REQUIRED Cover Page

APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

**All applicants please complete this cover page.

Choose one: [ ] Creative activity [ ] Research activity [x] Professional Enhancement activity	**Date of Last PDG Award** (Semester and Year awarded): _____ Fall 2005 _____
	Date of ATU Faculty Appointment (Semester and Year): _____ Fall 2001 _____

1. Project Title: Presentations of the following four papers

Kang, S. (2006, June). Impact of Television News on Public Opinion about the Iraq War: An Assessment of Second-Level Agenda Setting and Framing.

Kang, S. (2006, June). Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-Being.

Bae, H. S., & Kang, S. (2006, June). Influences of Entertainment-Education Program Viewing on Cornea Donation Pledging: A Comparison of Viewers and Non-viewers.

Kang, S., & Hanna, N. (2006, June). Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excellence in the Digital Age.

2. Name of Principal Investigator/Project Director: _____ Seok Kang _____

3. School (abbrev): _____ LFA _____ **4. Department:** __Speech, Theatre, and Journalism_____

5. Campus Mail Address: _____ 1209 North Fargo Avenue, T4C **6. PI/PD Campus Phone:** ___498-6000__

7. Amount Requested: $_____2,630.64_____ **8. Total Cost of Project:** $_____2,630.64_____

9. Does this project involve: **10. Duration of Project:** _____ June 18-25, 2006_____

Yes No
[ ] [x] human subjects?
[ ] [x] animals/animal care facility?
[ ] [x] radioactive materials?
[ ] [x] hazardous materials?
[ ] [x] biological agents or toxins restricted by the USA Patriot Act?
[ ] [x] copyright or patent potential?
[ ] [x] utilization of space not currently available to the PI/PD?
[ ] [x] the purchase of equipment/instrumentation/software currently available to the PI/PD?

NOTE: If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

REQUIRED COVER PAGE

SIGNATURES *Donna R. Vacate 2/24/06*

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  ‾‾Department Head   Date

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  Dean   **Date**

This Section to be completed by the Office of Academic Affairs

PDC Committee Award Recommendation: Yes____ No____
PDC Committee Proposal Rank: _____ of _____ Total Proposals.
Recommendation of VPAA: Yes____ No _____
Recommendation of President: Yes____ No _____
Award Date: _____

B. ABSTRACT

The following studies have been accepted for presentation at the annual meeting of International Communication Association, Dresden, Germany, June 19-24, 2006. The purpose of this travel is to present these papers.

Study 1.
Kang, S. (2006, June). Impact of Television News on Public Opinion about the Iraq War: An Assessment of Second-Level Agenda Setting and Framing. Presented to the Journalism Interest Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

This study examines whether second-level agenda setting and framing effects existed during the Iraq War from March, 2003 to October, 2004. News stories about the Iraq War on *ABC World News Tonight*, *CBS Evening News*, and *NBC Nightly News* were selected. A total of 1,201 news paragraphs were drawn for content analysis. Public opinion polls were collected for public perceptions in different news attributes about the Iraq War. Results demonstrate that news about the Iraq War is more episodic than thematic. When comparing positive news frames with negative ones, there are more positive than negative frames the war news about Iraq. Results also find news attributes about the Iraq War similar with poll results indicating that second-level agenda setting and framing are at work. The implications of the results and suggestions for future research are discussed.

Study 2.
Kang, S. (2006, June). Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-Being. Presented to the New Communication Technology Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

This study explores the role of disembodiment—telepresence in cyberspace—in online chat use and its effects on social psychosocial well-being. Specifically, this study examines the influence of disembodiment along with demographics and online chat use on social support, loneliness, and depression. The results suggest that disembodiment in online interaction is a compelling contributor to increased loneliness and depression and decreased social support. However, the amount of online chat use is a positive indicator of several variables of social psychological well-being. These contrasting results show that online interaction is a social technology used for offline connection, but interactants' preference for disembodiment is associated with declines in social support and psychosocial well-being. Experience with online interaction, various motives for online social interaction including disembodiment, or advances in communication technologies may help to explain the discrepancy across studies of online social interaction.

