

**CURRICULUM VITAE**

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**Education :**

B. A., National Taiwan University, 1989

M. A., National Chengchi University, 1993

Ph. D., The Ohio State University, 2003

**Employment :**

2003-2007     Assistant Research Fellow, Election Study Center, National  
Chengchi University

2007-2011     Associate Research Fellow, Election Study Center, National  
Chengchi University

2011-present     Research Fellow, Election Study Center, National Chengchi  
University

2012-2013     Visiting Professor, Department of Political Science,  
Massachusetts Institute of Technology

**Honors and Awards :**

Chi Huang's Best Methodology Paper Award of Taiwan Political Science

Association (with Eric Chen-hua Yu), 2005

Outstanding Research Award, National Chengchi University, 2006, 2010

Best Annual Conference Paper Award of Taiwan Political Science Association,  
2013

**Professional Services :**

Associate editor, *Journal of Electoral Studies* (《選舉研究》執行編輯),

2008-2012

**Publications :****A. Journal articles:**

1. 蔡佳泓，1995，〈社會網路位置類型分析：以七十八年台北市南區立委選舉為例〉(The Categorical Analysis of the Social Context Position-- A Case Study of the 1989 Legislative Election in the Second District of Taipei City)，《選舉研究》(*Journal of Electoral Studies*)，2 (2)：171-203。
2. Tsai, Chia-hung, 2000. "American Voter Responses to International Political Events and Economic Conditions: 1920-1996." 《歐美研究》(*EurAmerica*) 30(3):143-191.
3. Tsai, Chia-hung, 2000. "House Party Leadership Selection: 1959-1994."《東吳政治學報》(*Soochow Journal of Political Science*) 11:1-33.
4. Tsai, Chia-hung, 2001. "Why Do Taiwanese Vote?" 《選舉研究》(*Journal of Electoral Studies*) 8(2):125-158.
5. 蔡佳泓，2004，〈試析公民投票對政治及政黨體系之影響〉(An Exploratory Analysis of Effects of Referendum on Political Systems and Party Systems)，《台灣民主季刊》(*Taiwan Democracy Quarterly*)，1 (2)：27-41。
6. Tsai, Chia-hung, 2005. "Policy Making, Local Factions and Candidate

- Coordination in SNTV: A Case Study of Taiwan.” *Party Politics* 11(1):59-77.
7. Tsai, Chia-hung, 2005. “Bayesian Inference in Binomial Logistic Regression: A Case Study of the 2002 Taipei Mayoral Election.” 《人文及社會科學集刊》 (*Journal of Social Sciences and Philosophy*) 17(1):103-123.
  8. Tsai, Chia-hung, Su-feng Cheng, and Hsin-hau Huang, 2005. “Do Campaigns Matter? The Effect of the Campaign in the 2004 Taiwan Presidential Election.” *Japanese Journal of Electoral Studies* 20:115-135. 【NSC 92-2414-H-004-020】
  9. 蔡佳泓、徐永明、黃綉庭，2005，〈公民投票—台灣國家認同的新動力〉 (Referendum: A New Dynamic of National Identity in Taiwan)，《台灣民主季刊》 (*Taiwan Democracy Quarterly*)，2 ( 1 )： 51-74。
  10. Tsai, Chia-hung, and Yung-ming Hsu, 2005. “Expected-Utility Voting in Taiwan's Legislative Elections: 1995, 1998, and 2001.” *International Political Science Review* 26(4):397-412.
  11. 俞振華、蔡佳泓，2006，〈如何利用全國性民調推估地方民意？多層次貝式定理估計模型與分層加權的應用〉 (Using National Surveys to Estimate Local Public Opinions: An Application of Bayesian Multilevel Regression Model with Post-stratification)，《台灣政治學刊》 (*Taiwanese Political Science Review*)，10 ( 1 )： 5-38。
  12. Tsai, Chia-hung, Ching-hsin Yu, Lu-huei Chen, and Su-feng Cheng, 2007. “Voting Behavior and Electoral Engineering in Taiwan.” *Japanese Journal of Electoral Studies* 22:120-136.
  13. 蔡佳泓、徐永明、黃綉庭，2007，〈兩極化政治：解釋台灣 2004 總統大選〉 (Bi-Polarizing the Politics: Explaining the 2004 Presidential Election in Taiwan)，《選舉研究》 (*Journal of Electoral Studies*)，14 ( 1 )： 1-31。
  14. 蔡佳泓，2007，〈民主深化或政黨競爭？初探台灣 2004 年公民投票參與〉 (Democracy Deepening or Party Competition? A Primary Analysis of Taiwan's

