

Curriculum Vitae
Last Updated 2025.8.15

Eva Tsai, Ph.D.
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Eva Tsai is Professor at the Graduate Institute of Mass Communication, National Taiwan Normal University. Energized by Asia's dynamic movements between nations and localities since the 1990s, she has researched and published on TV and screen culture, stardom, fandom, popular music, and fashion trade in the inter-Asian contexts. Furthermore, her interests in journalism, cultural studies, and qualitative methods have led her to study how industries, institutions, and organizations impact cultural production. Relevant projects have included a study of the cultural struggles around her university, experimental writing on academic life, and the founding of a content incubation hub at her institute called Hoping Lab. In 2017, her career took a practitioner's turn. She made audio documentaries, taught narrative podcasting, and launched research to explain podcast innovation in Taiwan. At Hoping Lab, she produces and runs three podcast shows: an audio documentary, a music podcast, and a video and podcast program featuring the work by communication students. She is the co-editor of three research anthologies: *Made in Taiwan: Studies in Popular Music* (Routledge, 2020), *Routledge Handbook of East Asia Popular Culture* (Routledge, 2017), and *Television, Japan, and Globalization* (The University of Michigan Press, 2010). Eva was born in Salt Lake City, Utah and spent her childhood in southern Taipei near Taipei Zoo and the Maokong tea farms area. As a youth and young adult, she has lived in Gaithersburg, Berkeley, Los Angeles, and Iowa City. Her multi-sited research across Asia was carried out in Tokyo, Beijing, Seoul, Taipei, and Bangkok. She lives once again in southern Taipei and enjoys biking along Jingmei River and looking out over the Erge mountains.

Education

Ph.D. in Mass Communications (2002/05), The University of Iowa, Iowa City, USA
M.A. in Journalism (1998/05), University of Southern California, Los Angeles, USA
B.A. in Mass Communications (1996/05), University of California at Berkeley, USA

Experience

Professor, Graduate Institute of Mass Communication,
National Taiwan Normal University (2021.8-)
Director, Graduate Institute of Mass Communication,
National Taiwan Normal University (2020.8-2023.7)
Associate Professor, Graduate Institute of Mass Communication, National Taiwan
Normal University (2008.8-2021.7)
Assistant Professor, Graduate Institute of Mass Communication, National Taiwan
Normal University (2002.8-2008.7)

Teaching and Supervision

- Creative Nonfiction Storytelling: An Audio Approach (M.A course)
- TV, New Media, and Screen Culture (M.A course)
- Communication and Information Theories (Mandatory M.A. course)

- Research Methodology (Mandatory M.A. course)
- Qualitative Research (M.A. course)
- Popular Culture and Inter-Asia Dialogues (Liberal Studies/B.A. course)
- Culture and Science/Technology Reporting (B.A. course)

Thesis Advising

Every year, I work with several M.A. students to develop research in media and communication studies, popular music, and cultural studies. Click on the [NTNU university dissertation service](#) to see a record of master's theses advised by me since 2002. (The parameters have been set.)

Research Grants

Sound, Storytelling, and Sports Culture: A Practice-Based Research

Building on my previous podcast research as well as production experience, I am excited to go into this new project. With the digital content lab I co-founded at my institute, Hoping Lab, I will develop narrative and experimental audio pieces on relevant, diverse and critical stories about sports, society, and culture related to Taiwan. This two-year research project (2025.7.1~2027.6.30) is funded by the National Science and Technology Council (NSTC) of Taiwan.

Toward an Enterprising and Public Podcasting Service: Sound Media, Creative Economy, and Collaborative Actions

In this research, I tackled the question: How do we understand the podcast boom that took off in Taiwan around 2020? Talking with big and small, mainstream and alternative players in journalism, content industry, and non-for-profit fields, I wish to provide a critical and unique account on the development and meanings of audio podcast production. A two-and-a-half year (2021.8~2024.1) project funded by the Ministry of Science and Technology in Taiwan. (110-2410-H-003-078-MY2)

Musical Cosmopolitanism through Inter-Asia: Interactions between Thai and Taiwanese (Taiyu) Dance Pop Culture

This project, which involved a six-week fieldwork in Bangkok, investigates the moments that Thai popular music entered into Taiwanese popular music. The quick answer? Traces of Thai rock, lukthung, and mainstream pop are definitely present in local Taiwanese music. Project funded by Taiwan's Ministry of Education under the New Southbound Policy Scheme to Strengthen Cooperation and Exchange with ASEAN and South Asian Countries 2019.2.1~2019.8.15

Trans-In-Asia: Cultural Forms and Practices of Audio Documentary

This project marked my shift toward sound/audio production as well as production-based practice research. I produced two podcast series, Shida Stories and The Pop Culture Researcher, with the intent to utilize versatile audio material and formats to engage critically with the university cultural environment as well as the regional interactions under globalization. The 2.5-year project (2015.8~2018.1) was supported by the National Science Council of Taiwan 104-2410-H-003-125-MY2.

