## Acknowledgement

I would like to express my gratitude for the ones who have supported me to accomplish the master degree in the past couple of years.

First of all, I would like to acknowledge Dr. I-Huei Cheng who has been a great mentor as my thesis adviser. Her specific advices and encouraging comments during our meeting every week indeed helped me improve my arguments and writing, especially, but not limited to, in research design and post-analysis discussions. I also appreciate Prof. Chen Kuo, Prof. Hsu-Hsien Chi, and Dr. Yuhmiin Chang for showing me the right direction.

I thank Maggie Chang, who not only helped my thesis as a coder and with collecting magazines for the study, but also in many other ways in the whole academic life in Taiwan.

Lastly, but not least, I acknowledge my fellow classmates in IMICS program, master students in Advertising department, all professors of the courses I took at NCCU, my parents, and all those who have helped me achieve.