Study 3.
Bae, H. S., & Kang, S. (2006, June). Influences of Entertainment-Education Program Viewing on Cornea Donation Pledging: A Comparison of Viewers and Non-viewers. Presented to the Health Communication Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

This study was designed to examine the role of issue involvement and the three components of the Theory of Planned Behavior in predicting intentions to sign a cornea donor card, and compare

viewers and non-viewers of an Entertainment-Education program in terms of the levels of the four key variables. The breakdown of effects for the independent and dependent variables confirms that issue involvement is an important intermediary in the persuasion process. Issue involvement is also a common causal antecedent of attitude, subjective norm, and perceived behavioral control. Compared to non-viewers, viewers exhibit a significantly higher degree of involvement, attitude toward cornea donation, subjective norm, perceived behavioral control, and intention to pledge cornea donation. The findings of this study suggest that adding issue involvement in the Theory of Planned Behavior enhances the explanatory power of the theory in predicting intentions. This study also emphasizes the importance of issue involvement in identifying the why and how question of the Entertainment-Education investigations.

Study 4.
Kang, S., & Hanna, N. (2006, June). Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excellence in the Digital Age. Presented to the Public Relations Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

This study explores college and university Web sites to determine the extent institutions utilize the Web to accomplish public relations goals. The study found university Web sites excelling in ease of interface functions and largely acceptable in information provider capabilities. The universities' relational communication capabilities, however, were not being fully explored. Finally, correlations between selected universities' organizational traits and Web sites found retention to be the greatest benefit of exemplary Web site design followed by recruitment of quality high school students and alumni giving.

C. SIGNIFICANCE / NEED
The presentations of these studies at the conference will be a good opportunity to promote research activities of the Department of Speech, Theatre, and Journalism at Arkansas Tech University to researchers and practitioners in the field of mass communication worldwide.

D. PROCESS FOR ATTAINMENT OF OBJECTIVES / GOALS
I am going to attend the annual conference of International Communication Association, Dresden, Germany to present the above research papers. The conference requires that the author of an accepted paper attend and present his/her work. Presentation schedules for each paper are attached.

E. DISSEMINATION OF RESULTS
I have already submitted the papers to peer- reviewed journals.
I submitted the paper titled "Influences of Entertainment-Education Program Viewing on Cornea Donation Pledging: A Comparison of Viewers and Non-viewers" to the Journal *Health Communication*. I was asked to revise and the paper is in the second review process.

The paper titled "Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-Being" is currently in review by the Journal *CyberPsychology and Behavior*.

Another paper titled "Impact of Television News on Public Opinion about the Iraq War: An Assessment of Second-Level Agenda Setting and Framing" is being reviewed by *International Journal of Public Opinion Research.*

All the journals I submitted my papers to are peer-reviewed communication journals.

F. BUDGET
Please see attached proposed budget.

G. APPLICATION VITA (maximum: 3 pages)
Please see attached vita.

PROPOSED BUDGET
FACULTY RESEARCH GRANT
(include budget categories as appropriate)

1. Graduate assistant stipend $ _____
    Fringe benefits @ .4% (4/10 percent) of graduate assistant stipend   _____

2. Non-work study stipend   _____
    Fringe benefits @ .4% (4/10 percent) of non-work study stipend   _____

3. *Supplies (please list items to be purchased and estimated price
    per item including taxes and shipping, if appropriate):

Item No. 1 (e.g., software)	Estimated Price	_____
Item No. 2 (e.g., copying costs)	Estimated Price	_____
Item No. 3	Estimated Price	_____
(additional lines as needed)		

              Total estimated supplies   _____

4. Travel (please list travel expenditures by date
    and estimated costs):

Travel No. 1	Estimated Price	___ $2,630.64_
Travel No. 2	Estimated Price	_____
Travel No. 3	Estimated Price	_____

Breakdown of Travel to Dresden, Germany
1. Travel Dates: June 18-25, 2006
2. Lodging: $95.00 (1 day) x 6 days = $570.00
2. Air fare from Little Rock to Dresden (Round Trip): $1,370.00 as of Feb. 22.
3. Conference Registration: $350.00
4. Parking at Little Rock Airport: $6.00 (1 day) x 8 days = $48.00
5. Transportation
    Russellville ←→ Little Rock: 88 miles x .39 per ~~gallon~~ *mile* x 2 (round) = 68.64
6. Meal: $28.00 (1 day) x 8 days = $224.00

