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[Google Scholar](#)

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Academic Positions

Assistant Professor

Wee Kim Wee School of Communication and Information
Nanyang Technological University
2024-Present

Assistant Professor

Humanities, Arts, and Social Sciences
Singapore University of Technology and Design
2022-2024

Faculty Fellow

Humanities, Arts, and Social Sciences
Singapore University of Technology and Design
2019-2022

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**

Scholarships & Awards

Top Faculty Paper Award

2022

72nd Annual Conference of the
International Communication Association
Game Studies Division

Awarded to the paper "Animal Crossing and Covid-19:
A qualitative study of how a video game offered
psychological sanctuary during the pandemic"

Top Faculty Paper Finalist

2022

72nd Annual Conference of the
International Communication Association
Mobile Communication Division

Awarded to the paper "ScreenLife Capture:
A privacy-respecting, open-source, and user-friendly
framework for collecting screenome data."

Research Foundation of Flanders Travel Grant

2022

3-month scientific visit to **Ghent University**, hosted by
imec-mict-UGent

Faculty Early Career Award

2019 - 2022

Singapore University of Technology and Design

Overseas Summer School Scholarship

2016

at the University of Essex

Honorable Mention Presentation Award

2015

DC Health Communication Conference,
organized by George Mason University

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

Teaching

» Selected student feedback:

"Prof Andrew is incredibly kind, approachable, caring and understanding, deeply insightful, and such a wonderful professor to have. Honestly feel super glad I chose this course and got to know him. He's a very engaging teacher and never fails to catch my attention during class, which says a lot given that I have ADHD. Enjoyed the insightful discussions I've had with him, of which many have changed my perspective on things."

"Prof Andrew is one of the most approachable professors I have ever met. He is always open to feedback and tries his best to improve the course as we go along. He puts a clear emphasis on learning over good grades, helping students improve by giving regular feedback and encouragement. Studying under the tutelage of Prof Andrew has been one of the most enriching and pleasant experiences in my 3 years at SUTD."

"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."

CS4199 CHILDREN & MEDIA Aug 2025 - Nov 2025	Ongoing
CS4150 HEALTH COMMUNICATION Aug 2025 - Nov 2025 Aug 2024 - Nov 2024	Ongoing SFT: 98.94 (mean score: 92.36)
CS2056 PSYCHOLOGY & COMMUNICATION Jan 2025 - Jun 2025	SFT: 93.04 and 94.9 (mean score: 92.36)
CS2008 FUNDAMENTALS OF RESEARCH Jan 2017 - Jul 2017	SFT: 99 and 98.77 (mean score: 85.51)
02.160TS DESIGNING DIGITAL TECHNOLOGY FOR CHILDREN AND TEENS Jan 2023 - May 2023 Jan 2022 - May 2022	SFT: 4.9 / 5 SFT: 5 / 5

02.145TS SURVEYS AND EXPERIMENTS IN THE SOCIAL SCIENCES

May 2022 - Aug 2022	SFT: 4.9 / 5
Sep 2021 - Dec 2021	SFT: 4.9 / 5
Sep 2020 - Dec 2020	SFT: 4.9 / 5
Jan 2020 - May 2020	SFT: 4.8 / 5
Sep 2019 - Dec 2019	SFT: 4.8 / 5

02.230HT HEALTH COMMUNICATION AND BEHAVIOR CHANGE

Jan 2021 - May 2021	SFT: 4.9 / 5
Jan 2020 - May 2020	SFT: 4.9 / 5
Jan 2019 - May 2019	SFT: 4.9 / 5

02.003 THEORIZING SOCIETY, THE SELF, AND CULTURE

Sep 2020 - Dec 2020	SFT: 4.9 / 5
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Publications

Peer-Reviewed Publications

Yee, A. Z. H. & Loy, G. P. (2025). Mobile media and youths in Asia: Everything everywhere all at once. In A. Z. H. Yee (Ed.), *Mobile Media Use Among Children and Youth in Asia*. Springer.

Lew, Z. & **Yee, A. Z. H.** (2024). The awareness, acceptance, and appreciation of transience in the domain of eudaimonic media experiences. *New Media and Society*.

