Tzufang Orchid Huang, Ph.D

Assistant Professor

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Education

Doctor of Education in Educational Psychology and Technology, University of Southern California

Master of Arts in Communication Management, University of Southern California

Bachelor of Arts in Mass Communication Broadcasting Section, Fu-Jen University

Work Experience

2007-2008, Research Assistant, Distance Learning Research Project, Rossier School of Education, University of Southern California

2006-2008, Project Assistant, Ontobank Chinese Sense Creation Project, Information Science Institute, University of Southern California

2004 & 2005, Teaching Assistant, Marshall Business School, University of Southern California

2003, Online Marketing Department Assistant, Goldenmine Jewelry Company, Los Angeles, CA

2003, Online Marketing Department Assistant, Sub Rosa Production Inc. Los Angeles, CA

2002, Resource Department Assistant, United Way in Great Los Angeles, Los Angeles, CA

Courses Taught

Communication Technology、Internet Communication、Marketing、 Integrated Marketing Communication、Internet Marketing、Media Management、Communication Theories、 Communication Introduction、Speech Communication、Media English、Study of Communication Issues、 Research Method

Professional Positions

Communication Technology, Internet Communication, Online Instruction and Learning, Media Management and Marketing, Integrated Marketing Communication, Media Education, Media English, Business English

Conference Articles

Huang, T.F (2009) The Role of Feedback in Online Homework in a College Algebra Remedial Course. Paper presented in 2008 E-Learn Conference of Association for the Advancement of Computing in Education, Canada: Vancouver. Paper in the Conference Proceedings, pp. 1330-1335.

Huang, T.F (2009). Online Learning Self-Efficacy of Adult Learners. Paper presented in 2008 E-Learn Conference of Association for the Advancement of Computing in Education, Canada: Vancouver. Paper in the Conference Proceedings, pp. 1665-1669.

Huang, T. F. (2008). Cognitive overload and online learning: A gap analysis study. Paper presented in 2008 E-Learn Conference of Association for the Advancement of Computing in Education, VA: Las Vegas. Paper in the Conference Proceedings, pp. 2206-2210

Publications and others

O’Neil, H. F.., Dembo, M., Huang, T. F., & Chen, C. Y. (in press). On-line instructional interventions in homework, feedback and help seeking in a college remedial algebra course (Report to the US Office of Naval Research). Los Angeles.

Anderson, G., Carmichael, K., Harper, T., & Huang, T. F. (2009). International students at four-year institutions: developmental needs, issues and strategies. In S. Harper (Ed.) Engaging diverse college student populations: theoretical perspectives and practical approaches. Mahwah, NJ: Lawrence Erlbaum Associates. PP.17-37.

O’Neil, H. F., Chuang, S. H, & Huang, T. F. (in press). Educational assessment: Instructional system provided feedback. In McGaw, B., Peterson, P., & Baker, E. (Eds.) International encyclopedia of education 3rd ed. New York, NY: Elsevier.

Huang, T. F. (2008).Role of task-specific adapted knowledge of response feedback on a computer-based collaborative problem solving task. Unpublished doctoral dissertation, University of Southern California, Los Angeles.

Professional Services

2008-2009, Group Teacher , World Games Project

2008-2009, Committee Member, Information Technology Development Committee of Wenzao Ursuline College of Languages

2009-2010, Committee Member, Information Technology Development Committee of Wenzao Ursuline College of Languages

2009-2010, Committee Member, Distance Learning Development Committee of Wenzao Ursuline College of Languages

2009-2010, Committee Member , Library Information Committee of Wenzao Ursuline College of Languages

Awards

2008, Academic Achievement Award, International Student Office

2005, Awarded as Holmes Scholar from University of Southern California affiliated with Holmes Partnership

2005, Academic Achievement Award, Rossier School of Education, University of Southern California

1998, Academic Achievement Award, Fu-Jen University

1997 & 1998, Academic Achievement Award, Feng-Sheng Consumer Cooperation

1995, Sir Run Run Shaw Scholarship

Certificates

LCCI Further Certificate for Teachers of Business English

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