

# Andrew Yee\Curriculum Vitae

Communication researcher with a focus on digital media use, youth development, and well-being



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[Google Scholar](#)  
[ResearchGate](#)  
[LinkedIn](#)

## Current Position

### SUTD Faculty Early Career Award Fellow

Humanities, Arts, and Social Sciences

### Singapore University of Technology and Design

Jan 2019 – Current

## Education

### Nanyang Technological University

PHD COMMUNICATION - 2019

» Summer School in Social Science Data Analysis at the **University of Essex**

### Nanyang Technological University

BACHELOR OF COMMUNICATION STUDIES (FIRST CLASS HONOURS) - 2014

» Exchange at **Uppsala University**

### Singapore Polytechnic

DIPLOMA IN MEDIA & COMMUNICATION (MERIT) - 2008

SPECIALIST DIPLOMA IN DIGITAL FILM & TELEVISION - 2008

## Scholarships & Awards

### Faculty Early Career Award

Singapore University of Technology and Design

2019 - 2022

### Overseas Summer School Scholarship

at the University of Essex

2016

### Honorable Mention Presentation Award

DC Health Communication Conference,  
organized by George Mason University

2015

### Urakami Foundation Award

12th Asian Congress of Nutrition by the Urakami  
Foundation, which aims to promote research on  
improving and securing people's diet

2015

### Nanyang President's Graduate Scholarship

Nanyang Technological University

2014 - 2018

### Lee Kuan Yew Gold Medal Award

Awarded to the top student of the graduating  
class at Nanyang Technological University's  
Wee Kim Wee School of Communication and Information

2014

### Nielsen Company Gold Medal Award

Awarded to the top research-track student of the  
graduating class at Nanyang Technological University's  
Wee Kim Wee School of Communication and Information

2014

### The Crowbar Awards

24-Hour Advertising Challenge Winner  
Organized by the Association of Advertising and  
Marketing Singapore, open to tertiary students globally

2012

## Teaching Experience

### Singapore University of Technology and Design

INSTRUCTOR (02.145TS SURVEYS AND EXPERIMENTS IN THE SOCIAL SCIENCES)

*Sep 2019 - Dec 2019*

*Jan 2020 - May 2020*

*Sep 2020 - Dec 2020*

- » Undergraduate elective introducing students to the basics of quantitative social science research, particularly in the design and execution of surveys and experiments (average class size: ~70)
- » Outstanding teaching feedback score in Sep 2020 (4.9/5), Jan 2020 (4.8/5), and 2019 (4.8/5)
- » Selected student feedback:

"The constant feedback was very helpful in constructing our survey. Constantly asking us questions to challenge ourselves was very thought-provoking. Allowing us to challenge the answers made the class discussion more lively and more interactive as well as it made us more analytical."

"An excellent prof that can relate to students and thinks in the perspectives of students. He ensures that the learning outcomes are achieved through the project. He is always on call to help students with whatever questions they may have. Being one of the few profs that offer their telegram contact for easy communication that is very much needed for the project requirement."

INSTRUCTOR (02.230TS HEALTH COMMUNICATION AND BEHAVIOR CHANGE)

*Jan 2019 - May 2019*

*Jan 2020 - May 2020*

*Jan 2021 - May 2021*

- » Undergraduate elective introducing students to theories in health communication and persuasion (average class size: ~70)
- » Outstanding teaching feedback score in 2019 (4.9/5), 2020 (4.9/5), and 2021 (4.9/5)
- » Selected student feedback:

"Instructor is very approachable and goes out of his way to expose students to diverse range of learning materials as seen in the additional resources he incorporated in his lecture and cohort in the form of short clips of campaigns/advertisements, both in the local and global context. I am proud to say that the instructor has nurtured my interests in this field of social science and he is truly inspirational to many of his students."

"Best prof ever!! Fun and interacts well with students. Teaches content in a way that is interesting and very easy to understand. Teaching inspires students to know more about this field and increases their passion for the subject. Evidence being that I often discuss its content in causal conversation with my friend, and even other friends who do not take this course."

CO-INSTRUCTOR (02.003 THEORIZING SOCIETY, THE SELF, AND CULTURE)

*Sep 2020 - Dec 2020*

- » Undergraduate core class that introduces students to major thinkers and ideas in the social sciences (class size: 23)
- » Outstanding teaching feedback score in 2020 (4.9/5)
- » Selected student feedback:

"He is very engaging during lessons and allows students to speak freely in class on their thoughts which encourages students to become more involved and participative in class."

