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**Education**

Ph.D., School of Communication and Information, Rutgers University. December, 2005  
M.A. School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. December, 1998   
B.A. Advertising, National Cheng-Chi University. May, 1991

**Positions**

1. Professor, Dept. of Library and Information Science, National Taiwan University
2. Associate University Librarian (2016/9~)
3. English Associate Editor, Journal of Library and Information Science, Taiwan. (2017/6~)
4. Associate Editor, Journal of digital archive and digital humanities, Taiwan (2017/6~)
5. Chair, ASIS & T Taipei Chapter (2015/1/1~2015/12/31)

**Publications**

**Journal publications**

**International Journal**

* + 1. Tang, M. C., & Liao, I. H (2022). Preference diversity and openness to novelty: Scales construction from the perspective of movie recommendation. *Journal of the Association for Information Science and Technology*.
    2. Tang, M.-C. and Wu, P.-M. (2022), "Reconciling the effects of positive and negative electronic word of mouth: roles of confirmation bias and involvement", *Online Information Review*, Vol. 46 No. 1, pp. 114-133.
    3. Tang, M. C., & Jhang, P. S. (2020). Music discovery and revisiting behaviors of individuals with different preference characteristics: An experience sampling approach. *Journal of the Association for Information Science and Technology*, *71*(5), 540-552.
    4. Tang, M.-C., Teng, W. and Lin, M. (2019), "Determining the critical thresholds for co-word network based on the theory of percolation transition: A case study in Buddhist studies", *Journal of Documentation*, Vol. 76 No. 2, pp. 462-483.
    5. Tang, M. C., Cheng, Y. J., & Chen, K. H. (2017). A longitudinal study of intellectual cohesion in digital humanities using bibliometric analyses. *Scientometrics*, *113*(2), 985-1008.
    6. Tang, M. C. (2016). The effect of online word of mouth on fantasy readers' preference stability: The moderating role of involvement and knowledge. *Library & Information Science Research*. *38*(4), 292-300.
    7. Chen, K. H., Tang, M. C., Wang, C. M., & Hsiang, J. (2015). Exploring alternative metrics of scholarly performance in the social sciences and humanities in Taiwan. *Scientometrics*, *102*(1), 97-112.
    8. Tang, M. C., Sie, Y. J., & Ting, P. H. (2014). Evaluating books finding tools on social media: A case study of aNobii. *Information Processing & Management*, *50*(1), 54-68.
    9. Tang, M. C., Liu, Y, H, and Wu, W. C. (2013). A study of the influence of task familiarity on user behaviors and performance with a MeSH term suggestion interface for PubMed bibliographic search. *International Journal of Medical informatics*, *82*(9), 832-843.
    10. Huang, M. H, Tang, M. C., & Chen, D.Z. (2011). Inequality of publishing performance and international collaboration in physics. *Journal of the American Society for Information Science and Technology, 62(*6), 1156-1165.
    11. Tang, M.-C. (2009). A study of academic library users’ decision making process: a Len’s model approach. *Journal of Documentation, 65*(6), 938-957.
    12. Tang, M.-C. (2007). Browsing and searching in a faceted information space: a naturalistic study of PubMed Users' interaction with a display tool. *Journal of the American Society for Information Science and Technology 58*(13), 1998-2006**.**
    13. Tang, M.-C. (2005). Representation Practices in Digital Museums: A Case Study of the National Digital Museum Project of Taiwan. *International Information and Library Review 37*(1), 51-60.

**Book Chapter**

Chen, K. H., & Tang, M. C. (2019). A Bibliographic Analysis of Scholarly Publication in the Emerging Field of Digital Humanities in Taiwan. In *Digital Humanities and Scholarly Research Trends in the Asia-Pacific* (pp. 140-157). IGI Global.

**Domestic Journal**

* + 1. Tang, M.C., Yang, M. Y. (2017). Evaluating Music Discovery Tools on Spotify: The Role of User Preference Characteristics. J*ournal of Library and Information Studies(*圖書資訊學刊*), 15*(1), 1-16.
    2. Tang, M.-C. et al. (2008). Evaluation of a term suggestion interface for the digital library of Buddhist Studies. *University Library Journal (*大學圖書館*), 12*(1), 111-127.
    3. 唐牧群、謝依柔（2016）。社會導覽工具評估之研究：以亞馬遜網路書店為例。*圖書資訊學研究，10*(2)，181-228。
    4. 董采維、唐牧群（2014）。從碩士論文口試委員探討臺灣圖書資訊學界社會網絡及研究主題多樣性。*圖書館學與資訊科學，40*(2)，47-66。（一級期刊）
    5. 謝宜瑾、唐牧群（2013）。從透鏡模式探討影響讀者尋書滿意度之因素─以aNobii 為例。*圖書資訊學研究，8*(1)，69-120。
    6. 唐牧群、洪承理（2012）。評估以MeSH做為PubMed資料庫搜尋之建議詞彙的有效性及檢索行為研究。*教育資料與圖書館學，49*(3)，405-445。
    7. 陳怡蓁、唐牧群（2011）。層面分類結構應用於圖書作品標記之研究。*教育資料與圖書館學，48*(4)，445-487。
    8. 陳世娟、唐牧群（2011）。傳播學領域研究生研究歷程中之資訊尋求行為。*圖書資訊學刊，9*(2)，91-122。
    9. 袁大鈺、唐牧群（2010）。跨領域學術社群之智識網絡結構初探：以臺灣科技與社會研究為例 。*圖書資訊學刊，8*(2)，125-155。
    10. 唐牧群、吳宛青（2009）。由透鏡理論看大學圖書館讀者選書決策過程。*圖書資訊學刊，7*(1/2），37-52。