Li, B.J., & **Yee, A.Z.H.** (2024). Development and validation of the antecedents to videoconference fatigue scale in higher education (AVFS-HE). *Education and Information Technology*. <https://doi.org/10.1007/s10639-024-12876-9>

Yee, A. Z. H., Yu, R., Lim, S. S., Lim, K. H., Dinh, T. T. A., Loh, L., Hadianito, A., & Quizon, M. (2023). ScreenLife Capture: An open-source and user-friendly framework for collecting screenome data from Android smartphones. *Behavior Research Methods*, 55, 4068-4085. <https://doi.org/10.3758/s13428-022-02006-z>

Li, B. J. and **Yee, A. Z. H.** (2022). Understanding videoconference fatigue: a systematic review of dimensions, antecedents and theories. *Internet Research*, 33(2), 796-819. <https://doi.org/10.1108/INTR-07-2021-0499>

Yee, A. Z. H. & Sng, J. R. H. (2022). Animal Crossing and Covid-19: A qualitative study examining how video games satisfy basic psychological needs during the pandemic. *Frontiers in Psychology*, 13, 800683. <https://doi.org/10.3389/fpsyg.2022.800683>

Ling, K. C. L., **Yee, A. Z. H.**, Leo, C. H., & Chua, C. K. (2022). Understanding 3D food printing technology: An affordance approach. *Materials Today: Proceedings*. <https://doi.org/10.1016/j.matpr.2022.08.564>

Yee, A. Z. H. (2021). Examining the moderating effect of parenting style and parental guidance on children's beliefs about food: A test of the parenting style-as-context model. *Journal of Health Communication*, 26(8), 553-565. <https://doi.org/10.1080/10810730.2021.1978593>

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*, 36(12), 1514-1526. <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. *Television*. 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*, 22(5), 403-412. <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>

Edited Volumes

Yee, A. Z. H. (Ed.). (Forthcoming, 2024). *Mobile Media Use Among Children and Youths in Asia*. Springer.

Manuscripts in Progress

Yee, A. Z. H., Krausse, H. V., Meier, A., Ng, L. Y., & Loy, G. P. (Under Review). Unravelling passive social media use through screenomes.

Yee, A. Z. H., Kwok, B., Ng, J., Loy, G. P., Ng, L. Y., Sng, J. R. H., Perrault, S., Lim, K. H., and Karupppasamy, S. (Under Review). Why older adults integrate digital health technology into their everyday lives: The role of basic psychological needs.

Yee, A. Z. H., Chandrasekeran, S., Loh, S., and Lim, S. S. (In Progress, 90%). Screen time is dead, long live screen time! Understanding screen experiences among preschool children in Singapore.

Yee, A. Z. H., Vanden Abeele, M., Ng, L. Y., Loy, G. P., & Sng, J. R. H. (In Progress, 80%). Algorithmic media experiences: An explication.

Yee, A. Z. H., Nie, Y. Y. & Lim, S. S. (In Progress, 70%). The screen experience questionnaire: Developing and validating a holistic measure of screen device use in relation to executive functions, pre-literacy, and socio-emotional competency.

Su, Y., Lee, E. W. J., **Yee, A. Z. H.**, & Loy, G. P. (In Progress, 70%). Older adults' smartphone use: Sentiment, emotions, and psychological well-being.

Yee, A. Z. H., & Luyt, B. (In Progress, 10%). Who benefits from the concept of screen time?

Refereed Conference Papers

Yee, A. Z. H., Chandrasekeran, S., Loh, S., and Lim, S. S. (2025). Screen time is dead, long live screen time! Understanding screen experiences among preschool children in Singapore. Paper to be presented at the International Communication Association's 75th Annual Conference in Denver, Colorado.

Su, Y., Lee, E. W. J., **Yee, A. Z. H.**, & Loy, G. P. (2025). Older adults' smartphone use: Sentiment, emotions, and psychological well-being. Paper to be presented at the International Communication Association's 75th Annual Conference in Denver, Colorado.

Yee, A. Z. H., Vanden Abeele, M., Ng, L. Y., Loy, G. P., & Sng, J. R. H. (2024). Understanding algorithmic media experiences. Paper presented at the International Communication Association's 74th Annual Conference in Gold Coast, Australia.

Yee, A. Z. H., Krausse, H. V., Meier, A., Ng, L. Y., & Loy, G. P. (2024). Unravelling passive social media use through screenomes. Paper presented at the International Communication Association's 74th Annual Conference in Gold Coast, Australia.

