

101 Academic Year

Undergraduate Program Research Projects

Student	Project Title	Advisor	Note
Li, Cian-YuU; Wu, Jin-Chen; Jhang, Ya-Syuan; & Liou, Ting-Hua. (2013).	The effects of proportions of two-sides information on products attitude.	Yen, Chih-Long	
Wang, Ling-Huei; Chen, Shih-Han; & Chen, Yi-Lun. (2013).	Can self-esteem be manipulated? An experimental study.	Yen, Chih-Long	
Leng, Yi-Ann. (2013).	A study on factors of cohabitation in university students.	Ju, Juno ChunLin	
Tu, Yi-Yu. (2013).	The psychopathic personality traits under persuasive communication: The issue of global death penalty abolishment.	Ju, Juno ChunLin	
Shen, Wen-Chung. (2013).	Gender stereotype and attitudes toward homosexuality in college students: Weapons effect and smiling face effect as moderators.	Ju, Juno ChunLin	
Wu, Ting-Tsi. (2013).	The moderating effects of coping strategies on the relationship between stress-related factors and work-family balance.	Cheng, Nellie Shu-Chen	
Lin, Ting-Yu. (2013).	The distinctive factors of maintaining long-term relationship between gay and lesbian.	Cheng, Nellie Shu-Chen	
Hsiao, Tung-En. (2013).	The impact of commercial propoganda on behaviors of cognitive dissonance.	Tseng, Chiung-Yi	
Wang, Wei-Ting. (2013).	Applying mindset theory to the domain of inhibited social behavior in different cultures.	Tseng, Chiung-Yi	2013 MOST Student Research Scholarship Award
Chi, Tzu-Hsuan; & Cheng, Hsu-Fang. (2013).	The relation between self-exploaure and others' feedback on FaceBook.	Tseng, Chiung-Yi	
Lin, Hsin-Yi. (2013).	The relation between family business and career decision of young generation.	Tseng, Chiung-Yi	
Yang, Deng-Xiang. (2013).	The related study about preferences of colors and clothing styles with personality type.	Tsai, Su-Miao	

Wu, Chu-Yang; Luo, Ting-Wei; & Chen, Xin-Yu. (2013).	A study on relationship among siblings, empathy and tolerance—An example on university students.	Tsai, Su-Miao	
Mai, Sin-Wei; Lu, Yu-Yen; & Lee, Yu-Shen. (2013).	Crime news contact frequency impact on fear of crime ——Using locus of control as moderator variables.	Hsu, Chin-Tien	
Chou, Chia-Min; Tang, Su-Tong; Ou, She-Ming; & Chow, Kai-Shan. (2013).	The effect of private brand image of consumers' purchase intention: Risk perception as a mediator.	Hsu, Chin-Tien	
Lyai, Chi-Ching; Fun, Ming-Shen; Wu, Sing-Zu; & Her, Mei-Hwi. (2013).	Is it only those who dare to compete in fierce competition who can win? Is ability or connection more important?	Hsu, Chin-Tien	2013 MOST Student Research Scholarship Award