

Updated: August 11, 2016

## Tian Guo

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### TOPICAL FOCUS:

- Conservation psychology and behavior
- Outcomes of nature-based recreation and leisure services
- Statistics applications in social sciences

### METHODOLOGICAL FOCUS:

- Complex survey
- Stated choice experiment
- General Linear Modeling
- Structural Equation Modeling

### EDUCATION:

NC State University	Parks, Recreation and Tourism Management	PhD (2016)
NC State University	Statistics	MR (2016)
University of Minnesota	Natural Resources Sciences and Management	MS (2012)
Sichuan University	Tourism Management	MS (2012)
Sichuan University	Tourism Management	BS (2009)

### CERTIFICATE:

Certificate of Accomplishment in Teaching

2016

Development of skills and commitment to teaching excellence through 45 teaching contact hours (e.g., hours for lectures, labs, and online teaching), six workshops on contemporary and innovative pedagogies, technologies, and methods in teaching, peer evaluations, and a final project including teaching philosophy and portfolio at NC State University.

## SCHOLARSHIP

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### PUBLICATIONS:

#### **Peer Reviewed Articles (Published & In Press)**

1. Leung, Y-F., Smith, J. W., Seekamp, E., Conlon, K., Mayer, J. E., Guo, T., Walden-Schreiner, C., Adams, B., & Keane, R. (2016). The effects of 2D and 3D imagery and an educational message on perceptions of trail impacts. *Natural Areas Journal*, 36(1), 88-92.
2. Guo, T., Smith, J. W., Moore, R. L., Seekamp, E., & Leung, Y-F. (2015). Determinants of responsible hiking behavior: results from a stated preference experiment. *Environmental Management*, 56(3), 765-776.
3. Guo, T., & Schneider, I. E. (2015). Measurement properties and cross-cultural equivalence of negotiation with outdoor recreation constraints. *Journal of Leisure Research*. 47(1), 125-153.

### Peer Reviewed Articles (In Review & In Preparation)

1. Guo, T., Smith, J. W., Moore, R. L. & Schultz, C. L.. (In Review). How does the timing of educational messaging influence low-impact recreation behavior: an experimental study. Submitted in August 2016.

### Technical and Professional Reports

1. Burroughs, K., Davis, J., Guo, T., Ojewola, T., Pitt, A., Powell, R., Sharp, R., Riungu, G., Verbos, R. I. (2015). *Great Sand Dunes National Park and Preserve: a Social Science Needs Assessment*. National Park Service, Georgia Wright Society, Denver, Colorado. (Authorship listed in alphabetical order)
2. Guo, T., Whitlow, M., Moore, R. L., Seekamp, E., Barbieri, C., Floyd, M. F., & Goode-Vick, C. (2014). *2013 North Carolina State Parks Visitor Per Vehicle Study Final Report*, Raleigh, North Carolina.
3. Whitlow, M., Guo, T., Moore, R. L., Seekamp, E., Barbieri, C., Floyd, M. F., & Goode-Vick, C. (2013). *2013 North Carolina State Parks Visitor Per Vehicle Study Spring and Summer Preliminary Results*, Raleigh, North Carolina.
4. Schneider, I. E., & Guo, T. (2011). *Quality of Life: Assessment for Transportation Performance Indicators Report on Minnesota Resident Questionnaire*. University of Minnesota, Minnesota Department of Transportation, Minneapolis, Minnesota.
5. Guo, T., & Schneider, I. E. (2010). *Transportation and Quality of Life: an Annotated Bibliography*. University of Minnesota, Minnesota Department of Transportation, Minneapolis, Minnesota.

### Dissertation

1. Guo, T. (2016). *Examining low impact recreation behavior – the effects of values, attitudes, and timing of educational messaging*. Raleigh, NC: North Carolina State University. Committee: Roger L. Moore (Co-chair), Jordan W. Smith (Co-chair), Myron F. Floyd, Dennis Boos, and Montserrat Fuentes.

