



REQUIRED Cover Page

## APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

\*\*All applicants please complete this cover page.

<b>Choose one:</b> <input type="checkbox"/> Creative activity <input type="checkbox"/> Research activity <input checked="" type="checkbox"/> Professional Enhancement activity	<b>Date of Last PDG Award</b> (Semester and Year awarded): _____ Spring 2006 _____ <b>Date of ATU Faculty Appointment</b> (Semester and Year): _____ Fall 2001 _____
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1. **Project Title:** The Influence of Early Adolescents' Television Viewing on Perceived Reality: The Roles of Parental Mediation and Peer Interaction

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:** \$ \_\_\_\_\_ 1,603.14 \_\_\_\_\_ 8. **Total Cost of Project:** \$ \_\_\_\_\_ 1,603.14 \_\_\_\_\_

9. **Does this project involve:** \_\_\_\_\_ 10. **Duration of Project:** \_\_\_\_\_ May 24-28, 2007 \_\_\_\_\_

**Yes No**

- ☐ ☒ human subjects?
- ☐ ☒ animals/animal care facility?
- ☐ ☒ radioactive materials?
- ☐ ☒ hazardous materials?
- ☐ ☒ biological agents or toxins restricted by the USA Patriot Act?
- ☐ ☒ copyright or patent potential?
- ☐ ☒ utilization of space **not** currently available to the PI/PD?
- ☐ ☒ 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.

**SIGNATURES**  
Deana R. Zerbe 3/6/07  
Department Head Date  
Edumson 3-7-07  
Dean Date

**REQUIRED COVER PAGE**



**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: 4/2/07

## **B. ABSTRACT**

Study Title:

The Influence of Early Adolescents' Television Viewing on Perceived Reality:  
The Roles of Parental Mediation and Peer Interaction

This study considers multiple features of parental mediation and peer interaction in examining their influences on early adolescents' perceived reality about mistrust and the dangerous world. This study also examines early adolescents' viewing of violent and action-oriented television on their perceived reality. These relationships were proposed as a testing model. The data were collected from 184 families. Model testing shows that peer interaction is a compelling contributor to early adolescents' construction of social reality about mistrust and danger. Results demonstrate that early adolescents' exposure to violent television is a positive predictor of mistrust whereas peer interaction is an indicator of increased danger when they process television information.

## **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, San Francisco, CA to present the above research paper. The conference requires that the author of an accepted paper attend and present his/her work.

## **E. DISSEMINATION OF RESULTS**

I am planning to submit the paper to the peer-reviewed journal, *Mass Communication & Society*.

## **F. BUDGET**

Please see attached proposed budget.

## **G. APPLICATION VITA (maximum: 3 pages)**

Please see attached vita.

## **F. Other Activities**

I am also going to participate in the panel sessions as either a discussant or a moderator during the conference.

# 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	___ \$1,603.14_
Travel No. 2	Estimated Price	_____
Travel No. 3	Estimated Price	_____

## Breakdown of Travel to San Francisco, CA

1. Travel Dates: May 24-29, 2007

2. Lodging (The conference hotel-Hilton with attendee discounts):

\$147.12 (1 day) x 5 nights = \$735.62

2. Air fare from Little Rock to San Francisco (Round Trip): \$382.60

3. Conference Registration: \$195.00

4. Parking at Little Rock Airport: \$8.00 (1 day) x 6 days = \$48.00

5. Transportation

Russellville  $\leftrightarrow$  Little Rock: 88 miles x .42 per gallon x 2 (round) = 73.92

6. Meal: \$28.00 (1 day) x 6 days = \$168.00

Total estimated travel \_\_\_\_\_ \$1,603.14\_

## Daily Costs

Conference Pre-registration (before May 5, 2006): \$195.00

Sub-total \$195.00

Air fare: \$382.60

Sub-total \$382.60

## May 24, 2007 (Thursday)

1. Arrive in San Francisco
2. Transportation: Russellville to Little Rock: 88 miles x .42 per gallon = \$36.96
3. Parking at Little Rock Airport: \$8.00
4. Attend Panel Discussions
5. Meal: \$28.00
6. Hotel: \$ 147.12

Sub-total \$220.08

## May 25, 2007 (Friday)

1. Attend Panel Discussions and presentations
3. Paper Presentation (1 paper)
4. Parking at Little Rock Airport: \$8.00
5. Meal: \$28.00
6. Lodging: \$147.12

