



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): <u>Spring 2006</u> <b>Date of ATU Faculty Appointment</b> (Semester and Year): <u>Fall 2001</u>
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**1. Project Title:**

- (1) Parental Involvement and Four Types of Mediation: A New Approach  
(2) Students' Talent Shows in Campus TV Studio

**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:** \$ 1,129.69 **8. Total Cost of Project:** \$ 1,129.69

**9. Does this project involve:** **10. Duration of Project:** April 17-21, 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**

Seok Kang 3/6/07  
Department Head Date

H. Duncan 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: 4/3/07

## **Paper 1. Parental Involvement and Four Types of Mediation: A New Approach**

### **B. ABSTRACT**

The current study posits that family factors such as parental concerns about television and involvement with children and adolescents' activity should be considered as important predictors of positive instruction, negative instruction, restrictive mediation, and coviewing. The data were collected from 184 families (184 parents and 184 children and adolescents) by asking parental mediation styles, children and adolescents' television viewing behaviors, and parental involvement. Results show that parents are less likely to use negative instruction in their children and adolescents' viewing of family programs. Parents who are highly involved in their child's home activity are the most active mediation users of all.

This study has been accepted for presentation at the annual meeting of Broadcast Education Association, Las Vegas, NV, April 17-21, 2007. This study won the top faculty paper award in the Research Division.

### **C. PURPOSE / OBJECTIVES**

The present study considers four types of mediation: positive instruction, negative instruction, restrictive, and coviewing. Past research on instructive or evaluative mediation dealt with both positive and negative types of discussion in a single mediation construct. Those approaches bear conceptual limitations because parents either endorse or condemn television information while watching and they perform these two types as separate mediation behaviors. This distinction is critical because it can result in different outcomes of children and adolescents' television viewing. The current study suggests that family factors such as parental concerns about television and engagement with children and adolescents' activity should be considered as important predictors of the four types of mediation.

### **D. SIGNIFICANCE / NEED**

The presentation of this study 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 nationwide. This study suggests that future research include a new analytical framework for the research of the topic. This contribution makes a significant addition to the field of study.

### **E. PROCESS FOR ATTAINMENT OF OBJECTIVES / GOALS**

I am going to attend the annual conference of Broadcast Education Association held in Las Vegas to present the above research paper. The author of an accepted paper is required to attend and present his/her work. The presentation is scheduled on April 20 at 3:00-4:15 PM in room N249—BEA Research Center.

I am also going to attend new media technology workshops held at the conference center on Wednesday, Thursday (April 18-19). I shall benefit from the attendance as I use what I will have learned from the workshops for my students at Arkansas Tech University.

### **F. DISSEMINATION OF RESULTS**

I am currently reviewing this paper to submit to the journal *Communication Research Reports*.

**Paper 2. Students' Talent Show in Campus TV studio****B. ABSTRACT**

This panel session discusses an open forum for instructors to share their favorite and most effective in-class teaching exercises. The goal is to generate exciting dialog between experienced and junior faculty and to stimulate innovative and fresh ways of teaching. This teaching "swap shop" began several years ago and has made a positive impression among faculty. In the panel paper, I am going to discuss how a telecommunication class can generate a learning experience through media production. The paper covers students' participation in a television talk show production through their performance of talents. Students who have talents are the show guests and another student is the show host. The rest of the students take a crew role in the production setting. They play their roles in the production and learn a talk show production through participation and involvement. The feedback from students has been positive.

This panel paper has been accepted for presentation at the annual meeting of Broadcast Education Association, Las Vegas, NV, April 17-21, 2007.

**C. SIGNIFICANCE / NEED**

The presentation of this panel paper at the conference will be a good opportunity to promote teaching activities of the Department of Speech, Theatre, and Journalism at Arkansas Tech University to educators 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 Broadcast Education Association held in Las Vegas to present the above panel paper. The author of an accepted paper is required to attend and present his/her work. The presentation is scheduled on April 19 at 10:15-11:30 PM in room N235—BEA Research Center.

I am also going to attend new media technology workshops held at the conference center on Wednesday, Thursday (April 18). I can benefit from what I will have learned from the workshops for my students at Arkansas Tech University. I can use the skills in class.

**E. DISSEMINATION OF RESULTS**

Copies of this paper are distributed to the panel and conference participants.

**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	_____ \$1,129.69
Travel No. 2	Estimated Price	_____
Travel No. 3	Estimated Price	_____

**Breakdown of Travel to Las Vegas**

1. Travel Dates: April 17-21, 2007
2. Air fare from Little Rock to Las Vegas (Round Trip): \$362.71
3. Lodging: 3 nights: \$368.06
4. Conference Registration: \$145.00
5. Parking at Little Rock Airport: \$8.00 (1 day) x 5 days = \$40.00
6. Transportation  
Russellville  $\leftrightarrow$  Little Rock: 88 miles x .42 per gallon x 2 (round) = 73.92
7. Meal: \$28.00 (1 day) x 5 days = \$140.00

Total estimated travel \_\_\_\_\_ \$1,129.69

## Daily Costs

Conference Registration: \$145.00

Sub-total \$145.00

Air Fare: \$362.71

Sub-total \$362.71

## April 17, 2007 (Tuesday)

1. Arrive in Las Vegas
2. Transportation: Russellville to Little Rock: 88 miles x .42 per gallon = \$36.96
3. Hotel: \$135.00 + \$14.35 (tax)
4. Parking at Little Rock Airport: \$8.00
5. Meal: \$28.00

Sub-total \$222.31

## April 18, 2007 (Wednesday)

1. NAB exhibition observation
2. Hotel: \$135.00 + \$14.35 (tax)
3. Parking at Little Rock Airport: \$8.00
4. Meal: \$28.00

Sub-total \$185.35

## April 19, 2007 (Thursday)

1. Paper presentation (the Curriculum Division)
2. Hotel: \$55.00 + \$14.35 (tax)
3. Parking at Little Rock Airport: \$8.00
4. Meal: \$28.00

Sub-total \$105.35

## April 20, 2007 (Friday)

1. Paper presentation (the Research Division)
2. Staying at a friend's house
2. Parking at Little Rock Airport: \$8.00
3. Meal: \$28.00

Sub-total \$36.00

## April 21, 2007 (Saturday)

1. Depart from Las Vegas
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 \$1,129.69

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 \$\_\_\_\_\$1,129.69\_\_

\*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  
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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.