Jiang, Z., Koh, H. P., Chew, B. L., Chen, J., **Yee, A. Z. H.**, and Wang, Y. (2023). Reading or iPad Gaming? Socially interactive robotic bookshelf proactively engages children in reading physical books. Paper presented at the IEEE International Conference on Robot and Human Interactive Communication conference in Busan, South Korea.

Vanden Abeele, M. and **Yee, A. Z. H.** (2023). "Does this beep interfere with what you are doing?" Ethical privacy guidelines for the use of mobile media as both research instrument and object of study. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

Yee, A. Z. H., Kwok, B., Sng, J. R. H., Karupppasamy, S., Lim, K. H., Perrault, S., & Ng, J. S. (2023). Personal health technologies in seniors' daily lives: A whole-of-community approach to understanding the role of basic psychological needs in technology adoption. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

Lee, S., Sng, J. R. H., and **Yee, A. Z. H.** (2023). Attraction beyond dimensions: Parasocial relationships and how human-chatbot relationships carry over across virtual worlds. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

Yee, A. Z. H., Yu, R., Lim, S. S., Lim, K. H., Dinh, T. T. A., Loh, L., Hadianito, A., & Quizon, M. (2022). ScreenLife Capture: A privacy-respecting, open-source, and user-friendly framework for collecting screenome data. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

Li, B. J. & Yee, **A. Z. H.** (2022). Understanding videoconference fatigue: A systematic review of dimensions, antecedents and theories. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

Yee, A. Z. H. & Sng, J. R. H. (2022). Animal Crossing and Covid-19: A qualitative study of how a video game offered psychological sanctuary during the pandemic. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

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 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.

Grants Awarded

Exploring the impact of meaningful video game experiences on well-being: The role of the Hero's Journey

NTU Start-Up Grant | 2025 - 2028

PI | SGD 35,000

Exploring smartphone use and its impact on well-being through screenomics and experience sampling

NTU Social Science and Humanities Research Seed Grant | 2025 - 2027

PI | SGD 30,000

SafeLens: Hateful video moderation with large multimodal models

Centre for Advanced Technologies in Online Safety Online Trust and Safety Research Programme

2025 - 2028

Co-PI | SGD 499,892

Youths and smartphones: Developing and testing a collaborative screenome classification system to understand digital media effects

SUTD Kickstarter Initiative | 2022 - 2024

PI | SGD 288,280

Videoconference Fatigue: Defining it, understanding its impact and assessing potential solutions

Ministry of Education Academic Research Fund Tier 1 Grant | 2021 - 2024

Collaborator | SGD83,358

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 - 2024

PI | SGD244,004

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

SUTD Growth Plan Grant to Healthcare Sector | 2019 - 2022

Co-I | Total: SGD601,000 | Co-I Share: ~SGD60,000

Media & Public Engagements

Opinion Editorial: Yee, A. Z. H., and Lim, S. S. (3 Dec 2024). Teens and their devices: Bans are not the best way to go. The Straits Times. Link: <https://www.straitstimes.com/opinion/teens-and-their-devices-bans-are-not-the-best-way-to-go>

Press Interview (15 Apr, 2024). Gen Zen: Frequent doses of positive content can be comforting, but does such 'hopecore' really improve one's mental health?. Today. Link: <https://www.todayonline.com/big-read/big-read-call-me-maybe-gen-zers-millennials-favour-texting-over-phone-calls-so-what-2402236>

Press Interview (12 Apr, 2024). The Big Read: Call me maybe — Gen Zers, millennials favour texting over phone calls. So what?. Today. Link: <https://www.todayonline.com/singapore/gen-zen-frequent-doses-positive-content-can-be-comforting-does-such-hopecore-really-improve-ones-mental-health-2403356>

Press Interview (14 Nov 2023). Rising popularity of TikTok Shop livestreams. Interview with Arnold Gay and Andrea Heng on Channel NewsAsia 938 Live. Link: <https://www.channelnewsasia.com/listen/daily-cuts/rising-popularity-tiktok-shop-livestreams-3919966>

Press Interview (12 Nov 2023). From selling laundry pods to body scrubs, young livestreamers are raking in the dough on TikTok. Link: <https://www.todayonline.com/singapore/young-livestreamers-selling-tiktok-2302716>

Opinion Editorial: Yee, A. Z. H. and Chandrasekaran, S. (1 Nov 2023). Screen time for kids: Why we must destigmatize use of devices. The Straits Times. Link: <https://www.straitstimes.com/opinion/screen-time-for-kids-why-we-must-destigmatise-use-of-devices>