### Theses

1. Guo, T. (2012) *Measurement properties and invariance of negotiation with outdoor recreation constraints – a cross-cultural study between United States and Chinese university students*. Minneapolis, MN: University of Minnesota. Committee: Ingrid E. Schneider (chair), Sonja Wilhem-Stanis, and Rosita Albert.
2. Guo, T. (2012) *Leisure creativity in academic research—a phenomenal study of University of Minnesota scholars’ academic experiences*. Chengdu, Sichuan, China: Sichuan University. Advisor: Li Cheng.

### GRANTS & CONTRACTS:

1. Moore, R. L., & Guo, T. (2015-2016). Amount: \$4,000. *A study of the determinants of thru-hikers’ adherence to responsible A.T. use guidelines*. Appalachian Trail Conservancy. 2015 NC Appalachian Trail Special License Tag Grant Application.  
Serve as the co-principal investigator. Responsibilities include preparing grant, budget management, designing and administrating research, coordinating with participants and organizations, disseminating results.
2. Seekamp, E., Barbieri, C., Floyd, M. F., Moore, R. L., & Goode-Vick, C. (2012-2014). Amount: \$91,760. *Economic contributions of tourists to selected North Carolina State Parks*.

North Carolina Department of Environment and Natural Resources, Division of Parks and Recreation.

Served as the project manager.

Administrative responsibilities included budget management, recruiting and supervising research assistants, managing travel logistics for 60 data collection trips at 15 NC State Parks, coordinating with state park managers, keeping data collection and analysis logs, and responding to special circumstances during data collection.

Research responsibilities included designing sampling plan, data management and analysis, modeling in Excel and IMPLAN, and preparing reports and presentations for stakeholders.

3. Schneider, I. E., & Gustafson, K. (2010-2012). Amount: \$219, 200. *Assessment and evaluation to develop transportation performance measures*. Center of Transportation Studies, University of Minnesota, Minnesota Department of Transportation.

Served as graduate assistant. Responsibilities included conducting literature review, coordinating with agencies and responding to research participants, mail-survey implementation, data management and analysis, and preparing reports and giving presentations to stakeholders.

4. Cheng, L. (2009-2010). Amount ¥ 100,000. *Community attitudes toward hydropower projects in Sichuan, China*. China Three Gorges Corporation.

Served as graduate assistant. Responsibilities included training and managing research assistants, designing questionnaire, and data management.

## PRESENTATIONS:

1. Guo, T., Moore, R. L., & Smith, J. W. (Accepted). *Values and responsible hiking behaviors among Appalachian Trail long distance hikers*. Paper session proposal accepted by the 22<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). June 22-26, 2016, in Houghton, Michigan.
2. Guo, T., Smith, J. W., & Moore, R. L. (Accepted). *A comparison of SAS, STATA, and R in fitting General Linear Mixed Models with implications for contingent behavior experiments in outdoor recreation research*. Poster session proposal accepted by the 22<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). June 22-26, 2016, in Houghton, Michigan.
3. Guo, T.\*, Schultz, C. L., & Moore, R. L. (2016). *Juggling multiple expectations: challenges in preparing doctoral students for the professoriate*. Paper session proposal presented at 2016 Academy of Leisure Science Teaching Institute (ALSTI). Greenville, North Carolina. \* Presenter
4. Schultz, C. L., Moore, A. C., Guo, T.\*, & Moore, R. L. (2016). *Examination of reflection as a learning tool in study abroad programs*. Paper session proposal presented at 2016 Academy of Leisure Research Science Institute (ALSTI). Greenville, North Carolina. \* Co-presenter
5. Guo, T.\*, Schultz, C. L., Floyd, M. F., & Moore, R. L. (2015). *Non-probability-based sampling and social justice study*. Paper session presented at the 50<sup>th</sup> National Recreation and Park Association Conference (NRPA). Las Vegas, Nevada. \* Presenter
6. Guo, T.\*, & Moore, R. L. (2015). *Pro-environmental behaviors at recreation settings – influencing irresponsible Appalachian Trail Thru-hikers*. Paper session presented at the 21<sup>st</sup> International Symposium on Society and Resource Management (ISSRM). Charleston, South Carolina. \* Presenter