The Residents Strike Back? Cultural Struggles and Normalization around “Shida” in Taipei

This project investigated the different cultural forces (including subcultural) that came together around 2012 to struggle and redefine the identities of this university neighborhood. Funded by The Institute for East Asian Studies, Sungkonghoe University, 2014.7~2015.7. Place Making/Taking-Place in Asian Cities: Against the Development, Beyond the Gentrification

Other Grants

Podcast Journalism: Sound Media Content and Organizational Innovation

Hoping Lab, the content incubation lab I founded at my institute, received a News Digital Transformation Grant from the Taiwan News Digital Co-Prosperity Fund, a partnership between Google News Initiative and the Digital Transformation Association (DTA) (2024.2.5~2025.2.4). With the support of this grant, our students learned to experiment with podcast format to produce quality audio pieces serving community and the wider public interest.

Research Output (Published Book chapters & Journal Articles)

Tsai, Eva. 2024. Engaging with “Thai Popular Music”: Associative Narratives of Popular Music Between Taiwan, Thailand, and Asia.” *Taiwan Journal of Communication* Vol 46, 187-224. DOI: 10.6195/TJOC.202411/PP.0001 ([Chinese, Full-Text](#))

Tsai, Eva. 2023. The Land of Little Rain, The Marvelous Clouds, and other Habitat-Oriented Ideas of Communication. *Communication, Culture, and Politics* Vol 17, 59-76. ([Chinese, Full-Text](#))

Tsai, Eva. 2023. Sourcing and Tapping South Korea’s Fast Fashion: The Transnational Trade and Trade-Offs of Taiwanese Fashion Entrepreneurs in the Early 2010s. *Situations: Cultural Studies in the Asian Context* 16(1): 77-110. ([English, Full-Text](#))

Tsai, Eva. 2022. Politics of Platform and Podcast Content Creation. *Taiwan: A Radical Journal of Social Studies* 121 (219-231) ([Chinese, Full-Text](#))

Tsai, Eva. 2020. “Tacky and World-Class: Jeannie Hsieh, Taiwan EDM, and the Reinvigoration of Tai” in *Made in Taiwan: Studies in Popular Music*, ed. Eva Tsai, Tung-hung Ho, and Miaoju Jian. New York: Routledge. 143-156. ([English, Full-Text](#))

Tsai, Eva, Tung-hung Ho, and Miaoju Jian. 2020. “Introduction: Problematizing and Contextualizing Taiwanese Popular Music.” In *Made in Taiwan: Studies in Popular Music*, ed. Eva Tsai, Tung-hung Ho, and Miaoju Jian. New York: Routledge. 1-20. ([English, Full-Text](#))

Tsai, Eva. 2018. “Remade by Inter-Asia: the transnational practice and business of screen adaptations based on Japanese source material” in *Routledge Handbook of Japanese Media*, ed. Fabienne Darling-Wolf. London: Routledge. 388-402. ([English, Full-Text](#))

Tsai, Eva. 2017. Beyond the residents-businesses clash—urban movements and cultural struggles in Shida, Taipei (2007-2015). *Inter-Asia Cultural Studies* 18(1): 25- 46. <http://dx.doi.org/10.1080/14649373.2017.1273920> ([English, Full-Text](#))

Iwabuchi, Koichi, Eva Tsai and Chris Berry. 2017. "Critical Approaches to East Asian Popular Culture." *Routledge Handbook of East Asia Popular Culture* (ed., Koichi Iwabuchi, Eva Tsai, and Chris Berry). London: Routledge. 1-9. ([English, Full-Text](#))

Tsai, Eva. 2017. Beyond J-Pop the Soundtrack: Aesthetic-Industrial Shaping of Japanese Ren'ai Dorama." *Chinese Journal of Communication* Vol 31: 49-78. ([Chinese, Full-Text](#))