- 2004 Referendum), 《台灣政治學刊》(*Taiwanese Political Science Review*), 11 (1): 109-145。
15. 蔡佳泓, 2007, 〈政黨形象的測量尺度初探〉(Measurement of Party Image: A Preliminary Analysis), 《政治學報》(*Chinese Political Science Review*), 43 : 101-121。
  16. 蔡佳泓、王金壽、王鼎銘, 2007, 〈以濁水縣為例解析台灣 2005 年三合一選舉的聯合動員效應〉(Analysis of a Compound Campaign in the 2005 Three-in-one Election: A Case Study of Loh Tsui County), 《台灣政治學刊》(*Taiwanese Political Science Review*), 11 (2): 173-225。
  17. Tsai, Chia-hung, Ching-hsin Yu, Chi Huang, Lu-huei Chen, and Su-feng Cheng, 2008. "Examining Strategic Voting in Single-Member Districts: A Case Study of the 2006 Taipei City Mayoral Election." *Japanese Journal of Electoral Studies* 23:101-111.
  18. Tsai, Chia-hung, 2008. "Making Sense of Issue Position, Party Image, Party Performance, and Voting Choice: A Case Study of Taiwan's 2004 Legislative Election." 《人文及社會科學集刊》(*Journal of Social Sciences and Philosophy*) 20(1):1-24。
  19. 蔡佳泓, 2008, 〈反貪倒扁運動的支持度之多層次貝式定理分析〉(Multi-level Bayesian Analysis of the Supporting Rate of the Anti-Chen Rally), 《政治學報》(*Chinese Political Science Review*), 45 : 67-93。
  20. Tsai, Chia-hung, and Shuan-chuen Chao, 2008. "Nonpartisans and Party System of Taiwan: Evidence from 1996, 2000, and 2004 Presidential Elections." *Journal of Asian and African Studies* 43(6):615-641.
  21. Tsai, Chia-hung, Ding-ming Wang, and Livianna Tossuti, 2008. "Between Independence and Unification: an Ordered Probit Analysis of Panel Survey Data on Taiwan's Constitutional Future." *Issues & Studies* 44(4):71-98.

22. 蔡佳泓，2009，〈台灣民眾的民主評價：以 2004 年為例的驗證性因素分析〉(Confirmatory Factor Analysis of People's Evaluation of Democracy in Taiwan, 2004)，《社會科學論叢》(*Journal of Social Sciences*)，3 (1)：151-184。
23. 蕭怡靖、蔡佳泓，2010，〈政治責任與投票：2009 年苗栗縣第一選區立法委員補選之探析〉(Political Responsibility and Voting: Analysis of the 2009 Legislative By-Election in Miaoli County's 1st District)，《台灣民主季刊》(*Taiwan Democracy Quarterly*)，7 (2)：1-32。
24. 林瓊珠、蔡佳泓，2010，〈從成案到投票：2008 年討黨產與入聯公投的公投意向與參與行爲〉(From Proposal to Vote: An Analysis of the UN Membership Referendum and the KMT Assets Referendum in 2008)，《台灣民主季刊》(*Taiwan Democracy Quarterly*)，7(3)：45-85。
25. 林瓊珠、蔡佳泓，2010，〈政黨信任、機構信任與民主滿意度〉(Trust in Political Parties, Institutional Trust, and Satisfaction with Democracy)，《政治與社會哲學評論》(*A Journal for Philosophical Study of Public Affairs*)，35：147-194。
26. 蔡佳泓、俞振華，2011，〈地方政府如何回應民意？以 2006-2007 年為例〉(Evaluating the Responsiveness of Local Governments in Taiwan: A Case Study of Policies and Public Opinion between 2006 and 2007)，《台灣政治學刊》(*Taiwanese Political Science Review*)，15(1)：73-136。
27. 俞振華、蔡佳泓，2011，〈社會公平與經濟發展：台灣民眾的政策意向之初探〉(Social Justice and Economic Development: Exploring Taiwanese Policy Orientations)，《社會科學論叢》(*Journal of Social Sciences*)，5(2)：135-172。
28. 蔡佳泓，2012，〈選舉課責：以 2009 年台灣縣市長選舉為例〉(Electoral Accountability: A Case Study of Taiwan's 2009 County and City Mayoral Elections)，《社會科學論叢》(*Journal of Social Sciences*)，6(2)：35-67。
29. 蔡佳泓，n.d.，〈現任縣市長支持之研究：多層次貝氏統計之應用〉(Incumbent Support: Data Analysis Using Bayesian Multilevel Models)，《應用經濟論叢》

