

NAMYEON LEE

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

School of Journalism, University of Missouri

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

Columbia, MO

Jan. 2017 – Present

- Research focus: health and science communication, visual communication, message effects
- 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

RESEARCH & TEACHING INTERESTS

- Health and science communication
- Visual communication
- Message effects
- Visualizing science and technology
- Research methods for strategic communication

RESEARCH OUTCOMES

Journal Articles

- [j. 3] Hong, S., Jahng, M. R., **Lee, N.**, & Wise, K. (in press). Do you filter who you are?: Manipulative self-presentation, social cues, and user evaluations of Instagram selfies. *Computers in Human Behavior*.
- [j. 2] Cowan, N., Adams, E., Bhargal, S., Corcoran, M., Decker, R., [and 13 authors, including **Lee, N.**] (2019). Foundations of Arrogance: A Broad Survey. *Review of General Psychology*. Advance online publication. <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.**, Buchanan, K., & Yu, M. (2019). Each Post Matters: A content analysis of #mentalhealth images on Instagram. Expected journal for submission: *Mental Health & Prevention*.
- [IP. 2] Lee, S., **Lee, N.**, & Dockter, C. (2019). Engaging African-American Population in Clinical Trials: Effects of Communication Source and Racial Representation.
- [IP. 1] Lee, S., **Lee, N.**, & Dockter, C. (2019). Effects of Message Presentation Type on GM food Risk Perception, Similarity Judgement, and Attitude.

Conference Paper Presentations

- [c. 10] **Lee, N.**, Buchanan, K., & Yu, M. (2019, November). Each Post Matters: A content analysis of #mentalhealth images on Instagram. Accepted to the American Public Health Association Conference, Washington, DC.
- [c. 9] **Lee, N.**, Dockter, C. & Lee, S. (2019, August). Effects of Message Presentation Type on GM food Risk Perception, Similarity Judgement, and Attitude. Accepted to the Association for Education in Journalism and Mass Communication, Toronto, Canada.
- [c. 8] **Lee, N.**, Buchanan, K., Carroll, S., & Kehinde, O. (2019, March) 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). 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). 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). 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). 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). 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). 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). 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

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

Spring 2017 – Present

- Examined the effects of photographs and infographics in genetically modified (GM) foods news message designs
- Developed and tested clinical trial messages targeting African-American population as a part of Barnes-Jewish Hospital Foundation (BJHF) and the Washington University Institute of Clinical and Translational Sciences (ICTS) project

TEACHING EXPERIENCE

Instructor of Record
Research Methods in Strategic Communication
School of Journalism, University of Missouri

Fall 2019

- Enrollment: 24

Teaching Assistant
Strategic Writing and Design
School of Journalism, University of Missouri

Spring 2019

- Enrollment: 12

Instructor of Record
Research Methods in Strategic Communication
School of Journalism, University of Missouri

Fall 2018

- Enrollment: 35
- Instructor evaluation: 4.6/5.0

Teaching Assistant
Research Methods in Strategic Communication
School of Journalism, University of Missouri

Fall 2017

- Enrollment: 112

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 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 client, Boone Hospital Foundation
- Designed integrated marketing plan book for final winning campaign pitch

Strategic Planner Intern
McCann Worldgroup

Tokyo, Japan
June. 2013

- Worked on campaign for Mondelez International at McCann Worldgroup in inaugural study abroad program in Tokyo

- Created fully integrated marketing strategy, planning, and creative executions for campaign and presented 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 public relations team
- Attended newsroom conferences at Korean Department of Agriculture as 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 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

G R A N T S

Intramural Grants

Funded as Co-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**

S E R V I C E

Graduate Mentor

Korean Student Association Mentoring Program

Jan. 2019 – Present
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

Columbia Youth School

Sept. 2017 – Present
Columbia, MO

- 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"

Student Journal Reviewer

Doctoral Student Reviewer Trainee Program
Journalism & Mass Communication Quarterly

Oct. 2018 – May 2019

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

PROFESSIONAL AFFILIATIONS

- *Association for Education in Journalism and Mass Communication (AEJMC)* - Communicating Science, Health, Environment, and Risk Division
- *International Communication Association (ICA)* – Environmental Communication Division; Health Communication Division; Public Relations Division
- *Society for Risk Analysis* - Risk Communication Specialty Group
- *International Environment Communication Association (IECA)*
- *American Public Health Association (APHA)*

SKILLS

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

CONTACT REFERENCES

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Dr. Shuhua Zhou

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School of Journalism
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Dr. Mansoo Yu

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School of Social Work and Master of Public Health
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Dr. Glen Cameron

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Dr. Shelly Rodgers

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