Tsai, Eva and Shin Hyunjoon. 2013. Strumming a Place of One's Own: Gender, Independence, and East Asia Pop-Rock Screen. *Popular Music* 32(1): 7-22. ([English, Full-Text](#))
A Chinese version was translated by Eva Tsai and published in 2013 in *Taiwan: A Radical Journal of Social Studies*, Vol 91: 175-203. ([Published Chinese Translation, Full-Text](#))

Tsai, Eva. 2010. The Dramatic Consequences of Playing a Lover: Stars and Televisual Culture in Japan. *Television, Japan, and Globalization*. Edited by Mitsuhiro Yoshimoto, Eva Tsai, and Jungbong Choi. Ann Arbor: The University of Michigan Press. 93-115. (English)

Tsai, Eva. 2008. Learning to Labor: Thesis supervision and academic work in the graduate school. *Inter-Asia Cultural Studies* 9(3): 451-468. ([English, Full-Text](#))
A Chinese version was translated by Dr. Cheng Keng-Liang and published in 2019 in *Fange Iji: Yiaji Wenhua Yenjiu Duben [The Turning Spear: Inter-Asia Cultural Studies Reader]*, edited by Luo Xiao-ming. (Chinese, p.536-558) ISBN:9787545817560

Tsai, Eva. 2007. Caught in the Terrains: An Inter-referential inquiry of trans-border stardom and fandom. *Inter-Asia Cultural Studies* 8(1): 137-156. ([English, Full-Text](#))

Tsai, Eva. 2007. Nozawa Dorama: Televisual Authorship in the Currents of Suspense and Desire. *Japan Forum* 19.1: 23-48. ([English, Full-Text](#))

Tsai, Eva. (2005) "Kaneshiro Takeshi: Transnational Stardom and Media Culture in Asia's Global/Postcolonial Age" *Modern Chinese Literature and Culture* 17.1. 100-132. ([English, Full-Text](#)) A Chinese version was translated by the author and published in 2005 in *Chungwai Literary Quarterly* Vol. 34: 67-88.

Tsai, Eva. (2004) "Empowering falling-in-love: The Intertextual author of ren'ai dorama" in *Feeling "Asian" Modernities: Transnational Consumption of Japanese TV Dramas*, ed. Koichi Iwabuchi, 43-67. Hong Kong University Press. (English)

Teaching Innovation Grants

I received the "Subsidy for Enhancing Teaching Innovation and Community of Practice Program"—a teaching grant at National Taiwan Normal University—in 2017, 2019, 2020, and 2024. The grants (see project titles below) allowed me to incorporate media practice into teaching, collaborate with my colleagues, and build a popular music professional network.

- Leveling Up the Sounds and Stories: Teaching Podcast Journalism 2024.2-2024.8 112-2
- Made in Taiwan: Studies in Popular Music: Development of Teaching Resources for Local Networks in Popular Music Research) 2020.2-2020.8 1
- Digital Media Practicum: Content Development and Production of Hopping Lab 2019.2-2019.
- Digital Media Practicum: Sound Reporting and Publishing) 2017.9-2018.1

Media Production and Supervision

- Producer, Shida Stories ([Podcast Link](#)). Shida Stories is an ongoing audio documentary about the lives, memories, and imaginations of the diverse people who lived, worked, and played in the neighborhood around National Taiwan Normal University, Taipei. Chinese and English episodes available, since 2017.
- Producer. Made in Taiwan: Studies in Popular Music ([Podcast Link](#)). The show features deep dives, dialogues, live performance, audio features, audio documentaries, essays, reviews and other experimental and original content that nurture music journalism and sound education in Taiwan. Chinese and English episodes available, since 2021.
- Executive producer. The Sound and Story Stitcher ([Podcast Link](#)). The show features student-created audio pieces on the research experience, first-person narratives, public issue dialogues and commentaries, and other experimental audio projects. Since 2018.
- Executive producer. Hopping Lab ([YouTube Link](#)). A YouTube channel featuring video and audio works by the graduate students and teachers at the Graduate Institute of Mass Communication.
- Supervisor. Hopping Lab ([Official Website](#)), an incubation hub for podcast and videos
- Supervisor. Hopping Lab Radio. (2025.1-2025.12). This is an hourly radio program consisting of Hopping Lab's best content aired weekly on Kaohsiung Radio. ([Link](#))

Conference Presentations & Invited Talks

Tsai, Eva. The Expediency of Sound: A Critical Examination of Taiwan's Inchoate Podcasting Culture. Invited Talk. East Asian Media & Creative Industries Webinar Series III. Lingnan University. 2025.4.11 (3-4:25 pm) (English)

