

# NAMYEON LEE

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

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### 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

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**Research Domains:** Science and Health Communication, Message Processing, Media Psychology

**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 the audience's cognitive and behavioral responses, and how the impact of those features would differ based on individuals' psychological background.

**Research Keywords:** Message effectiveness, Attitudes, Behavior change, Cognition, Persuasion, Risk perception, Social media, Information visualization, Visual perception, Eye-tracking method

## TEACHING INTERESTS

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### 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

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## 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., Bhargal, 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 on 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

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### SCHOOL OF JOURNALISM, UNIVERSITY OF MISSOURI

Jan. 2017 - Present

#### Research Assistant to Dr. Sungkyoung Lee

- 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

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### 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

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### 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

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### 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

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### 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

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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

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### LANGUAGE

English, Korean

### DATA COLLECTION DEVICE

Tobii Eye-Tracker (Tobii Pro X2-60)

### STATISTICAL SOFTWARE

SPSS, Stata

### DIGITAL CERTIFICATES

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

### MULTIMEDIA SOFTWARE

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

### ONLINE TEACHING TOOLS

Canvas, Panopto, Flipgrid, Hypothes.is, Perusal

## REFERENCES

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References are provided upon request.