**Conference proceedings**

* + 1. Chang, Y. H., & Tang, M. C. (2018, March). Serendipity with Music Streaming Services: The Mediating Role of User and Task Characteristics. In *International Conference on Information* (pp. 435-441). Springer, Cham.
    2. Tang, M. C., Chang, M. M., & Lin, S. C. (2018). The development and validation of “preference diversity” and “openness to novelty” scales for movie goers. *Proceedings of the Association for Information Science and Technology*, *55*(1), 486-493.
    3. Tang, M., Hsiao, T., Ou, I. (2017). Not All Books in the User Profile Are Created Equal: Measuring the Preference “Representativeness” of Books in aNobii Online Bookshelves. In International Conference on HCI in Business, Government, and Organizations: Springer, Cham, pp. 424-433.
    4. Tang, M., Cheng, Y. (2017). A cross-language co-word network comparison of Buddhist literature in Digital Library and Museum of Buddhist study. Digital Humanities 2017, Montreal, Canada.
    5. Tang, M., Cheng, Y.J., Chen, K., Hsiang, J. (2016). A Study of Knowledge Integration in Digital Humanities Based on Bibliographic Analysis. In Digital Humanities 2016: Conference Abstracts. Jagiellonian University & Pedagogical University, Kraków, pp. 690-692.
    6. Tang, M.C., Cheng, Y. J., Chen, K. H., Hsiang, J. (2015) A longitudinal Analysis of Knowledge Integration in Digital Humanities Using Co-Citation Analysis”. Digital Humanities 2015, Sydney, Australia.
    7. Tang, M. C. (2014). Exploring the Impact of Users’ Preference Diversity on Recommender System Performance. In *HCI in Business* (pp. 681-689). Springer International Publishing.
    8. Tang, M. C., Ke, Y. L., & Sie, Y. J. (2013). The Estimation of aNobii Users’ Reading Diversity Using Book Co-ownership Data: A Social Analytical Approach. In *Social Informatics* (pp. 274-283). Springer International Publishing.
    9. Tang, M. -C., Ting, P.H., & Sie, Y.J. (2012). Exploring evaluation criteria of social navigational tools on social media: a case study of aNobii. *Proceedings of Fourth Information Interaction in Context Symposium* (IIiX 2012). ACM New York, NY, USA
    10. Tang, M. C., Wang, C. M., Chen, K. H., & Hsiang, J. (2012). Exploring alternative cyberbibliometrics for evaluation of scholarly performance in the social sciences and humanities in Taiwan. *Proceedings of the American Society for Information Science and Technology*, *49*(1), 1-1.
    11. Tang, M. C., Wu W. C., Hung B. W (2009). Evaluating a Metadata-based Term Suggestion Interface for PubMed with Real Users with Real Requests. *Proceedings of the Annual Meeting of the American Society for Information Science & Technology* 2009.
    12. Tang, M –C,(2003). Display of cu**ltural materials online: a study of representational schemes for pictorial information pr**esented at *ASIS&T (American Society for Information Science and Technology) 2003 annual meeting*.
    13. Tang, M -C, and K -T Huang (2007). Exploring the interaction effects between search tasks and interfaces. Paper accepted for *"Exploratory Search and HCI" workshop at Association for Computing Machinery, Special Interest Group on Computer-Human Interaction (ACMSIGCHI)*, San Jose, CA, April 29,2007.(NSC 96-2413-H-002-019).
    14. Tang, M -C (2006). Multiple Accesses to PubMed: A proposed user study of term suggestion tools for PubMed. [Poster]. at *ASIS&T(American Society for Information Science and Technology) 2006 annual meeting*.
    15. Tang, M -C, Ying, Nicholas Belkin (2004). An investigation of a query term elicitation technique using faceted query boxes. [Poster]. at *ASIS&T (American Society for Information Science and Technology) 2004 annual meeting*.
    16. Belkin, N.J., Cool, C., Kelly, D., Kim, G., Kim, J., Lee, H.-J., Muresan, G., Tang, M.-C., & Yuan, X.-J.. (2003). Rutgers' TREC 2002 . Interactive Track Experience. In D. Harman & E. Voorhees (Eds.), *TREC2002, Proceedings of the Tenth Text Retrieval Conference*. Washington, D.C.: GPO.
    17. Belkin, N.J., Cool, C., Jeng, J., Keller, A., Kelly, D., Kim, J., Lee, H.-J., Tang, M.-C., & Yuan, X.-J.. (2002). Rutgers' TREC 2001 Interactive Track Experience. In D. Harman & E. Voorhees (Eds.), *TREC2001, Proceedings of the Tenth Text Retrieval Conference*.

Washington, D.C.: GPO.

* + 1. Belkin, N.J., Cool, C., Kelly, D., Lee, H.-J., Muresan, G., Tang, M.-C.,& Yuan, X.-J. (2003). Query length in interactive information retrieval. In *Proceedings of the 26th Annual ACM International Conference on Research and Development in Information Retrieval (SIGIR '03)*, Toronto, CA.