NAMYEON LEE

Ph.D. Candidate (Expected graduation: May 2021)
School of Journalism at the University of Missouri
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EDUCATION

UNIVERSITY OF MISSOURI
Ph.D. in **Journalism** (Emphasis: Strategic Communication)

Columbia, MO
Jan. 2017 – Present

Disseration: Communicating research findings on substance use: Effects of inoculation messages, information sources, and visual representations

Committee: Dr. Sungkyoung Lee (chair), Dr. Glen Cameron, Dr. Shuhua Zhou, Dr. Brian Houston, and Dr. Nelson Cowan

UNIVERSITY OF MISSOURI
M.A. in **Journalism** (Emphasis: Strategic Communication)

Columbia, MO
Jan. 2015 – Dec. 2016

Thesis: Effects of Infographics During Science News Processing: Prior Knowledge and Learning Preferences as Moderators

Committee: : Dr. Sungkyoung Lee (chair), Dr. Glen Cameron, Dr. Brian Houston, and Dr. Amanda Hinnant

UNIVERSITY OF MISSOURI
B.J. in **Journalism** (Emphasis: Strategic Communication)

Columbia, MO
Jan. 2012 – Dec. 2014

Graduated with Cum Laude, Honors College

COLBY COLLEGE
Attended for three semesters before transferring

Waterville, ME
Sep. 2009 - Dec. 2010

RESEARCH INTERESTS

Research Domains: Science communication, Health communication, Persuasion, Information processing

Short Research Statement: My research aims to develop and evaluate effective mediated messages, with attention paid to topics related to science, health, and risk. I examine how different message features influence audience's cognitive and behavioral responses, and how the impact of those features would differ based on individuals' psychological background.

Research Keywords: Media psychology, Message effects, Attitudes, Behavior change, Risk perception, Social media, Visual information processing, Eye-tracking measures

TEACHING INTERESTS

Strategic Communication
- Strategic Communication Research Methods
- Social Media and Web Analytics
- Strategic Writing and Design
- Psychology in Advertising

Multimedia Journalism
- Fundamentals of Creative Development
- Graphic Design
- Information Visualization

Science and Health Communication
- Visualizing Health and Technology
- Health News and Promotion

Research Outcomes

Refereed Journal Articles

[J. 5]   **Lee, N.**, Buchanan, K., & Yu, M. (2020). Each post matters: A content analysis of #mentalhealth images on Instagram. *Journal of Visual Communication in Medicine. 43* (3), 128-138. https://doi.org/10.1080/17453054.2020.1781535

[J. 4]   Lee, S., **Lee, N.**, & Dockter, C. (2020). Effects of message presentation type on GM food risk perception, similarity judgement, and attitude. *Health Communication. 00* (00) 1-11. https://doi.org/10.1080/10410236.2020.1787926

[J. 3]   Hong, S., Jahng, M. R., **Lee, N.**, & Wise, K. (2020). Do you filter who you are?: Manipulative self-presentation, social cues, and user evaluations of Instagram selfies. *Computers in Human Behavior. 104,* 106159. https://doi.org/10.1016/j.chb.2019.106159

[J. 2]   Cowan, N., Adams, E., Bhangal, S., Corcoran, M., Decker, R., Dockter, C., … & **Lee, N.** (2019). Foundations of Arrogance: A Broad Survey. *Review of General Psychology. 23* (4), 425-443. https://doi.org/10.1177/1089268019877138

[J. 1]   Jahng, M. R., & **Lee, N.** (2018). When Scientists Tweet for Social Changes: Dialogic Communication and Collective Mobilization Strategies by Flint Water Study Scientists on Twitter. *Science Communication, 40* (1), 89–108. https://doi.org/10.1177/1075547017751948

Journal Manuscripts in Progress

[IP. 5]   **Lee, N.,** & Lee, S. (2nd round revise and resubmit). Visualizing science: The impact of infographics on free recall, elaboration, and attitude change to GM food news. *Public Understanding of Science.*

[IP. 4]   Lee, S., **Lee, N.**, & Dockter, C. Engaging African American Population in Clinical Trials: Effects of Communication Source and Racial Representation. Expected journal for submission: *Health Communication.*

[IP. 3]   **Lee, N.** & Lee, S. Effects of scientific Consensus and visualization on attitude change, similarity judgement, and purchase intention on GM Food: Health beliefs as moderators. Expected journal for submission: *Science Communication.*

[IP. 2]   Lee, S., **Lee, N.**, & Dockter, C. (Data analysis process). Effects of popularity cues in health news: An eye-tracking Study.

[IP. 1]   Zhu, D., Lee, S., & **Lee, N.** (Data analysis process). The influence of opinion congruence and incivility on visual attention to online comments: An eye-tracking study.