          Total estimated travel   ____$2,630.64_

Daily Costs

Conference Pre-registration (before June 19, 2006): $350.00

Sub-total $350.00

Air fare: $1,370.00

Sub-total $1.370.00

June 18, 2006 (Sunday)
    1. Transportation: Russellville to Little Rock: 88 miles x .39 per ~~gallon~~ *mile* = $34.32
    2. Parking at Little Rock Airport: $6.00
    3. Meal: $28.00

Sub-total $68.32

June 19, 2006 (Monday)
    1. Arrive in Dresden
    2. Attend Panel Discussions
    3. Parking at Little Rock Airport: $6.00
    4. Meal: $28.00
    5. Lodging: $95.00

Sub-total $129.00

June 20, 2006 (Tuesday)
    1. Paper Presentation (1 paper)
    2. Parking at Little Rock Airport: $6.00
    3. Meal: $28.00
    4. Lodging: $95.00

Sub-total $129.00

June 21, 2006 (Wednesday)
    1. Paper presentation (2 papers)
    2. Parking at Little Rock Airport: $6.00
    3. Meal: $28.00
    4. Lodging: $95.00

Sub-total $129.00

June 22, 2006 (Thursday)
    1. Attend panel discussions and division meetings
    2. Parking at Little Rock Airport: $6.00
    3. Meal: $28.00
    4. Lodging: $95.00

Sub-total $129.00

June 23, 2006 (Friday)
    1. Paper presentation (1 paper)
    2. Parking at Little Rock Airport: $6.00
    3. Meal: $28.00

4. Lodging: $95.00

Sub-total $129.00

June 24, 2006 (Saturday)
    1. Attend pane discussions and division meetings
    2. Meal: $28.00
    3. Lodging: $95.00

Sub-total $129.00

June 25, 2006 (Sunday)*
    1. Depart from Dresden
    2. Arrive in Little Rock
    3. Parking at Little Rock Airport: $6.00
    4. Meal: $28.00
    5. Transportation: Little Rock to Russellville, 88 miles x .39 per ~~gallon~~ *mile* = $34.32

Sub-total $68.32

Total Estimated Travel $2,630.64

* The conference strongly recommended that attendees include Sunday before or after conference to get big discount on airfare.

5.   *Capital Outlay (please list items to be purchased and estimated price per item including taxes and shipping, if appropriate):

Item No. 1	Estimated Price	_____
Item No. 2	Estimated Price	_____
Item No. 3	Estimated Price	_____
(additional lines as needed)		
	Total estimated capital outlay	_____

TOTAL PROPOSED BUDGET $____2,630.64__

*Items purchased under $2,500 (including taxes and shipping) are considered supply items. Capital Outlay items are those which cost $2,500 or more (including taxes and shipping). Please contact the Purchasing Office for questionable items.

Application Vita

CURRICULUM VITA
SEOK KANG, PH. D.
ASSISTANT PROFESSOR OF JOURNALISM AND VISUAL MEDIA
SCHOOL OF LIBERAL & FINE ARTS
ARKANSAS TECH UNIVERSITY

Department of Speech, Theatre, & Journalism
Arkansas Tech University
Russellville, AR 72801
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2024 East 22nd Street
Russellville, AR 72802
(Phone) 479-967-2453
(Email) seok.kang@mail.atu.edu
http://lfa.atu.edu/stj/kang.html

EDUCATION AND CERTIFATION
Ph. D. The University of Georgia, August 2001, Department of Telecommunication, Grady College of Journalism and Mass Communication, Athens, GA, 30602.
Dissertation: "The Influences of Motives and Activity Levels on Attitudes toward Web News."

M. A. In Mass Communication, May 1998, Department of Communication, Illinois State University, Normal, Illinois.
Thesis: "Broadcast Education: A Comparison of Practices and Characteristics of Korea, U. S. A., and England."

M. A. in Mass Communication, February 1997. Department of Communication, Sogang University, Seoul, Korea.
Thesis: "A Policy Study on Korea Channel and World Channel."

B. A. in Sociology, February 1994. Department of Sociology, SungKyunKwan University, Seoul, Korea.
Thesis: "A Study on Dependency Theory: The Third World's Perspectives."

