

學術對談

持續蛻變與轉化的研究人生

對談人：張卿卿、黃懿慧



張卿卿教授
(Prof. Chingching Chang)

「就如同 Greenwald (2012) 所說：『There is nothing so theoretical as a good method』。隨著眾多新興研究方法的發展，當下學者有更多的機會藉由整合各方法的效用，來建置有意義的理論。」

張卿卿，台灣中央研究院人文社會科學研究中心特聘研究員。研究興趣：傳播心理、傳播效果、廣告效果、消費心理與健康傳播。電郵：chingchingchang@gate.sinica.edu.tw

黃懿慧，香港城市大學媒體與傳播系講座教授。研究興趣：華人社會的策略傳播、健康及科技領域的風險傳播、危機傳播與管理、跨文化傳播。電郵：yihhuang@cityu.edu.hk

Dialogue

Transformation and Mutation: Essential Elements in Research Careers

Discussants: Chingching CHANG, Yi-Hui Christine HUANG

Abstract

In this interview, Dr. Chang shares her thoughts about important research issues, such as designing effective experimental studies and coping with the research challenges imposed by the Covid-19 pandemic. She also talks about recent developments in neuroscience and data analytics approaches in advertising and media research. She then shares her experiences as the associate editor for *Journal of Advertising*, and points out essential elements in a good research article. Finally, she identifies method triangulation as an emergent trend in communication research.

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Chingching CHANG (Distinguished Research Fellow). Research Center for Humanities and Social Sciences, Academia Sinica. Research interests: media psychology, media effects, advertising effects, consumer psychology and health communication.

Yi-Hui Christine HUANG (Chair Professor). Department of Media and Communication, City University of Hong Kong. Research interests: strategic communication management in Chinese societies, risk communication in health and technology, crisis communication and management, cross-cultural communication.