Press Interview (21 Jul 2023). The Big Read: Teenagers hooked on social media — what's the cost to their mental health?. Today. Link: <https://www.todayonline.com/big-read/big-read-teenagers-hooked-social-media-whats-cost-their-mental-health-2216401>

Press Interview (8 Jul 2023). Explainer: What is Meta's new platform Threads, and will its Instagram tie-in help it challenge Twitter?. Today. Link: <https://www.todayonline.com/singapore/explainer-threads-meta-platform-challenge-twitter-instagram-2207186>

Press Interview (12 Mar 2023). Children ask voice-activated ChatGPT: Are you a boy or a girl?. The Straits Times. Link: <https://www.straitstimes.com/life/children-ask-voice-activated-chatgpt-are-you-a-boy-or-a-girl>

Press Interview (28 Aug 2021). Eat with your family day, device free? Interview with Susan Ng on Channel NewsAsia 938 Live. Link: <https://www.facebook.com/CNA938/posts/eat-with-your-family-and-make-it-a-device-free-meal-have-fun-catch-up-with-one-a/4528653903857852/>

Press Interview (1 Aug 2021). Some young people in S'pore creating pseudo accounts to handle toxic comments. The Straits Times. Link: <https://www.straitstimes.com/singapore/some-young-people-in-spore-creating-pseudo-accounts-to-handle-toxic-comments>

Opinion Editorial: Lim, S S., and Yee, A. Z. H. (14 June 2021). No magic formula to children's screen time. The Straits Times. Link: <https://www.straitstimes.com/opinion/no-magic-formula-to-childrens-screen-time-0>

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 Mar 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 Mar 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 Oct 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 Aug 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.

Invited Talks & Workshops

Invited Speaker: Standing Platform for Research on Optimal Learning and Health during Early Life and the School Years, Ministry of Education, Singapore (4th April 2025)

Invited Speaker: Child Health, Wellbeing and Inequities: Influencing Policy in Changing Social and Political Environments, Academy of Medical Sciences, London, United Kingdom (4th March 2025)

Workshop Panel Speaker: Searching for authenticity in our methods: The opportunities and issues in using novel mobile communication methods, ICA preconference workshop at Victoria College, Ontario (24 May 2023)

Workshop Instructor: Introduction to social science research methods, workshop organized by the Ministry of Education for the Humanities and Social Sciences Research Programme Students (4 Feb 2023 and 18 Feb 2023)

Guest Lecture: Youth and digital media: Exploring motivations and effects, for students of Hong Kong Baptist University (5 Jan 2023)

Invited Speaker: Using screenomes to better understand smartphone and digital media use, seminar at KU Leuven, Belgium (28 Nov 2022)

Invited Speaker: Using screenomes to better understand smartphone and digital media use, seminar at the Weizenbaum Institut, Berlin, Germany (23 Nov 2022)

Invited Speaker: Youth and digital media: Exploring motivations and effects, seminar at imec-UGent-mict, Ghent University, Belgium (15 Nov 2022)

Invited Speaker: The Effects of Screentime, parent's workshop organized by Learning Vision Singapore (20 Oct 2022)

Invited Speaker: Screenlife Capture: An open-source tool for capturing screenome data through Android smartphones, at a webinar organized by the Raising Digital Youth Research Hub, an Australasian network of scholars (31 Aug 2022)

Invited Speaker: Digital media use: How and why youths engage in media experiences, webinar organized by the Agency for Science, Technology, and Research, Singapore (14 Jul 2022)

Invited Speaker: Children and Digital Media, parent's workshop organized by Ai Tong School (23 June 2022)

Guest Lecture: Videogames: Why do people play them?, for students of 01.114 Instructional Design of Serious Games for Healthcare at Singapore University of Technology and Design (7 June 2022)

Guest Lecture: Nudging: *Should* we do it?, for Master of Architecture students at Singapore University of Technology and Design (20 May 2022)

Invited Speaker: Learning during the pandemic and beyond: Perspectives from students at SUTD, for Anglo-Chinese School (Independent) Professional Learning Day (30 March 2022)

Invited Speaker: Understanding technology and design through social scientific lenses, workshop as part of the SUTD x Armstrong 3D Printing Design Innovation Challenge (2 March 2022)

Workshop Instructor: Introduction to social science research methods, workshop organized by the Ministry of Education for the Humanities and Social Sciences Research Programme Students (16 February 2022)