Tsai, Eva. Can Associate Narratives Be a Component in Associative History in Popular Music Studies? Roundtable Symposium. Annual Conference for Taiwan Society for Music Studies & Taiwan Musicology Forum. National Taiwan University. 2024.12.2. (English)

Tsai, Eva. The Land of Little Rain, the Marvelous Cloud, and the Relevance of Habitat in Media Studies. Invited symposium keynote. Post-Media Studies in Asia 2024, Organized by INSTeM (Inter-Field Network for Science, Technology, and Media), Tokyo, 2024.1.20-21. (English)

Tsai, Eva. "An Audio Documentary on The Tacky Sounds of Taiwanese EDM: Musicians and Process. Cultural Studies Association Conference. National Chung-Hsing University, Taichung. 2023.3.11-12. (Chinese)

Tsai, Eva. Roundtable: Unsustainable Paradigms of Asian Popular Music: Inter-Asia Links, Local Epistemologies, and New Directions. International Association for the Study of Popular Music South East Asia (IASPM-SEA), Penang, Malaysia, 2023. 3.2-5. (English)

Tsai, Eva and Tung-hung Ho. "Made in Asia: Roundtable Discussion of Popular Music Studies in East and Southeast Asia." International Association for the Study of Popular Music (IASPM). Daegu/Online, South Korea, 2022.7.7. (English)

Tsai, Eva. "Critical Sound Media Practice: Listening and Making Culture in Taiwan." Invited Webinar. Humanities Center, Tokyo University. Zoom Meeting 5:30pm Tokyo Time, March 19, 2021. (English)

Tsai, Eva. "Mobilizing Thai Dance Music—Some Taiwanese-Thai and Inter-Asian Narratives." The Inter-Asia Popular Music Studies Online Workshop Vol. 4. Zoom Meeting, November 5, 2020. (English)

Tsai, Eva. "Weaving Community, Mobility, and Ethno-Sounds: Producing Shida Stories. Presentation at the 3rd Conference on the Taiwan History of Sounds, National Museum of Taiwan History, Tainan. 2020.9.11-12. (Chinese)

Tsai, Eva. "Tacky and World-Class: Jeannie Hsieh, Taiwan EDM, and the Reinvigoration of Tai." Presentation at the 6th Inter-Asia Popular Music Studies Conference Communication University of China, Beijing, June 9-10 2018. (English)

Tsai, Eva. "Inter-Asia Audio Documentary: Forms and Politics of Two Pilots." Presented at session, "Social Media Activism I" in the 2017 Inter-Asia Cultural Studies Conference. Sungkonghoe University, Seoul. July 28-30, 2017. (English)

Tsai, Eva. "Translocal Asia: An Independent Audio Podcast Project." Presented at the panel, "Research and Cultural Practice" of the 2016 Cultural Typhoon conference. Tokyo University of the Arts, Tokyo. July 2-3, 2016. (English)

Published Commentary and Criticisms

I write short commentary pieces for general readers on popular media and the university culture.

- 2025/07/09. From Island to Island and Three Tears in Borneo: Re-Writing the WWII Memories of Taiwan and Southeast Asia. *Opinion@CW* (Chinese, [Link](#))
- 2025/02/15. The Power of Audio Testimonies: On "A Plea for Peace" by The Kitchen Sisters) *Popcorn Communication*. (Chinese, [Link](#))
- 2024/11/25. Our Music; The Hybridity in Us. Media Education. *Network of Media Literacy and Educational Resources: On Music*. (Chinese, [Link](#))
- 2021/03/15. In Defense of Book Chapters. *The Union Bulletin* (Chinese, [Link](#))
- 2021/01/23. Sense of Community, Mobile Lives, and Stories of Ethnicity: Making Shida Stories. 100 Years of Taiwan Sounds, National Museum of Taiwan History. (Chinese, [Link](#))

- 2020/02/06. Taiwanese Popular Music as World History. *Taiwan Insight* (English, [Link](#)).
- 2019/02/13. Sci-fi, Realism, Parody, and LML. *Commagazine* (Chinese, [Link](#)).
- 2018/06/21. Idol Drama and Emotional Realism 2.0. *Commagazine* (Chinese, [Link](#)).
- 2017. Beyond Self-Protection and Compliance: On Ethical Imperialism. *Mass Communication* 133: 189-198. (Chinese, [Full-Text](#))
- 2017. In Audio Mode. *5 Designing Media Ecology* 7 (Summer): 81-83. ([Link](#))