## Nanyang Technological University

### TUTOR (FUNDAMENTALS OF RESEARCH)

*Jan 2017 - Jul 2017*

» Taught two tutorial sessions to communication undergraduate students

(total class size: ~50)

» Outstanding teaching feedback scores of 99 and 98.77, significantly higher than the mean teaching index score of 85.51 among tutors in WKWSCl

» Selected student feedback:

"I love Andrew! He is extremely helpful and is able to connect well with students. He has a firm grasp on concepts and help clarify questions really well. He facilitates tutorials well and engage us to think critically about certain questions on our own first, before helping/leading us to the eureka moment! I have been greatly blessed by Andrew. I don't think I'd grasp half of the course's content if not for him."

"Extremely clear and extremely patient with students. Went beyond class time to answer student queries. Most productive tutorial I've had in my first 4 semesters in NTU."

"He always aims to help us understand as much as possible the important concepts in the little time that we have and creates a wonderfully conducive environment for everybody to speak up in class and ask questions. This makes tutorials particularly productive and much more efficient, which helped me immensely. He is also very willing to take time outside of tutorial to explain concepts to us in consultations which I really appreciate."

## Current Citation Index (As of 9 June 2021)

### Google Scholar:

Total citations: 389

H-Index: 7

### SCOPUS:

Total citations: 230

H-Index: 4

## Publications

### Peer-Reviewed Publications

Tandoc Jr, E. C., **Yee, A. Z. H.**, Ong, J., Lee, J., Xu, D., Han, Z., Chew, M., Ng, J. S., Lim, C. M., Cheng, L., Cayabyab, M. (2021). Developing a perceived social media literacy scale: Evidence from Singapore. *International Journal of Communication*, 15, 2485-2505.

**Yee, A. Z. H.**, Lwin, M. O, and Ho, S. S. (2020). Promoting healthier eating via parental communication: Development and validation of the active and restrictive parental guidance questionnaire (PARQ). *Health Communication*. <https://doi.org/10.1080/10410236.2020.1773696>

Gotz, M., Mendel, C., ... **Yee, A. Z. H.** (2020). Children, COVID-19 and the media: A study on the challenges children are facing in the 2020 coronavirus crisis. *Televizion*. 33, 4-9.

Lwin, M. O., Lu, J., Sheldenkar, A., Cayabyab, Y., **Yee, A. Z. H.**, & Smith, H. E. (2020). Temporal and textual analysis of social media on collective discourses during the Zika virus pandemic. *BMC Public Health*, 20, 804. <https://doi.org/10.1186/s12889-020-08923-y>

Lee, E. W. J. and **Yee, A. Z. H.** (2020). Toward data sense-making in digital health communication research: Why theory matters in the age of big data. *Frontiers in Communication*, 5, 11. <https://doi.org/10.3389/fcomm.2020.00011>

Lwin, M. O., **Yee, A. Z. H.**, Lau, J., Ng, J. S., Lam, J. Y., Cayabyab, Y., & Malik, S. (2020). A macro-level assessment of introducing children food advertising restrictions on children's unhealthy food cognition and behavior. *International Journal of Advertising*, 39(7), 990-1011. <https://doi.org/10.1080/02650487.2020.1717856>

Shin, W. S., Lwin, M. O., **Yee, A. Z. H.**, & Kee, K. M. (2020). The role of socialization agents in adolescents' responses to app-based mobile marketing. *International Journal of Advertising*, 39(3), 365-386. <https://doi.org/10.1080/02650487.2019.1648138>

**Yee, A. Z. H.**, Lwin, M. O., & Lau, J. (2019). Parental guidance and children's fruits and vegetables consumption: Integrating the theory of planned behaviour with interpersonal antecedents. *Journal of Health Communication*, 24(2), 183-194. <https://doi.org/10.1080/10810730.2019.1593552>

Lu, J., Luo, M., **Yee, A. Z. H.**, Sheldenkar, A., Lau, J., & Lwin, M. O. (2019). Do superstitious beliefs affect influenza vaccine uptake through shaping health beliefs? *Vaccine*, 37(8), 1046-1052. <https://doi.org/10.1016/j.vaccine.2019.01.017>

Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, Sng, J. R. H., & Chen, L. (2019). Parents' responses to cyberbullying effects: How third-person perception influences support for legislation and parental mediation strategies. *Computers in Human Behavior*, 92, 373-380. <https://doi.org/10.1016/j.chb.2018.11.021>