(*Taiwan Journal of Applied Economics*)(accepted)。

### **B. Book:**

游清鑫、蔡佳泓（編），2009，《選舉預測》，台北：五南圖書。

### **C. Book chapters:**

1. Tsai, Chia-hung, Chin-hsin Yu, and Lu-huei Chen, 2008. “Comparing Consensus on Taiwan Democracy Among the Mass Public and Elites” in Philip Paolino and James Meernik (eds.) *Democratization in Taiwan: Challenges in Transformation*. Vermont: Ashgate Publishing Company.
2. 蔡佳泓、徐永明、于孟涵，2009，〈新興民主國家的公投現象與初步解析（1971-2005）〉，收錄於林佳龍主編《公投民主：台灣與世界的對話》，台北：台灣智庫。
3. 陳義彥、蔡佳泓，2009，〈民意與民意調查〉，收錄於游清鑫主編《民意調查新論》，台北：五南。

### **D. Conference papers since 2001:**

1. Tsai, Chia-hung, 2001. “Strategic Voting in Multi-Member Districts: The Case Study of Taiwan Legislative Election, 1973-1998”, Paper presented at the annual meeting of North American Taiwan Study Association, June 23-25, Seattle.
2. Tsai, Chia-hung, and Tse-hsin Chen, 2001. “Game-Theoretical Model of Pre-Election Party Cooperation”, 「台灣政治學會年會」，12月15-16日，台北：政治大學公企中心。
3. Tsai, Chia-hung, and Yung-ming Hsu, 2002. “Splitting and Making Parties: Analysis of Party Reconfiguration in Taiwan”, Paper presented at the conference of Parties and Elections in New Democracies, Denton.

4. Tsai, Chia-hung, 2003. “Drugs and Sex Industry: Information and Issue Positions in Taipei Mayoral Election”, 「台北市長選舉研討會」, 10月18日, 台北: 政治大學選舉研究中心。
5. 蔡佳泓、鄭夙芬, 2003, 〈一九九〇年代台灣族群的流動〉, 「2003年台灣政治學會『世局變動中的台灣政治』學術研討會」, 12月13-14日, 台北: 東吳大學國際會議廳。
6. Tsai, Chia-hung, and Yung-ming Hsu, 2003. “Expected-Utility Voting Model in Single-Member Districts”, 「2002 台灣選舉與民主化調查研究研討會」, 12月15-16日, 台北: 政治大學國際會議廳。
7. Tsai, Chia-hung, 2003. “Bayesian Inference in Binary Logistic Regression: A Case Study of Taipei Mayoral Election”, 「選舉預測模型研討會」, 12月26日, 中研院中山人文社會科學研究所。
8. Tsai, Chia-hung, Su-feng Cheng, and Hsin-hao Huang, 2004. “Does Campaign Matter? The Role of Campaign in the 2004 Taiwan Presidential Election”, Paper presented at the Conference on Annual Meeting and Conference of Japan Election Studies Association, May 15-16, Tokyo.
9. Tsai, Chia-hung, and Su-feng Cheng, 2004. “Change and Continuity of Social Cleavage in Taiwan”, Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, Sep. 1-4, Chicago.
10. 蔡佳泓, 2004, 〈滾動樣本的合併〉, 「第五屆『調查研究方法與應用』學術研討會」, 9月2-4日, 台北: 中央研究院。
11. Tsai, Chia-hung, and Shau-chuen Chao, 2004. “Political Sophistication and Behavior and Nonpartisan Voters in Taiwan”, Paper presented at the Conference on Taiwan Issues, September 10-12, Columbia.
12. Tsai, Chia-hung, Yung-ming Hsu, and Hsiu-tin Huang, 2004. “Polarizing the