Conference paper presentations

[C. 15]   **Lee, N.** & Lee, S. The Impact of news frames and perceived visual intensity in cell-cultured meat communication: Eating habits and sensation seeking as moderators. Submitted to the Information Systems Division of the International Communication Association.

[C. 14]   **Lee, N.** & Lee, S. Communicating research findings on substance use: Effects of inoculation messages, information sources, and visual representations. Submitted to the Information Systems Division of the International Communication Association.

[C. 13]   **Lee, N.**, Dockter, C., & Lee, S. (2020, May 20-27). Effects of popularity cues in health news: An eye-tracking Study. Presented to the International Communication Association, Converted from Gold Coast, Australia to virtual due to COVID-19.

[C. 12]   **Lee, N.**, Dockter, C., & Lee, S. (2020, May 20-27). Engaging African American Population in Clinical Trials: Effects of Communication Source and Racial Representation. Presented to the International Communication Association, Converted from Gold Coast, Australia to virtual due to COVID-19.

[C. 11]   Dockter, C., **Lee, N.**, Hong, Y., & Lee, S. (2020, May 20-27). Cognitive and Emotional Processing of Instagram Posts: The Impact of Thin vs. Overweight Body Portrayals. Presented to the International Communication Association, Converted from Gold Coast, Australia to virtual due to COVID-19.

[C. 10]   **Lee, N.**, Buchanan, K., & Yu, M. (2019, November 2-6). Each Post Matters: A content analysis of #mentalhealth images on Instagram. Presented to the American Public Health Association Conference, Philadelphia, PA.

[C. 9]   **Lee, N.**, Dockter, C. & Lee, S. (2019, August 7-10). Effects of Message Presentation Type on GM food Risk Perception, Similarity Judgement, and Attitude. Presented to the Association for Education in Journalism and Mass Communication, Toronto, Canada.

[C. 8]   **Lee, N.**, Buchanan, K., Carroll, S., & Kehinde, O. (2019, March 7-9) Effects of Visual-based Social media messages on Mental Health Symptom Recognition: Mental Health Literacy and Social Media Use as Moderators. Presented to the International Public Relations Research Conference, Orlando, FL.

[c. 7] **Lee, N.**, Lee, S. (2018, May 24-28). Attitude and Risk Perception to Genetically Modified (GM) Food Products: The Influence of Consensus Message, Graphical Representations, and HBM Variables. Presented to the International Communication Association, Prague, Czech Republic.

[c. 6] Hong, S., Jahng, M. R., **Lee, N.**, & Wise, K. (2018, May 24-28). Do you filter who you are?: Manipulative self-presentation, social cues, and user evaluations of Instagram selfies. Presented to the International Communication Association, Prague, Czech Republic.

[c. 5] Won, J., **Lee, N.**, & Lee, S. (2018, March 5-7). Effects of expressing emotion and altering logo color in organizational crisis responses. Presented to the International Public Relations Research Conference, Orlando, FL.

[c. 4] **Lee, N.**, & Lee, S. (2017, May 25-29). Effects of Infographics During Science News Processing: Prior Knowledge and Learning Preference as Moderating Variables. Accepted to the International Communication Association, San Diego, CA.

[c. 3] Jahng, R., & **Lee, N.** (2017, May 25-29). When scientists tweet for social changes: Dialogic communication and collective mobilization strategies by Flint Water Study scientists on Twitter. Accepted to the International Communication Association, San Diego, CA.

[c. 2] Lee, S., Johnson, E., & **Lee, N.** (2016, May 9-13). The impact of risk perception on responses to misleading food label claim. Presented to the International Communication Association, Fukuoka, Japan.

[c. 1] Park, E., & **Lee, N.** (2015, March 4-8). Dealing with misinformation in a health crisis situation: Effects of Inoculation messages and the tone of voice in Ebola virus communication. Presented to the International Public Relations Research Conference, Miami, FL.

Research Experience

School of Journalism, University of Missouri
Research Assistant to Dr. Sungkyoung Lee

Jan. 2017 - Present

- Testing the effects of popularity cues on college students' health news processing that employed self-report and eye-tracking measures
- Examined the effects of photographs and infographics in genetically modified (GM) foods news message designs
- Developed and tested clinical trial messages targeting the African American population as a part of Barnes-Jewish Hospital Foundation (BJHF) and the Washington University Institute of Clinical and Translational Sciences (ICTS) project

Research Grants

Student Investigator
Jewish Hospital Foundation and Institute of Clinical and Translational Sciences Grant
University of Missouri PI: Dr. Sungkyoung Lee, Washington University in St. Louis PI: Dr. Jane Garbutt
"Institute of Clinical and Translational Sciences." "Engaging African-American Population in Clinical Trials: Effects of Communication Source and Racial Representation." **USD 60,122**