Lwin, M. O., and **Yee, A. Z. H.** (2018). e-Health. In *The SAGE Encyclopedia of the Internet*, Ed. Barney Warf. Sage Publications: Thousand Oaks, CA. <https://doi.org/10.4135/9781473960367.n91>

**Yee, A. Z. H.**, Lwin, M. O., and Ho, S. S. (2017). The influence of parental practices on child promotive and preventive food consumption behaviors: A systematic review and meta-analysis. *International Journal of Behavioral Nutrition and Physical Activity*, 14, 47. <https://doi.org/10.1186/s12966-017-0501-3>

Ho, S. S., Lwin, M. O., Sng, J., & **Yee, A. Z. H.** (2017). Escaping through exergames: Presence, enjoyment, and mood experience in predicting children's attitudes and preference to play exergames. *Computers in Human Behavior*, 72, 381-389. <https://doi.org/10.1016/j.chb.2017.03.001>

Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, & Wardoyo, R. J. (2017). A parental health education model of children's food consumption: Influence on children's attitudes, intention and consumption of healthy and unhealthy foods. *Journal of Health Communication*. <https://doi.org/10.1080/10810730.2017.1302523>

Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, & Lee, E. W. J. (2017). Understanding factors associated with Singaporean adolescents' privacy protection behavior using an extended theory of planned behavior. *Cyberpsychology, Behavior, & Social Networking*, 20(9), 572-579. <https://doi.org/10.1089/cyber.2017.0061>

Ho, S. S. & **Yee, A. Z. H.** (2017). Presumed Media Influence. In *Encyclopedia of Health and Risk Message Design and Processing*, Ed. Roxanne Parrott. New York: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.294>

Lwin, M. O., Lau, J., **Yee, A. Z. H.**, & Au, C. (2017). Nutrition labelling in Southeast Asia: Research perspectives across ten ASEAN countries. In *Encyclopedia of Health and Risk Message Design and Processing*, Ed. Roxanne Parrott. New York: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.307>

## Refereed Conference Papers

Teresa, J., Kee, K., **Yee, A. Z. H.**, & Lwin, M. O. (2021). Can parental mediation influence the relationship between Internet and social media use and mental health? Paper to be presented at the International Communication Association's 71st Annual Conference (Virtual).

Tandoc Jr, E. C., & **Yee, A. Z. H.** (2020). Developing a perceived social media literacy scale. Paper presented at the Association for Education in Journalism and Mass Communication's 103rd Annual Conference (Virtual due to Covid-19)

**Yee, A. Z. H.**, Lwin, M. O., & Ho, S. S. (2019). Promoting healthier eating via parental communication: Development and validation of the active and restrictive parental guidance questionnaire (PARQ). Paper presented at the International Communication Association's 69th Annual Conference in Washington, D.C.

**Yee, A. Z. H.**, Lwin, M. O., & Lau, J. (2018). Parental guidance and children's fruits and vegetables consumption: Extending the theory of planned behaviour with interpersonal antecedents. Paper presented at the International Communication Association's 68th Annual Conference in Prague, Czech Republic.

Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, Sng, J. R. H., & Chen, L. (2018). Parents' responses to cyberbullying effects: How third-person perception influences support for legislation and parental mediation strategies. Paper presented at the International Communication Association's 68th Annual Conference in Prague, Czech Republic.

Lwin, M. O., **Yee, A. Z. H.**, Lau, J., Ng, J. S., Lam, J. Y., and Cayabyab, Y. (2017). A macro-level assessment of introducing children food advertising restrictions on children's unhealthy food cognition and behavior. Paper presented at the International Communication Association's 67th Annual Conference in San Diego, California.

Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, Ng, J. S., and Jayasundar, K. (2017). The influence of parent-child communication on children's food attitudes, eating intentions, and behaviors. Paper presented at the The 4th Biennial DC Health Communication Conference 2017 in Washington DC, Virginia.

Lwin, M. O., Malik, S., Ang, E. K. B., Ho, C. J. Y., Lim, M. P. H., and **Yee, A. Z. H.** (2016). The role of motivational climate and motivational source on encouraging Asian children to be more physically active through exergames. Paper presented at the 6th International Congress on Physical Activity and Public Health in Bangkok, Thailand.

**Yee, A. Z. H.**, Lwin, M. O., and Ho, S. S. (2016). The role of parents in child healthy and unhealthy food consumption: A systematic review and meta-analysis. Paper presented at the International Society of Behavioral Nutrition and Physical Activity 15th Annual Conference in Cape Town, South Africa.