7. Guo, T.\*, & Moore, R. L. (2015). *Examining potential intrapersonal motivation conflicts of trail users: integrating potential for conflict index and other statistical analyses*. Paper session presented at 2015 Northeastern Recreation Research Symposium (NERR). Annapolis, Maryland. \* Presenter
8. Guo, T.\*, Moore, R. L., & Seekamp, E. (2015). *Adaptive sampling design with pre-specified rules to estimate average number of people per vehicle for a park system*. Poster session presented at 2015 Northeastern Recreation Research Symposium (NERR). Annapolis, Maryland. \* Presenter
9. Jones, G. J., Edwards, M. B., Guo, T., & Campbell, K. (2015) *Rural disparities in the built environment: implications for youth and adolescent obesity*. Paper session presented at 2015 Northeastern Recreation Research Symposium (NERR). Annapolis, Maryland.
10. McCreary, A, Keane, R. B., Guo, T., Seekamp, E., Smith, J. W., & Moore, R. L. (2015). *Challenges, limitations, and opportunities in survey design*. Paper session presented at 37<sup>th</sup> Annual Southeastern Recreation Research Conference (SERR). Asheville, North Carolina.
11. Guo, T.\*, Seekamp, E., Barbieri, C., Moore, R. L., Floyd, M. F., Goode-Vick, C., Whitlow, M., & Colon, K. (2014). *Conducting economic impact studies: lessons learned from the 2013 North Carolina State Parks Project*. Paper session presented at 2014 National Outdoor Recreation Conference. San Francisco, California. \* Presenter
12. Whitlow, M., Guo, T., Seekamp, E., Barbieri, C., Moore, R. L., Floyd, M. F., Goode-Vick, C., & Colon, K. (2014). *The economic contribution of primary non-local visitors to North Carolina state parks and recreation areas: a case study of four selected parks*. Poster session presented at 2014 National Outdoor Recreation Conference. San Francisco, California.
13. Schneider, I. E., Guo, T., Brown, R., & Courtney, A. (2014). *Perceived bike safety: a state and regional comparison*. Paper session presented at the 20<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). Hannover, Germany.
14. Guo, T.\*, Moore, R. L., & Pond, S. B. III (2014). *Outdoor recreation and human needs – an assessment of Recreation Experience Preference (REP) scales*. Paper session presented at 2014 Northeastern Recreation Research Symposium (NERR). Cooperstown, New York. \* Presenter
15. Conlon, K., Mayer, J., Whitlow, M., Adams, B., Guo, T., Leung, Y-F., Walden-Schreiner, C., Smith, J. W., Crouse, E., & Seekamp, E. (2014). *Comparing perceptions of trail impacts using 2-D and 3-D imagery*. Paper session presented at the 35<sup>th</sup> Annual Southeastern Recreation Research Conference (SERR). Asheville, North Carolina.
16. Guo, T.\*, Canete, N. S., & Moore, R. L. (2013). *Twitter as a research tool: what people tweet about the Appalachian Trail*. Paper session presented at the 19<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). Estes Park Center, Colorado. \* Presenter
17. Moore, R. L., Adams, B., & Guo, T. (2013). *Research in recreational conflict: what it teaches us about better trail design and management*. Paper session presented at the 21<sup>st</sup> American Trails International Trails Symposium, Fort McDowell, Arizona.
18. Brown, R., Guo, T., & Schneider, I. E. (2013). *Safe in saddle? Perceptions of bike safety*. Paper session presented at the 21<sup>st</sup> American Trails International Trails Symposium, Fort McDowell, Arizona.
19. Guo, T.\*, Courtney, A., & Schneider, I. E. (2013). *A comparison of non-cycle commuters, recreation-only cyclists, and cycling commuters on perceived bike safety and transportation attributes in the Metro area in Minnesota*. Poster session presented at 2013 Active Living Research Annual Conference (ALR). San Diego, California. \* Presenter
20. Crouse, E., Guo, T., Moore, R. L., Miller, A., & Zhai, Y. (2013). *Visitor encounters on an urban greenway trail: an exploratory study of interactions and non-interactions*. Paper session presented at the 35<sup>th</sup> Annual Southeastern Recreation Research Conference (SERR), Athens, Georgia.