Invited Speaker: Navigating media for the young, parent's workshop organized by Learning Vision Singapore (27 September 2021)

Invited Panelist: Raising children in digital age, dialogue session with Principal Matters, a leadership programme for preschool teachers (15 May 2021)

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)

Invited 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)

Invited 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)

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)

Invited 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, workshop 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, workshop for research staff at the Ministry of Communications and Information, Singapore (16 Nov 2018)

Current Service to the University & Mentorship

PhD Supervision:

Li Zongyi | 2024-present
Thesis topic: Designing emotionally-supportive AI agents in video games)

PhD Examiner:

Yang Tingting | 2026
Unpacking user responses to virtual influencers, harness the new type of human-virtual influencer communication to promote strategic communication in Singapore

Matthew Chew | 2025
Escalating exposure to engagement: Why audiences engage with the news

Zoe Ong | 2025
Towards a deeper understanding of perceptions of video medical consultations: conceptualizing tele-medicine literacy and a theoretically grounded examination

Lim Kok Kiang | 2025

The potential of digital self-nudging to manage procrastination tendencies during informal learning in higher education

Zhang Heng | 2025

Exploring the use of virtual backgrounds in videoconferencing and its influence on videoconference fatigue

Chen Minyi | 2024

Understanding cancer fatalism in communication: Causes, effects, and interventions

Thesis Advisory Committee & Qualifying Exam Reviewer:

Nazirabanu d/o Mohd Ali | TAC Member

Gu Rui | QE Member

How do individuals engage in self-reflection in meaningful media consumption?

Chen Chen | TAC Member

Evaluating the role of conversational AI in educating individuals for deepfake video detection

School Ethics Research Committee Member, NTU WKWSCI

2024 - Present

Final-Year Project Supervision

2024: 2 Groups

2025: 5 Groups

Professional Internship Faculty Advisor

2024: 5 students

Scholarship Interview Panel

2024: Tan Guk Eng Scholarship

2025: Tan Chin Sian Scholarship; Tan Guk Eng Scholarship

Professional Service

Expert Panel Member

Mental Health Impact of Social Media Use

National Mental Health Office

Ministry of Health

2025 - 2026

Division Secretary

Mobile Communication Division

International Communication Association

2024 - 2026

Princeton-SMART User Feedback Committee Member

2025 - Present

Expert Mentor

Humanities and Social Sciences Research Programme

Ministry of Education

2022 - Present

Expert Panel Member

Student Health Activation Measure Development

National Healthcare Group

2022

Reviewer for Journal of Communication

Reviewer for Human Communication Research

Reviewer for Mass Communication and Society

Reviewer for Journal of Health Communication

Reviewer for Internet Research

Reviewer for Journal of Children and Media

Reviewer for Social Science and Medicine

Reviewer for Computers & Education

Reviewer for Information, Communication and Society

Reviewer for Mobile Media & Communication
Reviewer for Asian Journal of Communication
Reviewer for Communication Research and Practice
Reviewer for Journal of Social and Personal Relationships
Reviewer for Journal of Medical Internet Research
Reviewer for Scientific Reports
Reviewer for Nature Health
Reviewer for Affective Science
Reviewer for BMC Psychology
Reviewer for Journal of Consumer Affairs
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

Graduated Students & Previous University Service Roles

GRADUATED STUDENTS

Claudia Chin | Graduated 2023 from SUTD MSc in Technology Entrepreneurship
Thesis topic: Developing a typology of Twitch livestreamers

Bernice Kwok | Graduated 2022 from SUTD MSc in Technology Entrepreneurship
Thesis topic: Understanding the barriers to seniors integrating wearable health technologies into their lives: A whole-of-community approach

Kenji Ling | Graduated 2021 from SUTD MSc in Technology Entrepreneurship
Thesis topic: Affordances of 3D food printing technology

Toh Sing Ru | Graduated 2021 from SUTD MSc in Technology Entrepreneurship
Thesis topic: Barriers to integrating technological solutions among traditional businesses: Lessons from the Covid-19 pandemic and its impact on Singaporean hawkers

PREVIOUS UNIVERSITY SERVICE ROLES

Co-LEAD AT THE SUTD DIGITAL LEARNING PROGRAMME OFFICE
2021 - 2024

Co-LEAD, DESIGN, TECHNOLOGY AND SOCIETY MINOR PROGRAMME
2021 - 2023