

# NAMYEON LEE

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

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## EDUCATION

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### **School of Journalism, University of Missouri**

Ph.D. in Journalism (Expected graduation: Fall 2020)

Columbia, MO

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**

M.A. in Journalism

Columbia, MO

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**

B.J. in Journalism

Columbia, MO

Jan. 2012 – Dec. 2014

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

### **Colby College**

Attended for three semesters before transferring

Waterville, ME

Sep. 2009 – Dec. 2010

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## TEACHING & RESEARCH INTERESTS

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

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## TEACHING EXPERIENCE

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### 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

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## RESEARCH EXPERIENCE

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### 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

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## GRANTS

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### 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**

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## RESEARCH OUTCOMES

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### 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., Bhargal, 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.

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## 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

### 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

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## SERVICE

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### Graduate Mentor

Jan. 2019 – Present  
Columbia, MO

Korean Student Association Mentoring Program

- 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, MO

Columbia Youth School

- 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

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## PROFESSIONAL AFFILIATIONS

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- 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)

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## SKILLS

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- 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

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## CONTACT REFERENCES

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**Dr. Sungkyoung Lee**

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School of Journalism  
University of Missouri  
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Phone: 573-884-9440

**Dr. Glen Cameron**

Professor Emeritus  
School of Journalism  
University of Missouri  
Email: camerong@missouri.edu  
Phone: 573-864-2897

**Dr. Shuhua Zhou**

Professor  
School of Journalism  
University of Missouri  
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