical Studies Division of the Annual Convention of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C., August 9-12, 2007.

20. **Sun, T.** (2007, May-June). *Emerging popular culture values in China's New Media Age - A case study of the Supergirl Contest*. Paper presented at the Joint Conference of Chinese Communication Studies: West China and Globalization, Sichuan, China, May 31 – June 2, 2007.
19. **Sun, T.**, Zhong, B., & Xu, H. (2006, March-April). *Developmental differences in Chinese children's perception of child-related advertising*. Paper presented at the American Academy of Advertising, Reno, Nevada, March 30-April 2, 2006.
18. **Sun, T.** & Zhong, B. (2005, December). *Uses and gratifications of Chinese online gamers*. Paper presented at the joint conference of Xiamen University and the Association of Chinese Communication Studies (U.S.A.), Xiamen, China, December 2005.
17. **Sun, T.**, & Tao, S.P. (2005, July). *Values and lifestyles of individualists and collectivists: A study on US and Taiwanese consumers*. Paper presented at the annual conference of the International Association for Intercultural Communication Studies, Taipei, July 2005.
16. Zhong, B., **Sun, T.**, & Newhagen, J. (2005, May). *Optimistic biasing and the perception of self-censorship in U.S. newsrooms*. Paper presented at the annual convention of International Communication Association, New York, May 26-30, 2005.
15. Tai, Z., & **Sun, T.** (2005, May). *Media dependencies in the Cyber Age: The case of the 2003 SARS epidemic in China*. Paper presented at the annual convention of International Communication Association, New York, May 26-30, 2005.
14. **Sun, T.**, Youn, S, Wu, G., & Kuntaraporn, M. (2005, March-April). *Online word-of-mouth: An exploration of its Antecedents and Consequences*. Paper presented at the annual conference of American Academy of Advertising in Houston, TX, March 31-April 3, 2005.
13. **Sun, T.**, Payne, G., Zhong, B., & Zhang, G. (2004, March). *Correlates of reducing public activities in the midst of SARS epidemic*. Paper presented at the annual conference of International Academy of Business Disciplines Conference, San Antonio, March 25 – 28, 2004.
12. **Sun, T.**; Wu, G.H.; & Youn, S. (2004, February). *Psychological antecedents of impulsive and compulsive buying: A hierarchical perspective*. Paper presented at the Society for Consumer Psychology Winter Conference, San Francisco, Feb. 19-21, 2004.
11. **Sun, T.**, & Wu, G. (2003, October). *Consumption differences between Chinese urban and rural consumers*. Paper presented at the annual conference of American Society for Competitiveness, Washington, D.C., October 9-11, 2003.
10. **Sun, T.**, & Tao, S.P. (2003, April). *A comparison of Taiwanese consumers with American consumers*. Paper presented at the annual conference of International Academy of Business Disciplines Conference, Orlando, April 3-6, 2003.
9. **Sun, T.**, & Chang, T.K. (2000, August). *Exploration of TV-free life style – Toward a media exchange model*. Paper presented at the Mass Communication & Society Division of the 83rd Annual Convention of Association for Education in Journalism and Mass Communication (AEJMC), Phoenix, August 9-12, 2000.
8. **Sun, T.** (2000, August). *Testing a fear-based personality construct in the consumer context*. Paper presented at the Advertising Division of the 83<sup>rd</sup> Annual Convention of Association for Education in Journalism and Mass Communication (AEJMC), Phoenix, August 9-12, 2000.
7. **Sun, T.** (1999, September-October). *Subjective discretionary income and later life satisfaction*. Paper presented at the annual convention of the Association for Consumer Research, Columbus, Ohio, Sept. 30 – Oct. 3, 1999.