21. Christopher, J. W., Schneider, I. E., & Guo, T. (2012). *The influence of motivation and stress on outdoor recreation participation: a comparison of coping models among Minnesota trail users*. Paper session presented at the 18<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). Edmonton, Alberta, Canada.
22. Guo, T.\*, Schneider, I. E., & Liechty, R. (2011). *Scenic byway & community livability: resident perceptions*. Poster session presented at the 17<sup>th</sup> International Symposium on Society and Resource Management (ISSRM). Madison, Wisconsin. \* Presenter

### AWARDS & HONORS:

1. George Wright Society Park Break Fellowship  
Funded by the U.S. National Park Service and George Wright Society to develop a social science needs assessment for the Great Sand Dunes National Park and Preserve *from October 11 to 16, 2015*.
2. Outstanding Ph.D. Student Parks Recreation and Tourism Management  
Awarded by the Department of Parks Recreation and Tourism Management, NC State University, *2015*
3. 21<sup>st</sup> International Symposium of Society and Resource Management (ISSRM) Student and Early Career Professional Scholarship, *2015*
4. Tom and Muriel More Scholarship for 2014 Northeastern Recreation Research Symposium (NERR)
5. 2014 National Outdoor Recreation Conference Student Conference Scholarship  
Awarded by the Society of Outdoor Recreation Professionals (SORP)
6. 2014 Southeastern Recreation Research Conference Student Scholarship (SERR)
7. Graduate Research Assistantship  
Funded by Department of Parks Recreation and Tourism Management, NC State University, *2012 to present*
8. Hofmann Graduate Scholarship for Academic Excellence, *2012*
9. Graduate Research Assistantship  
Funded by the State of Minnesota Department of Transportation, *2010-2012*
10. Graduate Student Fellowship Award  
Awarded by the Ministry of Education of the People's Republic of China to graduate students with excellent academic ability and promising scholarly potential, *2009*
11. Outstanding Undergraduate Thesis Award  
Awarded by Sichuan University to undergraduate students with recognized excellence in undergraduate research, *2009*  
Topic: Ecotourism and economic development tensions in an ethnic community in Southeastern China.
12. Highest National Scholarship Award  
Awarded by the Ministry of Education of the People's Republic of China to undergraduate students with outstanding academic performance and overall qualification, *2008 & 2007*
13. Gold Medal National Entrepreneurship Competition Challenging Cup  
Awarded by the Ministry of Education of the People's Republic of China to the most influential and competitive student business plan in China, *2008*

### PROFESSIONAL TRAININGS:

1. Professional Grant Development Workshop, Raleigh, North Carolina, *April 28-30, 2014*
2. IMPLAN Economic Impact Analysis Training, Hudson, Wisconsin, *February 19-22, 2013*

# TEACHING

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## COURSE TAUGHT:

*Analysis and Evaluation in Parks, Recreation, and Tourism* (NC State University, PRT 380).

