

NAMYEON LEE

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

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EDUCATION

School of Journalism, University of Missouri

Ph.D. in Journalism (Expected graduation: Spring 2021)

Columbia, MO

Jan. 2017 – Present

- Research focus: science and health communication, media psychology, visualization
- 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

RESEARCH & TEACHING INTERESTS

- New media communication
- Science and health communication
- Visualizing science and technology
- Media psychology

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*. Advance online publication. <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*. Advance online publication. <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. (revised and resubmitted). Visualizing Science: The Role of Infographics and Individual Differences. *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.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

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

Spring 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

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**

TEACHING EXPERIENCE

Teaching Assistant

Fall 2020

Psychology of Advertising

School of Journalism, University of Missouri

- Enrollment: 16

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

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

SERVICE

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

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

- 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

- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- Society for Risk Analysis (SRA)
- 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 certificates: Google Analytics, Google Ads, Information Visualization (offered by NYU)
- Graphics and video-editing programs: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Final Cut Pro, Audacity, Tableau, Prism

CONTACT REFERENCES

Dr. Sungkyoung Lee

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School of Journalism
University of Missouri
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Dr. Glen Cameron

Professor Emeritus
School of Journalism
University of Missouri
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Phone: 573-864-2897

Dr. Shuhua Zhou

Professor
School of Journalism
University of Missouri
Email: zhoushuh@missouri.edu
Phone: 573-882-7241