Lwin, M. O., Malik, S., Lau, J., and **Yee, A. Z. H.** (2016). How does television viewing influence children's consumption of sweet foods and beverages? Paper presented at the International Society of Behavioral Nutrition and Physical Activity 15th Annual Conference in Cape Town, South Africa.

**Yee, A. Z. H.**, Lwin, M. O., and Salmon, C. T. (2016). Narrative experience, explicated: A synthesis of narrative transportation and character identification literature. Paper presented at the International Communication Association's 66th Annual Conference in Fukuoka, Japan.

**Yee, A. Z. H.**, and Lwin, M. O. (2015). Telly Tubbies: Mediating effect of anticipated emotions on TV exposure and unhealthy eating among children in Singapore. Paper presented at the 12th Asian Congress of Nutrition 2015 in Yokohoma, Japan. [Urakami Foundation Award].

Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, and Wardoyo, R. J. (2015). An integrative parental mediation model of healthy vs. unhealthy food consumption. Paper presented at the The 3rd Biennial DC Health Communication Conference 2015 in Washington DC, Virginia. [Honorable Mention Presentation Award].

Ho, S. S., Sng, J., **Yee, A. Z. H.**, Tan, W. S., Ng, A. S., Yen, V. Y. C., and Lwin, M. O. (2015). Escapism in exergames: Presence, enjoyment, and mood experience in predicting children's attitudes towards exergames. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference 2015 in San Francisco, California.

**Yee, A. Z. H.**, Ong, A., He, Q. P., Sng, J. R. H., and Lwin, M. O. (2013). Seals, country-of-origin and GDA nutrition labelling: Using the elaboration likelihood model to investigate food product perceptions. Paper presented at the Association for Business Communication Asia-Pacific Conference 2013 in Kyoto, Japan.

**Yee, A. Z. H.**, Sng, J., Koh, R., and Ong, A. (2012). Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes. Paper presented at the International Association for Media & Communication Research 2012 in Durban, South Africa.

## Media & Public Engagements

**Press Interview** (25 Jan 2021). Use devices to enhance family time. The Straits Times. Link: <https://www.straitstimes.com/singapore/parenting-education/educational-apps-for-kids-this-daddy-uses-devices-to-enhance-family>

**Press Interview** (28 Dec 2020). Teachers and tutors turn to TikTok. The Straits Times. Link: <https://www.straitstimes.com/singapore/parenting-education/teachers-and-tutors-turn-to-tiktok>

**Opinion Editorial: Yee, A. Z. H.**, and Sng, J. (24 May 2020). Commentary: COVID-19 is the perfect time to play video games. CNA. Link: <https://www.channelnewsasia.com/news/commentary/coronavirus-covid-19-video-games-best-top-animal-crossing--12752934>

**Press Interview** (2 May 2020). The no-guilt guide to screen time for kids during Covid-19. The Straits Times. Link: <https://www.straitstimes.com/lifestyle/the-no-guilt-guide-to-screen-time-during-covid-19>

**Press Interview** (27 March 2020). Should parents cut some slack on kids' screen time? Channel NewsAsia 938 Live

**Opinion Editorial:** Yee, A. Z. H., and Lim, S. S. (24 March 2020). Stuck at home due to Covid-19, should parents cut some slack on kids' screen time? TODAY. Link: <https://www.todayonline.com/commentary/stay-at-home-covid-19-parents-cut-kids-screen-time-school-singapore>

**Press Interview** (22 October 2019). Experts say THIS is the #1 factor when talking to your kids about porn and sexting. Sassy Mama Singapore. Link: <https://www.sassymamasg.com/parenting-experts-talking-to-kids-about-porn-and-sexting/>

**Press Interview** (26 August 2019). 7 surprising takeaways about screen time from Singapore's digital parenting conference. Sassy Mama Singapore. Link: <https://www.sassymamasg.com/parenting-experts-screen-time-clique-click/>

**Feature Article:** Lwin, M. O., and Yee, A. Z. H. (2016). Visual cues and the creation of trust in initial online retail experience. *Communication Director*, 1, 76-79.