- Political Universe: A Case Study of Taiwan”, 「中國政治學會年會」, 9月18-19日, 台南: 成功大學。
13. Tsai, Chia-hung, and Ding-ming Wang, 2004. “Between Independence and Unification—An Ordered Probit Model of Attitude Change”, 「台灣選舉與民主化調查2003研討會」, 9月25-26日, 台北: 中央研究院歐美研究所。
  14. 蔡佳泓、黃冠達, 2004, 〈臺灣民眾民主價值評估之研究〉, 「台灣政治學會年會」, 12月18-19日, 高雄: 義守大學。
  15. 蔡佳泓, 2004, 〈全國性或地方性? 立法委員選舉初探〉, 「台灣政治學會年會」, 12月18-19日, 高雄: 義守大學。
  16. 蔡佳泓, 2005, 〈問卷的測量尺度: 以政黨形象為例〉, 「台灣選舉與民主化調查研究方法工作坊」學術研討會, 3月26-27日, 台北。
  17. Yih-yan Chen, Chia-hung Tsai, and Su-feng Cheng, 2005. “Party System Change and Nonpartisan Voters: Evidence from Japan and Taiwan”, Paper presented at the Conference on Annual Meeting and Conference of Japan Election Studies Association, May 14-15, Nagoya.
  18. Tsai, Chia-hung, and Ding-ming Wang, 2005. “Explaining Taiwanese Referendums and Presidential Election in 2004”, 「台灣選舉與民主化調查2004研討會」, 5月20-21日, 台北: 東吳大學。
  19. Tsai, Chia-hung, Lu-huei Chen, and Ching-hsin Yu, 2005. “Comparing Consensus on Taiwan Democracy among the Mass Public and Elites”, Paper presented at the conference of Emerging Democracies and Democratic Values: The Experience of Taiwan and East Asia, August 27-28, Denton.
  20. Tsai, Chia-hung, and Ding-ming Wang, 2005. “Explaining Taiwanese Referendums and Presidential Election in 2004: A Nested Choice Model”, Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, September 1-4, Washington, D.C.



21. Tsai, Chia-hung, 2005. "Issue Position, Party Image, Party Performance, and Voting Choice in the 2004 Legislative Election", 「台灣選舉與民主化調查 2005 學術研討會」, 11 月 22-23 日, 台北: 中央研究院。
22. Chen, Yih-yan, Chia-hung Tsai, and Su-feng Cheng, 2005. "Party System Change and Nonpartisan Voters: Evidence from Japan and Taiwan", 「台灣政治學會年會」, 12 月 20-21 日, 台北: 政治大學。
23. 俞振華、蔡佳泓, 2005, 〈如何利用全國性民調推估地方民意? 多層次貝式定理估計模型與分層加權的應用〉, 「台灣政治學會年會」, 12 月 20-21 日, 台北: 政治大學。
24. Tsai, Chia-hung, 2005. "Making Sense of Issue Position, Party Image, Party Performance, and Voting Choice: A Case Study of Taiwan's 2004 Legislative Election", 「台灣經驗政治研究的現況與展望學術研討會」, 12 月 23 日, 台北: 中央研究院。
25. Tsai, Chia-hung, 2006. "Making Sense of Issue Position, Party Image, Party Performance, and Voting Choice: A Case Study of Taiwan's 2004 Legislative Election", Paper presented at the annual meeting of the Midwest American Political Science Association, April 20-23, Chicago.
26. Yu, Ching-hsin, Su-feng Cheng, Lu-huei Chen, and Chia-hung Tsai, 2006. "Voting Behavior and Electoral Engineering in Taiwan", Paper presented at the Conference on Annual Meeting and Conference of Japan Election Studies Association, May 15-16, Tokyo.
27. Yu, Chen-hua, and Chia-hung Tsai, 2006. "Reaching into the Grassroots: A Comparative Study of Local Public Opinions in Taiwan", Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, August 31-September 3, Philadelphia.
28. Yu, Ching-hsin, and Chia-hung Tsai, 2006. "Party Identification, Voting Behavior,

- and Election System in Taiwan: 1995-2004”, Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, August 31-September 3, Philadelphia.
29. 蔡佳泓、王金壽、王鼎銘，2006，〈以濁水縣為例解析三合一選舉：量化資料與田野調查的對話〉，「台灣選舉與民主化調查 2006 學術研討會」，10 月 21 日，台北：政治大學國際會議廳。
  30. 蔡佳泓，2007，〈族群認同、政策偏好與政黨評價〉，「族群關係與台灣的民主政治」學術研討會，2 月 28 日，台北：台大校友會館。
  31. 蔡佳泓，2007，〈共識或南北差異？反貪倒扁運動的地域支持度分析〉，「公民意識與政治行動」學術研討會，5 月 3-4 日，台北：中央研究院人文社會科學研究中心。
  32. Yu, Eric Chen-hua and Chia-hung Tsai, 2007. “Policy Preferences and Implications for Political Parties: Identities, Issues, and Party Loyalty”, Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, August 30-September 2, Chicago.
  33. Tsai, Chia-hung, Lu-huei Chen, Su-feng Cheng, and Jia-wei Liu, 2007. “Comparing Candidate Voting in the 1996, 2000, and 2004 Presidential Elections”, 「台灣選舉與民主化調查 2007 學術研討會」，10 月 20-21 日，台北：東吳大學國際會議廳。
  34. 蔡佳泓，2007，〈當前台灣民眾的政策偏好與統獨意向〉，「全球化時代的公民與國家暨台灣社會變遷基本調查第十次研討會」，11 月 10 日，台北：中央研究院政治學研究所籌備處會議室 A。
  35. Tsai, Chia-hung and Chin-hsin Yu, 2008. “Political Knowledge of a New Election System: A Case Study of the 2008 Taiwan Legislative Election”, Paper presented at the Annual Conference of the European Association of Taiwan Studies, April 18-20, Prague.