RESEARCH INTERESTS
Effects and Functions of Television and Digital Visual Media

Social Effects of Mass Communication, Media and Family

Mass Communication Theory and Method

Advanced Statistics in Social Science. Multiple Regression, SPSS, LISREL, Structural Equation Modeling (SEM)

TEACHING AND/OR ADMINISTRATIVE EXPERIENCE
2001   Speech, Theatre, & Journalism Department, Arkansas Tech University
1998-2001   Teaching Assistant and Instructor, Department of Telecommunication, The University of Georgia

| 1996-1998 | Teaching Assistant (Mass Communication Courses and Production), Department of Communications, Illinois State University |
| 1994-1996 | Teaching Assistant, Department of Mass Communication, Sogang University, Seoul, Korea |

SCHOLARLY AND PROFESSIONAL ACTIVITIES

PUBLICATIONS (2002-February 2006)

Alexander A., Kang, S., & Kim, Y. R. (2005). Cyberkids: The influence of mediation and motivation on children's use and attitudes to the Internet. West and Turner (Eds.), *Family communication: A reference of theory and research.* Sage.

Kang. S., & Norton, H. (2004). Nonprofit organizations' use of the World Wide Web: Are they sufficiently fulfilling organizational goals? *Public Relations Review.* 30 (4), 279-284.

Kang, S., & Kang, J. G. (2003). Characteristics of Broadcasting Curricula: Perspectives from Three Continents. In Joseph R. Blaney and Jerry Donnelly (Eds.). *Technological Issues in Broadcast Education: Critical Challenges* (pp. 199-218). Westport, CT: Greenwood Publishing Group, Inc.

Alexander, A., Hoermor, K., Benjamin, L., & Kang, S. (Fall 2002). Quality Standards in Children's Programming: An Independent Observation of Industry Claims. *Mass Communication & Society*, 5 (4), 383-394.

Kang, S., Wolf, A. S., & Kang, J. G. (Winter 2002). A Three Nation Comparative Analysis of Broadcast Curricula. *Journalism and Mass Communication Educator*. 56 (4), 37-52.

CONFERENCE PAPERS (2004-February 2006)

Kang, S. & Kang, J. G. (2006, April). From Analogue to Digital: A content Analysis of Broadcast Curricula in Colleges and Universities of Six Continents. Presented to the Curriculum Division of the 2006 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

Kang, S. (2006, June). Impact of Television News on Public Opinion about the Iraq War: An Assessment of Second-Level Agenda Setting and Framing. Presented to the Journalism Interest Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Kang, S. (2006, June). Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-Being. Presented to the New Communication Technology Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Bae, H. S., & Kang, S. (2006, June). Influences of Entertainment-Education Program Viewing on Cornea Donation Pledging: A Comparison of Viewers and Non-viewers. Presented to the Health Communication Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Kang, S., & Hanna, N. (2006, June). Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excellence in the Digital Age. Presented to the Public Relations Division of the 2006 International Communication Association (ICA) Conference. Dresden, Germany.

Kang, S. (2005, August). Television news coverage of the Iraq War: An assessment of second-level agenda setting and framing. Presented to the Radio and Television Journalism Division of the 2005 Association for Education in Journalism and Mass Communication Conference (AEJMC) Conference. San Antonio, TX.

Kang, S. & Kang, J. G. (2005, April). A Content Analysis of Broadcast Curricula in Colleges and Universities in the U.S. Britain, Korea, South Africa, Argentina, the Netherlands, Japan, Singapore, Egypt, and Greece. Presented to the Curriculum Division of the 2005 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

Kang, S. (2005, April). College Student Online Chat Use: An Alternative Outlet for Interaction? Presented to the New Technology Division of the 2005 Broadcast Education Association (BEA). Las Vegas, NV. **First Place Paper**

Kang, S., & Kang. J. G. (2004, April). Characteristics of Broadcasting Curricula: Perspectives from Three Continents. Curriculum Division Panel. Broadcast Education Association (BEA) Las Vegas, NV.

Kang, S. (2004, April). Investigating Causality in Uses and Gratifications: A Study of Motivation, Attitude, and Activity in Web News Use. Presented to the Research Division of the 2004 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

Kang, S. & Kang, J. G. (2004, April). A Content Analysis of Broadcast Curricula in Colleges and Universities in the U.S. Britain, Korea, South Africa, Argentina, the Netherlands, Japan, and Singapore. Presented to the Curriculum Division of the 2004 Broadcast Education Association (BEA). Las Vegas, NV. **Second Place Paper.**

RESEARCH GRANTS

Research Grant of $975.00 for the project "Family-Peer Communication and Children's Perceptions of Television World: A Test of the Parental-Peer Mediation and Child Perception Model" (Dec. 2005). The Faculty Salary, Benefits, and Awards Committee, Arkansas Tech University.