6. **Sun, T.**, Chen, A., Fang, T., & Liang, S. (1999, September-October). *A tale of two Cities – A buying behavior perspective*. Paper presented at the annual convention of the Association for Consumer Research, Columbus, Ohio, Sept. 30 – Oct. 3, 1999.
5. **Sun, T.**, Chang, T.K., & Yu, G.M. (1999, August). *Social structure, media system and audiences in China: Testing the uses and dependency model*. Paper presented at the Mass Communication & Society Division of the 82nd Annual Convention of Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, August 4-7, 1999.
4. **Sun, T.** (1999, May). *Skokie case and Miller Test*. Paper presented at the 49th Annual Conference of the International Communication Association, San Francisco, May 27-31, 1999.
3. **Sun, T.**, Zhao, X.S., & Yu, G.M. (1998, August). *Why Beijingers read newspapers – A uses and gratification perspective*. Paper presented at the International Division of the 81st Annual Convention of Association for Education in Journalism and Mass Communication (AEJMC), Baltimore, August 5-8, 1998.
2. **Sun, T.**, Wells, W.D., & Youn, S. (1998, May). *Exploration of consumption and communication communities in sports marketing*. Paper presented at the 17th Annual Advertising and Consumer Psychology Conference, Portland, Oregon, May 1-2, 1998.
1. **Sun, T.** (1997, April). *Hate speech and community standard*. Paper presented at the Midwest Graduate Communication Conference, St. Paul, Minnesota, April 25-26, 1997.

## Professional Workshops

1. Statistics with R, Philadelphia, October 24-25, 2014.
2. Mediation and Moderation, Philadelphia, September 19-20, 2014.
3. The Workflow of Data Analysis using Stata, Amherst, MA, June 17-21, 2013.
4. Introduction to Regression Analysis, Montreal, Canada, May 27-31, 2013.
5. Longitudinal Data Analysis Using Stata, Philadelphia, November 30-December 1, 2012.
6. Analyzing Developmental Trajectories, University of Massachusetts at Amherst, June 4-6, 2012.
7. Stata Public Training Course (Using Stata Effectively), Washington, D.C., Oct. 6-7, 2011.
8. Hierarchical Linear Models II: Special Topics, University of Michigan at Ann Arbor, July 5-8, 2011.
9. Structural Equation Models and Latent Variables: An Introduction, University of Michigan at Ann Arbor, June 27-July 1, 2011
10. Hierarchical Linear Models I: An Introduction, University of Massachusetts at Amherst, June 13-17, 2011.
11. Network Analysis: An Introduction, University of Michigan at Ann Arbor, June 7-11, 2010.
12. Social Network Analysis, University of Kentucky, June 1-5, 2009.

## Professional Experience

Desk editor, Division of Breaking News & Feature Stories, Department of International News, Xinhua News Agency, P.R. China, 1993-1994.

Copy editor, Division of Breaking News & Feature Stories, Department of International News, Xinhua News Agency, P.R. China, 1992-1993.

## **Faculty Service**

President's Commission on Diversity and Inclusion, UVM, Fall 2011- present.

College of Agriculture and Life Sciences Studies Committee, UVM, Fall 2011 – present.

Task force group of Academic Experience Committee, UVM, Fall 2009.

Curriculum Committee, Plymouth State University, 2006-2008.

Information Technologies Committee, Plymouth State University, 2005-2008.

President's Diversity Commission, Plymouth State University, 2005-2008.

Executive Council, Plymouth State University, 2005-2006.

Continuing Education Committee, Plymouth State University, 2004-2006.

Faculty Library Committee, Emerson College, 2002-2004.

Dean's Advisory Committee, School of Communication, Emerson College, 2001-2004.

## **Grants and Awards**

University of Vermont Transportation Research Center Grant (2012-2013, \$44,457, co-PI): A Policy & Communications Investigation of Transportation Financing and Environmental Issues.

USDA Hatch grant (2010-2013, \$43,300, PI): Personality Traits Predictors of Healthy Diet and Obesity.

University of Vermont Transportation Research Center grant (2010-2012, \$42,770, co-PI): Gasoline Taxes, Media Discourse and Network Analysis.

USDA Hatch grant (2009-2010, \$12,000, PI): Social Network Analysis of Local Food Promoters in Vermont.

Summer Research Grant, School of Communication, Emerson College, Summer 2002.

President's International Pre-dissertation Fieldwork Grant, University of Minnesota, Summer 1997.

Highly Commended Award, Emerald Literati Club, Emerald Group Publishing Limited, for the paper published in the *Journal of Consumer Marketing* in the year 2004-2005.