36. 蔡佳泓、王鼎銘、林超琦，2008，〈選制變遷對政黨體系之影響評估：變異量結構模型之探討〉，「如何評估選制變遷：方法論的探討」，7月5日，台北：政治大學選舉研究中心。
37. Tsai, Chia-hung, Eric Cheng-hua Yu, and Chi Huang, 2008. "Issues beyond Independence versus Unification: Taiwanese Orientation on Domestic Public Policy", Paper presented at the conference group of Taiwan Studies at the annual meeting of the American Political Science Association, August 28-31, Boston.
38. 蔡佳泓，2008，〈解析台灣民眾 2008 年的公投意向與參與行爲〉，「直接民主與公民意識」研討會，10月24-25日，台北：中央研究院人文社會科學研究中心。
39. Huang, Chi, Alex Tan, Chia-hung Tsai, and Chin-hsin Yu, 2008. "Issues and Voting Choices in Taiwan's Local Elections: A Case Study of the Taipei City's Mayoral Elections 1994-2006", Paper presented at the Joint International Conference on Overseas Voting and Electoral System: Focusing on Korea, Taiwan and Japan, November 14-15, Seoul.
40. Tan, Alex, and Chia-hung Tsai, 2009. "Issues and Voting Choices in Taipei City's Mayoral Elections 1994-2006", Paper presented at the annual meeting of Japanese Association of Election Studies, May 15-16, Kyoto.
41. Tan, Alex, and Chia-hung Tsai, 2009. "Issues and Voting Choices in Taiwan's Local Elections", Paper presented at the annual meeting of American Political Science Association, August 29-September 1, Toronto.
42. 蔡佳泓、徐永明、蔡昀君，2009，〈對外關係公民投票之國際比較〉，「台灣政治學會年會」，11月21日至22日，新竹：玄奘大學。
43. 蔡佳泓，2010，〈台灣民眾對於重啓美國牛肉談判公投之態度：一個網路民調資料的分析〉，「第三波民主改革研討會」，3月20日，台北。
44. 蔡佳泓、林瓊珠，2010，〈政黨信任、機構信任與民主滿意度〉，「領導與公民

意識」研討會，3月25日至26日，台北：中央研究院人文社會科學研究中心。

45. Tsai, Chia-hung, Chi Huang, Lu-huei Chen, Chin-hsin Yu, Su-feng Cheng, and Eric Yu, 2010. "Testing the Interaction between Economic Evaluations and Political Knowledge: A Case Study of Taiwan, Japan, and Great Britain", Paper presented at the annual meeting of Japanese Association of Election Studies, May 15-16, Tokyo.
46. 蔡佳泓，2010，〈2009年縣市長選舉的投票意向之研究：選舉課責的分析〉，台灣政治學會年會暨「重新思考國家：五都之後，百年前夕！」學術研討會，12月4-5日，台北，東吳大學。
47. Tsai, Chia-hung, Ching-hsin Yu, Lu-huei Chen, and Su-feng Cheng, 2011. "Multilevel Analysis of Voting Behavior under the Mixed-Member Majoritarian Systems: Korea, Taiwan, and Japan", Paper presented at the Asian Election Study Conference, June 10, Daejeon.
48. Eric C.C. Yu and Chia-hung Tsai, 2012. "Miracle Medicine for Curing Low Turnout? Evaluation of Electronic Voting in Taiwan" paper presented at the annual conference of World Association of Public Opinion Research, June 14-16, Hong Kong.
49. Eric C.C. Yu and Chia-hung Tsai, 2013. "Budgetary Preference, Government Satisfaction and Knowledge Heterogeneity" paper presented at the annual conference of World Association of Public Opinion Research, May 14-16, Boston.
50. Tsai, Chia-hung and Eric C.C. Yu, 2013. "Partisan Economic Voting in Taiwan" paper presented at the annual conference of Asian Network for Public Opinion Research, November 11-13, Korea: Seoul National University.
51. Tsai, Chia-hung, 2013, "Measuring City-Level Public Opinion in Taiwan", paper presented at the annual conference of Taiwan Political Science Association, Nov.

30-Dec. 1, Kaohsiung: National Sun-Yat-Sen University.

*\*Winner of the Best Annual Conference Paper Award*

52.