Responsibilities included redesigning syllabus, selecting class materials, designing active learning activities and assignments, giving lectures, mentoring student research projects, and grading.  
*Summer, 2014.*

## GUEST LECTURES:

1. *Analysis and Evaluation in Parks, Recreation, and Tourism* (NC State University, PRT380)  
Topic: Sampling strategy  
In-person lecture, *Summer, 2016.*
2. *Outdoor Recreation Management* (NC State University, PRT350)  
Topic: Negative impact of recreation  
In-person lecture, *Spring, 2016.*
3. *Analysis and Evaluation in Parks, Recreation, and Tourism* (NC State University, PRT 380)  
Topic: Experimental design  
On-line lecture, *Fall, 2015.*
4. *Commercial Recreation and Tourism Management* (NC State University, PRT 222)  
Topic: Ecological issues in Tourism  
In-person, *Spring, 2015.*
5. *Sampling method* (NC State University, ST715)  
Topic: Survey design and implementation  
In person, *Fall, 2014.*
6. *Park, Recreation and Tourism Management Senior Seminar* (NC State University, PRT 477/486)  
Topic: Introduction to graduate school  
In-person, *Fall, 2014.*
7. *Introduction to Parks, Recreation and Tourism* (NC State University, PRT 152)  
Topic: Nature based recreation  
On-line lecture, *Fall, 2014.*
8. *Introduction to Parks, Recreation and Tourism* (NC State University, PRT 152)  
Topic: Nature based recreation  
In-person, *Fall, 2013.*
9. *Diversity and Inclusion– International panel* (NC State University, PRT 238)  
Topic: International outdoor recreation – the case in China  
In-person, *Fall, 2013.*

## TEACHING ASSISTANCE:

*Analysis and Evaluation in Parks, Recreation, and Tourism* (NC State University, PRT 380)

Teaching assistant and lab instructor. For semesters in *Fall, 2012, Spring, 2013, and Fall, 2015.*

## SERVICE

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### JOURNAL ARTICLE REVIEWS:

1. Invited manuscript reviewer for *Leisure Science*, February-March, 2014
2. Assistant editor for *International Journal of Tourism Anthropology*, 2009 to 2012

### DEPARTMENTAL COMMITTEES:

PRTM Community Sustainability and Health Faculty Search Committee, *December 2014 to March 2015*

### OTHER SELECTED SERVICE:

1. Providing statistics consulting services on the NC State Faculty Retention Project *January 2016-present*
  - Working with Dr. Marcia Gumpertz from Office for Institutional Equity and Diversity, Dr. Alyson Wilson and Candice Park from Department of Statistics on survival analysis and simulation study with faculty retention data as part of the course requirement for ST590 Statistical Practice.
  - Responsibilities include refining research questions, suggesting appropriate statistical analyses, and programming in SAS, conducting simulation studies, and helping the interpretation of statistical output.
2. Assisting fellow graduate students in data collection
  - Schulz, C. L., & Penbrooke, T. (2015). *Trail user and their dog behavior observation*. Conducted observations at Lake Johnson Park, North Carolina.
  - Miller, A. (2014). *Planning and managing sustainable recreation in protected areas: impacts of recreational trails on wildlife from design to use*. Assisted with trail camera set-up at Stone Mountain State Park, North Carolina.
  - Xu, S. (2013). Spatial understanding of themed tourism routes through wine trails: characterization, residents' attitudes, and social capital. Assisted with questionnaire drop-off and pick-up at rural areas, North Carolina.
3. Representing the PRTM to introduce departmental research at 4<sup>th</sup> Annual Undergraduate Research "Speed Data-ing" Event. *April, 2015*
4. Designing surveys related to the PRTM Doctoral Student Expectation Document. *December, 2014*

### PROFESSIONAL AFFILIATIONS:

- International Association for Society and Natural Resources (IASNR)
- Xi Sigma Pi Forestry National Forestry Honor society
- George Wright Society (GWS)
- National Recreation and Park Association (NRPA)
- Academy of Leisure Science (ALS)
- American Statistical Association (ASA)