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Current Position

Assistant Professor

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

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 Paper Award

2022

72nd Annual Conference of the
International Communication Association
Games Studies

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

Top Paper Panel

2022

72nd Annual Conference of the
International Communication Association
Mobile Communication

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

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

2015

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

Nanyang President's Graduate Scholarship

2014 - 2018

Nanyang Technological University

Lee Kuan Yew Gold Medal Award

2014

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

Nielsen Company Gold Medal Award

2014

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

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 | Sep 2021 - Dec 2021

» Outstanding teaching feedback across all teaching terms in 2021 (4.9/5), 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

» Outstanding teaching feedback across all teaching terms in 2021 (4.9/5), 2020 (4.9/5), and 2019 (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

» Outstanding teaching feedback (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

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

» 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."

Publications

Peer-Reviewed Publications

Yee, A. Z. H. & Sng, J. R. H. (In Press). Animal Crossing and Covid-19: A qualitative study examining how video games satisfy basic psychological needs during the pandemic. *Frontiers in Psychology*.

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*. <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*. <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*. <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>

Manuscripts in Progress / Under Review

Yee, A. Z. H., Yu, R., Lim, S. S., Lim, K. H., Dinh, T. T. A., Loh, L., Hadianito, A., & Quizon, M. (Revision). ScreenLife Capture: A privacy-respecting, open-source, and user-friendly framework for collecting screenome data.

Li, B. & **Yee, A. Z. H.** (Revision). Understanding videoconference fatigue: A systematic review of dimensions, antecedents and theories.

Yee, A. Z. H., Karupppasamy, S., Lim, K. H., Perrault, S., & Ng, J. S. (In Progress). Understanding the barriers to seniors integrating wearable health technologies into their lives: A whole-of-community approach.

Yee, A. Z. H., Leo, C. H., and Ling, K. (In Progress). The affordances of 3D food printing technologies.

Refereed Conference Papers

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 to be presented at the International Communication Association's 72nd Annual Conference (Paris, France).

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

Media & Public Engagements

Press Interview (28 August 2021). Eat with your family day, device free? Interview with Susan Ng on Channel NewsAsia 938 Live.

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). Commentary: 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 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

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 - 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-I Share: ~SGD60,000

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

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 Gifted Education for the Humanities and Social Sciences Research Programme Students (16 February 2022)

Speaker: Navigating Media for the Young, parent's workshop organized by Learn-Vision Singapore (27 September 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)

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 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)

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 Mass Communication and Society

Reviewer for Journal of Health Communication

Reviewer for Journal of Children and Media

Reviewer for Social Science and Medicine

Reviewer for Computers & Education

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 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 Annual Conference

Service and Mentorship

Thesis Supervision

PHD STUDENTS

Sandra Low | Co-Supervisor | Graduating 2025

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

Kanchana Devi Sokkalingam | Co-Supervisor | Graduating 2025

Thesis topic: Urban design and health outcomes

MASTERS THESIS Co-ADVISOR FOR SUTD TECHNOLOGY ENTREPRENEURSHIP PROGRAM

Kenji Ling | Graduated 2021

Thesis title: Affordances of 3D food printing technology

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

MEMBER AND PI AT THE SUTD DIGITAL LEARNING PROGRAMME OFFICE
2021 - PRESENT

Co-LEAD, DESIGN, TECHNOLOGY AND SOCIETY MINOR PROGRAMME

MASTERS THESIS REVIEWER FOR SUTD TECHNOLOGY ENTREPRENEURSHIP PROGRAM

Tan Jing Jie | Graduated 2022

Peng Maoyu | Graduated 2020

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

Suzanne Kay Rockanathan | 2019-2022

SUTD-POLYTECHNIC SPECIAL ARRANGEMENT **MENTOR** | 2019-Present

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