Student Investigator
Richard Wallace Faculty Initiative Funding
PI: Dr. Sungkyoung Lee "Science News, GMO product, Health risk." **USD 3,000.**

Principal Investigator
Master of Public Health Student Grant, University of Missouri
"Effects of Visual-Based Social Media Messages on Mental Health Symptom Recognition: Mental Health Literacy and Social Media Use as Moderators." **USD 500**

TEACHING EXPERIENCE

TEACHING ASSISTANT
Psychology in Advertising
School of Journalism, University of Missouri
Enrollment: 16

Fall 2020

INSTRUCTOR OF RECORD
Research Methods in Strategic Communication
School of Journalism, University of Missouri
Enrollment: 24
Instructor evaluation: 4.9 / 5.0

Fall 2019

TEACHING ASSISTANT
Strategic Writing and Design
School of Journalism, University of Missouri
Enrollment: 12

Spring 2019

INSTRUCTOR OF RECORD
Research Methods in Strategic Communication
School of Journalism, University of Missouri
Enrollment: 35
Instructor evaluation: 4.6 / 5.0

Fall 2018

TEACHING ASSISTANT
Research Methods in Strategic Communication
School of Journalism, University of Missouri
Enrollment: 112

Fall 2017

WORK EXPERIENCE

GRAPHIC DESIGNER
College of Education, University of Missouri

Columbia, MO
Mar. 2015 – Dec. 2016

- Developed communication and promotion strategies, including print, social media, and videography for the College of Education Academic Affairs
- Generated ideas and designed marketing materials for events, newsletters, and materials to communicate with undergraduate and graduate students

STRATEGIC PLANNER INTERN
McCann Worldgroup

Tokyo, Japan
June 2013

- Worked on the campaign for Mondelez International at McCann Worldgroup in inaugural study abroad program in Tokyo
- Created fully integrated marketing strategy, planning, and creative executions for the campaign and presented a winning campaign to Mondelez International and McCann Worldgroup executives

SCRIPT WRITER / VIDEO EDITOR
Newsy

Columbia, MO
May 2012 – Sept. 2012

- Wrote stories on South Korean news in English and Korean
- Produced news program and edited three-minute streaming video clips with Final Cut Pro X

PUBLIC RELATIONS INTERN
Slow Food Korea

Namyangju, South Korea
Sep. 2011 – Dec. 2011

- Provided news marketing and communication support to the public relations team
- Attended newsroom conferences at the Korean Department of Agriculture as an interpreter
- Facilitated discussions and coordinated events in Slow Food's annual international conference, Terra Madre

COMMUNICATIONS INTERN
Ministry of Foreign Affairs of South Korea

Ho Chi Minh, Vietnam
Jun. 2010 - Aug. 2010

- Assisted Economic Consul in translating Korean press releases for the Vietnamese media outlet
- Managed official website content by updating and monitoring
- Wrote and distributed memos and news articles for Korean residents in Ho Chi Minh City

Service

Reviewing Activities for Journals
Ad-Hoc Reviewer
Public Understanding of Science (2020)
Journal of Visual Communication in Medicine (2020)
Journalism & Mass Communication Quarterly, as a part of Doctoral Student Reviewer Trainee Program (2019)

Reviewing Activities for Conferences
International Communication Association
2019: Health Communication, Environmental Communication Divisions (2)

Association for Education in Journalism and Mass Communication
2019: Communicating Science, Health, Environment, and Risk Division (2)
2020: Graduate Student Interest Group

Graduate Mentor
Korean Student Association Mentoring Program
Jan. 2019 – Present
- Provide professional and personal advice to Korean undergraduate students in transitioning into college life in the U.S.
- Advise application process to students who plan to attend graduate school after their undergraduate education

Mentor
Sep. 2017 – Present
Columbia Youth School
- Tutor and advise Korean middle and high school students who migrated to Columbia for their cultural and academic adjustment in U.S.
- Translate school-related documents from English to Korean; provide translated school guidebook for parents
- Lecture on "Introduction to Academic Writing in English"

Professional Affiliations

ICA International Communication Association
AEJMC Association for Education in Journalism and Mass Communication
SRA Society for Risk Analysis
IECA International Environment Communication Association
APHA American Public Health Association

Skills

Language
English, Korean

Statistical Software
SPSS, Stata

Multimedia Software
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Final Cut Pro, Audacity, Tableau, Prism

Data Collection Device
Tobii Eye-Tracker (Tobii Pro X2-60)

Digital Certificates
Google Analytics, Google Ads, Information Visualization (offered by NYU)

Online Teaching Tools
Canvas, Panopto, Flipgrid, Hypothes.is, Perusal

References

References are provided upon request.