Research Grant of $1,500 for the project "Nonprofit PR practitioners' Evaluation of their Web Sites." (Dec. 2003). The Arkansas Tech University Undergraduate Research Symposium.

Search Schedule | Events Calendar | M

Seok Kang (Department of Speech, Theatre, & Journalism, Arkansas Tech University)

Sessions

CMC and Social Networking or Support
Unit: Communication and Technology
Role: Author
Scheduled Time: Wed, Jun 21 - 1:30pm - 2:45pm **Building/Room:** Dresden Conference Center / Hall 2
Individual Presentation: Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psycho

Communication for Healthcare
Unit: Intercultural & Development Communication / International & Development Communication
Role: Author
Scheduled Time: Wed, Jun 21 - 10:30am - 11:45am **Building/Room:** Dresden Conference Center / Conference 3
Individual Presentation: Issue Involvement and the Theory of Planned Behavior in Predicting Cornea Donation Pledging: /
Non-Viewers and Viewers of an Entertainment-Education TV Program

Journalism in Times of War
Unit: Journalism Studies
Role: Author
Scheduled Time: Fri, Jun 23 - 9:00am - 10:15am **Building/Room:** Dresden Conference Center / Hall 5
Individual Presentation: Impact of Television News on Public Opinion About the Iraq War: An Assessment of Second-Leve
and Framing

Networking Technologies in Public Relations
Unit: Public Relations
Role: Author
Scheduled Time: Tue, Jun 20 - 3:00pm - 4:15pm **Building/Room:** Dresden Conference Center / Seminar 3
Individual Presentation: Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excelle
Age

Individual Presentations
Colleges and Universities' Use of the World Wide Web: A Public Relations Tool for School Excellence in the Di
In Session: Networking Technologies in Public Relations
Unit: Public Relations
Presenter
Scheduled Time: Tue, Jun 20 - 3:00pm - 4:15pm **Building/Room:** Dresden Conference Center / Seminar 3
Disembodiment in Online Social Interaction: Impact of Online Chat on Social Support and Psychosocial Well-E
In Session: CMC and Social Networking or Support
Unit: Communication and Technology
Presenter
Scheduled Time: Wed, Jun 21 - 1:30pm - 2:45pm **Building/Room:** Dresden Conference Center / Hall 2

Impact of Television News on Public Opinion About the Iraq War: An Assessment of Second-Level Agenda Se{
In Session: Journalism in Times of War

Unit: Journalism Studies

Presenter
Scheduled Time: Fri, Jun 23 - 9:00am - 10:15am **Building/Room:** Dresden Conference Center / Hall 5

Issue Involvement and the Theory of Planned Behavior in Predicting Cornea Donation Pledging: A Comparison and Viewers of an Entertainment-Education TV Program

In Session: Communication for Healthcare

Unit: Intercultural & Development Communication / International & Development Communication

Presenter
Scheduled Time: Wed, Jun 21 - 10:30am - 11:45am **Building/Room:** Dresden Conference Center / Conference 3

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Welcome: Seok Kang

My Schedule Instructions
This is the "My Schedule" page.

Listed below, in chronological order, are events that you are participating in, or events that you have selected to be incl personal schedule. If you see events listed that you do not want to see, click the remove link to the right of the event ar from the list. Events that you are participating in cannot be removed.

To add events to your personal schedule:

1. Look for the links that look like "🎬 **Add To My Schedule**" or "🎬 **Add**" while viewing the online program.
2. Click on the link to have the event added to your personal schedule.

View a Printable Version

Tuesday June, 20
3:00pm to 4:15pm
  Networking Technologies in Public Relations
    Building: Dresden Conference Center, **Room:** Seminar 3
    *Selected Person: Seok Kang

Wednesday June, 21
10:30am to 11:45am
  Communication for Healthcare
    Building: Dresden Conference Center, **Room:** Conference 3
    *Selected Person: Seok Kang

1:30pm to 2:45pm
  CMC and Social Networking or Support
    Building: Dresden Conference Center, **Room:** Hall 2
    *Selected Person: Seok Kang

Friday June, 23
9:00am to 10:15am
  Journalism in Times of War
    Building: Dresden Conference Center, **Room:** Hall 5
    *Selected Person: Seok Kang

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