NAMYEON LEE

Ph.D. Candidate, School of Journalism at the University of Missouri
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EDUCATION

School of Journalism, University of Missouri   Columbia, MO
Ph.D. in Journalism (Expected graduation: Fall 2020)   Jan. 2017 – Present

- Research focus: science and health communication, agricultural communication, visualizations
- Dissertation title: Communicating Scientific Research Findings: Effects of Inoculation Messages, Information Sources, and Visual Representations
- Committee members: Dr. Sungkyoung Lee (chair), Dr. Glen Cameron, Dr. Shuhua Zhou, Dr. Brian Houston, Dr. Nelson Cowan

School of Journalism, University of Missouri   Columbia, MO
M.A. in Journalism   Jan. 2015 – Dec. 2016

- Thesis: Effects of Infographics During Science News Processing: Prior Knowledge and Learning Preferences as Moderators
- Committee members: Dr. Sungkyoung Lee (chair), Dr. Glen Cameron, Dr. Brian Houston, Dr. Amanda Hinnant

School of Journalism, University of Missouri   Columbia, MO
B.J. in Journalism   Jan. 2012 – Dec. 2014

- Emphasis in Strategic Communication
- Graduated with Cum Laude, Honors College

Colby College   Waterville, ME
Attended for three semesters before transferring   Sep. 2009 – Dec. 2010

TEACHING & RESEARCH INTERESTS

- Science and health communication
- Agricultural communication
- Visualizing science and technology
- Media Psychology

TEACHING EXPERIENCE

Instructor of Record   Fall 2019
Research Methods in Strategic Communication
School of Journalism, University of Missouri
- Enrollment: 24
- Instructor evaluation: 4.9/5.0

Teaching Assistant   Spring 2019
Strategic Writing and Design
School of Journalism, University of Missouri
- Enrollment: 12

Instructor of Record   Fall 2018
Research Methods in Strategic Communication
School of Journalism, University of Missouri
- Enrollment: 35
- Instructor evaluation: 4.6/5.0

Teaching Assistant   Fall 2017
Research Methods in Strategic Communication
School of Journalism, University of Missouri
- Enrollment: 112

RESEARCH EXPERIENCE

Research Assistant, Dr. Sungkyoung Lee   Spring 2017 – Present
School of Journalism, University of Missouri
- 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

GRANTS

Student Investigator
Jewish Hospital Foundation and Institute of Clinical and Translational Sciences Grant.
- University of Missouri PI: Sungkyoung Lee, Washington University PI: Jane Garbutt. "Engaging African-American Population in Clinical Trials: Effects of Communication Source and Racial Representation." **$13,177**

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

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

RESEARCH OUTCOMES

Refereed Journal Articles

[j. 5] **Lee, N.,** Buchanan, K., & Yu, M. (in press). Each Post Matters: A content analysis of #mentalhealth images on Instagram. *Journal of Visual Communication in Medicine.*

[j. 4] Lee, S., **Lee, N.,** & Dockter, C. (in press). Effects of Message Presentation Type on GM food Risk Perception, Similarity Judgement, and Attitude. *Health Communication.*

[j. 3] Hong, S., Jahng, M. R., **Lee, N.,** & Wise, K. (2019). 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 and Framework for Research. *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. 3] **Lee, N.**, Lee, S. (under review). Visualizing Science: The Role of Infographics and Individual Differences. *Public Understanding of Science.*

[IP. 2] Lee, S., **Lee, N.,** & Dockter, C. (2020). Engaging African American Population in Clinical Trials: Effects of Communication Source and Racial Representation. Expected journal for submission: *Health Communication.*

[IP. 1] **Lee, N.** (2020). Effects of Scientific Consensus and Visualization on Similarity Judgement, Attitude Change, and Purchase Intention on GM Food: Health Beliefs as Moderators. Expected journal for submission: *Science Communication.*

Conference Paper Presentations

[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, Gold Coast, Australia.

[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, Gold Coast, Australia.

[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, Gold Coast, Australia.

[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.

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

Graphic Designer
AdZou, University of Missouri

Columbia, MO
Aug. 2014 – Dec. 2014

- Led and executed design campaign for the client, Boone Hospital Foundation
- Designed an integrated marketing plan book for a final winning campaign pitch

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
Sept. 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
June. 2010 – Aug. 2010

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

S E R V I C E

Graduate Mentor   Jan. 2019 – Present
Korean Student Association Mentoring Program   Columbia, MO

- 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   Sept. 2017 – Present
Columbia Youth School   Columbia, MO
- Teach 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"

Journal Reviewer   Oct. 2018 – May 2019
Doctoral Student Reviewer Trainee Program
Journalism & Mass Communication Quarterly

- Completed JMCQ's first reviewer trainee program by peer-reviewing two submitted research articles under assigned mentor's guidance

Conference Reviewer
International Communication Association   November 2019
- Health Communication, Environmental Communication Divisions

P R O F E S S I O N A L   A F F I L I A T I O N S

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

S K I L L S

- Language: English, Korean
- Statistical software: SPSS, Stata
- Data collection device: Tobii Eye-Tracker (Tobii Pro X2-60)
- Digital certificates: Google Analytics, Google Ads, Information Visualization (authorized by NYU)
- Graphics and video-editing programs: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Final Cut Pro, Audacity, Tableau, Prism

CONTACT REFERENCES

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Dr. Glen Cameron
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School of Journalism
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Dr. Shuhua Zhou
Professor
School of Journalism
University of Missouri
Email: zhoushuh@missouri.edu
Phone: 573-882-7241