## Grants Awarded (Total: ~SGD312,004 | ~USD235,180)

Assessing and measuring the quality of screen time for 2- to 6-year-olds: A mixed-methods study

**National Institute of Education Office of Education Research Tier 2 Grant | 2021 - 2023 | PI | SGD244,004**

Redesign and evaluation of CHART: A real-time digital feedback tool

**Singapore University of Technology and Design Pedagogy Innovations Grant | 2021 | Co-I | SGD15,000**

EMBRACE: A system for real-time fall risk assessment, stratification, detection, and management

**Singapore University of Technology and Design Growth Plan Grant to Healthcare Sector | 2019 - 2022 | Co-I | Total: SGD601,000 | Co-PI Share: ~SGD70,000**

Parental communication and its influence on child eating behaviors: A qualitative and quantitative empirical study

**Nanyang Technological University Wee Kim Wee School of Communication and Information's Competitive 3K Grant | 2016 - 2018 | PI | SGD3,000**

## Invited Talks & Workshops

**Guest Lecture:** ScreenLife Capture: Studying Life in Media, for PhD students at Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (7 April 2021)

**Speaker:** Digital Ready for the Young, webinar organized by DadsforLife.sg, Centre for Fathering Singapore (10 March 2021)

**Guest Lecture:** Theorizing in Social Science Research, for Master of Science in Security by Design students at Singapore University of Technology and Design (28 Jan 2021)

**Panelist:** Managing Quality Screen Time for Toddlers to Teens through Co-vid-19 and Beyond, webinar organized by the Humanities, Arts, and Social Sciences Department at the Singapore University of Technology and Design (16 May 2020)

**Guest Lecture:** Theorizing in Social Science Research, for Master of Science in Security by Design students at Singapore University of Technology and Design (5 March 2020)

**Panelist:** Parenting in the Digital Age, seminar organized by the Singapore Media Literacy Council, Singapore (21 August 2019)

**Workshop Instructor:** A Practical Introduction to Systematic Reviews and Meta-Analyses for staff and graduate students of Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (11 July 2019)

**Workshop Instructor:** Fundamentals of Quantitative Social Science Research & Analysis to research staff at the Ministry of Communications and Information, Singapore (16 Nov 2018)

## Professional Service

**Reviewer** for Human Communication Research

**Reviewer** for Journal of Medical Internet Research

**Reviewer** for Computers & Education

**Reviewer** for Journal of Children and Media

**Reviewer** for Journal of Social and Personal Relationships

**Reviewer** for JMIR Formative Research

**Reviewer** for Journal of Consumer Affairs

**Reviewer** for Obesity: A Research Journal

**Reviewer** for Childhood Obesity

**Reviewer** for Nutrition and Food Science

**Reviewer** for the International Communication Association's 2016 and 2018 Conference:

Health Communication Division

Children, Adolescents, and the Media Division

## Service and Mentorship

### Thesis Supervision

INCOMING **PHD STUDENT**

*Sandra Low*

Thesis title: Supporting parental mediation: Forging a robust classification scheme for videogames



## **MASTERS THESIS Co-ADVISOR** FOR SUTD TECHNOLOGY ENTREPRENEURSHIP PROGRAM

*Kenji Ling* | Graduating 2021

Thesis title: Affordances of 3D food printing Technology

*Ng Chao Yong* | Graduating 2021

Thesis title: Deriving insights for user co-creation of products using NLP

*Toh Sing Ru* | Graduated 2021

Thesis title: Barriers to integrating technological solutions among traditional businesses: Lessons from the Covid-19 pandemic and its impact on Singaporean hawkers

## **Service to University**

### **MASTERS THESIS REVIEWER** FOR SUTD TECHNOLOGY ENTREPRENEURSHIP PROGRAM

*Peng Maoyu* | Graduated 2020

Thesis title: Development of an AR block play tool for helping children learn architectural concepts

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### DUKE-NUS-SUTD SPECIAL TRACK UG STUDENT **MENTOR**

*Suzanne Kay Rockanathan* | 2019-2022

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### SUTD-POLYTECHNIC SPECIAL ARRANGEMENT **MENTOR** | 2019-Current

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### SUTD FRESHMORE COHORT ADVISOR | 2019-2020 | *Cohort F02*

## **Student Project Mentorship**

### **SEMBCORP MARINE'S GREEN WAVE PROJECT** | PLASTEROLL | 2020

*Tan Jing Jie, Keane Lim Teck Meng, Lim Cheng Le Gerald, Jack Ng Guang Jie*

### **SMU-SUTD CREATE4GOOD COMPETITION** | EDUBRIDGE | 2020

*Wang Weiliang, Koe Jia Yee, Nashita Guntaguli*

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## **UNDERGRADUATE RESEARCH OPPORTUNITIES MENTOR**

# Andrew Yee\Curriculum Vitae

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2020-2021

*Solai Lakshmi Priya, Abu Bakar Bin Othman, Ernest Ng Wei Jun, Adhi Narayan Tharun, Caryl Beatrice Aragon Peneyra*

2020

*Lionell Lim, Antonio Miguel Canlas Quizon, Andre Hadiano*

END