

Andrew Yee\Curriculum Vitae

Communication researcher with a focus on children's health outcomes, learning, and well-being



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Current Position

SUTD Faculty 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

SUTD Faculty Early Career Award	2019
Overseas Summer School Scholarship at U of Essex	2016
WKWSCl Competitive 3K Grant (SGD3000)	2016
Honorable Mention Presentation Award Award for a paper presented at the DC Health Communication Conference	2015
Urakami Foundation Award Award for a paper presented at the 12th Asian Congress of Nutrition	2015
Nanyang President's Graduate Scholarship Recipient	2014 - 2018
Lee Kuan Yew Gold Medal Award Awarded to the top student of the graduating class at NTU's WKWSCl	2014
Nielsen Company Gold Medal Award Awarded to the top research-track student of the graduating class at NTU's WKWSCl	2014
The Crowbar Awards 24-Hour Advertising Challenge/Winner	2012
Singapore Poly Meritorious Academic Performance in History of Film and Television	2006/2007

Singapore Poly School of Business Scholarship 2006/2007

Singapore Poly School of Business Honour Roll 2005 - 2008

Teaching Experience

Singapore University of Technology and Design

INSTRUCTOR (02.145 SURVEYS AND EXPERIMENTS IN THE SOCIAL SCIENCES)

Sep 2019 - Dec 2019

Jan 2020 - May 2020

» Undergraduate elective course that introduces students to the basics of quantitative social science research, particularly in the design and execution of surveys and experiments

» Outstanding teaching feedback score in 2019 (4.8/5) and 2020 (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 as 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 (02.230 HEALTH COMMUNICATION AND BEHAVIOR CHANGE)

Jan 2019 - May 2019

Jan 2020 - May 2020

» Undergraduate elective course that introduces students to theories in health communication and persuasion

» Outstanding teaching feedback score in 2019 (4.9/5) and 2020 (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."

Nanyang Technological University

TUTOR (FUNDAMENTALS OF RESEARCH)

Jan 2017 - Jul 2017

» Taught two tutorial sessions to communication undergraduate students

» 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."

TEACHING ASSISTANT (INTEGRATED MARKETING COMMUNICATION)
Aug 2017 - Dec 2017

TEACHING ASSISTANT (PUBLIC AND PROMOTIONAL COMMUNICATION ISSUES AND STRATEGIES)
Aug 2016 - Dec 2016

TEACHING ASSISTANT (FUNDAMENTALS OF RESEARCH)
Jan 2016 - Jul 2016

TEACHING ASSISTANT (MEDIA LAW AND ETHICS)
Aug 2015 - Dec 2015

Current Citation Index (As of 1st July 2020)

Google Scholar:

Total citations: 227
H-Index: 4

SCOPUS:

Total citations: 132
H-Index: 3

Publications

Peer-Reviewed Publications

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). <https://doi.org/10.1080/10410236.2020.1773696>

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*. <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

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

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>

Newspaper 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>

Radio 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>

Magazine 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/>

Magazine 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: SGD604,000 | ~USD445,270)

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-PI | SGD601,000

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, Interviews, & Workshops

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

Invited 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)

Industry Partnerships

Consultant with Plano Pte Ltd, a technology start-up aimed at improving child eye health (RCA signed with SUTD in 2019)

Consultant with SOOS OIO, a social enterprise aimed at using video games to improve adolescent social skills and mental well-being

Professional Membership

Member of the International Society of Behavioral Nutrition and Physical Activity
Member of the International Communication Association

Service and Mentorship

Masters Thesis Co-Advisor for SUTD Technology Entrepreneurship Program

Student: Toh Sing Ru

Expected Graduation: 2020

Thesis Topic: Technological adoption among Singaporean hawkers

Faculty Mentor to Student Group (Plasteroll) for Sembcorp Marine's Green Wave Project

Student: Tan Jing Jie

Student: Keane Lim Teck Meng

Student: Lim Cheng Le Gerald

Student: Jack Ng Guang Jie

2020

Faculty Mentor to Student Group (Edubridge) for SMU-SUTD Create4Good Competition

Student: Wang Weiliang

Student: Koe Jia Yee

Student: Nashita Guntaguli

2020

Student Mentor for Duke-NUS-SUTD Special Track UG Students

Student: Suzanne Kay Rockanathan

2019-2022

Undergraduate Research Opportunities Mentor

Student: Lionell Lim

Student: Antonio Miguel Canlas Quizon

Student: Andrew Hadianito

2020

SUTD HASS Student Well-Being Committee Member

2019-Current

SUTD-Polytechnic Special Arrangement Mentor

2019-Current

SUTD Freshmore Cohort Advisor (Cohort F02)

2019-2020

Facilitator at EpiHack Colombo, where software developers and public health experts got together to develop a dengue surveillance system for Sri Lanka
2017

Editorial Service

Reviewer for Journal of Medical Internet Research

Reviewer for Computers & Education

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