Sub-total \$183.12

## May 26, 2007 (Saturday)

1. Attend Panel Discussions and presentations
2. Parking at Little Rock Airport: \$8.00
3. Meal: \$28.00
4. Lodging: \$147.12

Sub-total \$183.12

## May 27, 2007 (Sunday)

1. Attend Panel Discussions and presentations
2. Parking at Little Rock Airport: \$8.00
3. Meal: \$28.00
4. Lodging: \$147.12

Sub-total \$183.12

## May 28, 2007 (Monday)

1. Attend panel discussions and division meetings
2. Parking at Little Rock Airport: \$8.00
3. Meal: \$28.00
4. Lodging: \$147.12

Sub-total \$183.12

May 29, 2007 (Tuesday)

1. Depart from San Francisco
2. Arrive in Little Rock
3. Parking at Little Rock Airport: \$8.00
4. Meal: \$28.00
5. Transportation: Little Rock to Russellville, 88 miles x .42 per gallon = \$36.96

Sub-total \$72.96

Total Estimated Travel \$1,603.14

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 \$\_\_\_\_1,603.14\_\_

\*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  
(Phone) 479-498-6000  
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2024 East 22<sup>nd</sup> Street  
Russellville, AR 72802  
(Phone) 479-967-2453  
(Email) [skang@atu.edu](mailto:skang@atu.edu)  
<http://lfa.atu.edu/stj/run/kang.html>

**EDUCATION AND CERTIFICATION**

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 (as of February 2007)

- Kang, S. (2007). Parental-peer mediation and children's perceptions of the television world: Influence of mediation and exposure on perceived reality of family. *Journal of Family Communication*. Revised and resubmitted.
- Bae, H. S., & Kang, S. (in press). The influence of entertainment-education program viewing on cornea donation intention: A Test of Theory of Planned Behavior. *Health Communication*.
- Kang, S. (2007). Disembodiment in online social interaction: Impact of online chat on social support and psychosocial well-being. *CyberPsychology and Behavior*. June/July.
- Kang, S., & Norton, H. (2006). Colleges and universities' use of the World Wide Web: A public relations tool for school excellence in the digital age. *Public Relations Review*, 32 (4), 426-428.
- Alexander, A., Kang, S., & Kim, Y. R. (2006). Cyberkids: The influence of mediation and motivation on children's use and attitudes to the Internet. L. H. West and R. Turner (Eds.), *The family communication source book* (pp. 315-334). Thousand Oaks CA: 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., Hoernor, K., Benjamin, L., & Kang, S. (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. (2002). A three nation comparative analysis of broadcast curricula. *Journalism & Mass Communication Educator*. 56 (4), 37-52.
- Kang, J. G., Perry, S., & Kang, S. (1999). The impact of television viewing on the values orientations of Japanese students. *Mass Communication & Society*, 2 (3/4), 147-162.
- Kang, J. G., & Kang, S. (1998). Television's influence on cultural and societal values among Japanese students. *Journal of Asian Pacific Communication*, 8 (2), 181-190.



**CONFERENCE PAPERS (Recent Presentations)**

Kang, S. (2007, May). *The influence of early adolescents' television viewing on perceived reality: The roles of parental mediation and peer interaction*. Presented to the Instructional and Developmental Communication Division of the 2007 International Communication Association. San Francisco, CA.

Kang, S. (2007, April). *Parental Involvement and Four Types of Mediation: A New Approach*. Presented to the Research Division of the 2007 Broadcast Education Association (BEA). Las Vegas, NV. **Top Faculty Paper**.

Kang, S. (2007, April). *A talent show in production class*. Presented to the Curriculum Division Panel Discussion "Teaching Future Media Professionals" of the 2007 Broadcast Education Association (BEA). Las Vegas, NV.

Kang, S. (2006, August). *Parental-peer mediation and children's perceptions of the television world: Influence of mediation and exposure on perceived reality of family*. Presented to the Entertainment Studies Interest Group Division of the 2006 AEJMC Convention. San Francisco, CA.

Kang, S. (2006, August). *Telepresence, social support, and psychosocial well-being: A user-nonuser comparison*. Paper Presented to the New Communication Technology Division of the 2006 AEJMC Convention. San Francisco, CA.

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 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 examination of framing*. Presented to the Radio and Television Journalism Division of the 2005 Association for Education in Journalism and Mass Communication (AEJMC) Conference. San Antonio, TX.