

이상엽 (Sang Yup Lee)

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CURRICULUM VITAE

EDUCATION

Ph.D., Media and Information Studies, Michigan State University, Aug, 2009 ~ Aug, 2014

Dissertation advisor: Dr. Steve Wildman

Dissertation: Network based interpersonal influence on online casual game choices

M.A., Telecommunications, Information Studies, and Media, Michigan State University, 2009

Concentrations: Economics and Policy of the ICT industry, and Social Networks

B.S., Computer Science, Yonsei University, South Korea, 2005

WORK EXPERIENCE

Full-time

Assistant Professor, Department of Communication, Yonsei University, Seoul, South Korea, 3/1/2016 ~

Associate Research fellow, Science and Technology Policy Institute (STEPI), Seoul, South Korea, 8/1/2014 ~ 1/31/2016

Overseas Sales and Marketing, Telecommunication System, Samsung Electronics, Seoul, Korea, Jan 2005 ~ July 2006: Sales and marketing of telecommunications systems (e.g., CDMA, WiMAX) in Southeast Asian countries

Internships

Asian Development Bank, Manila, Philippines May ~ July, 2013: Research on the factors that influence the broadband internet penetrations in Asian developing countries

International Telecommunication Union, Geneva, Switzerland July ~ Aug, 2008: Research on internet services in African countries

Columbia Institute for Tele-information, New York, U.S.A. May ~ June, 2008: Research assistant for Dr. Eli Norm

Veyond Partners, Seoul, Korea, Jan ~ Mar, 2007: Korean telecom and media market analysis

Daimler Chrysler Service Korea, Seoul, Korea, June ~ Aug, 2003: Development of customer satisfaction management database

J&C, Seoul, Korea, Jan ~ Mar, 2001: Maintenance of online shopping sites

PUBLICATIONS

Book chapter

이상엽 (2017). 파이선을 이용한 온라인 데이터 분석 방법 소개: 텍스트 데이터를 중심으로.
In 한국언론학회 (Eds.), *데이터 시대의 언론학 연구*, 커뮤니케이션북스.

Wildman, S., & **Lee, S.Y.** (2015). Economics of Trade in Media Products. In R. Picard & S. Wildman (Eds.), *Handbook on the Economics of the Media*. Cheltenham, UK: Edward Elgar Publishing Ltd.

Lee, S. Y., & Wildman, S. (2012). Protecting and Promoting National Cultures in a World Where Bits Want to Flow Freely. In A. Candeub & S. Pager (Eds.), *Transnational Culture in the Internet Age*. Cheltenham, UK: Edward Elgar Publishing Ltd.

Peer reviewed journals

Lee, S. Y. (in press). Media coverage of adolescent and celebrity suicides and imitation suicides among adolescents. *Journal of Broadcasting & Electronic Media*.

Lee, S. Y. (2019). Media coverage of celebrity suicide caused by depression and increase in the number of people who seek depression treatment. *Psychiatry Research*, 271, 598-603.

Lee, S. Y. (2018). Effects of Relational Characteristics of an Answerer on Perceived Credibility of Informational Posts on Social Networking Sites: The Case of Facebook. *Information Research: an international electronic journal*.

권예지·나영은·이상엽 (2018). 플랫폼에 따른 건강정보추구 행동의 영향요인과 결과: 사회경제적 요인, 디지털 미디어 리터러시, 사회적 지지, 생활만족을 중심으로. *헬스커뮤니케이션연구*.

Lee, S., & Kwon, Y. (2018). Twitter as a place where people meet to make suicide pacts. *Public health*, 159, 21-26.

Lee, S. Y. (2018, online). The Effect of Media Coverage of Celebrities with Panic Disorder on the Health Behaviors of the Public. *Health communication*, 1-11.

Lee, S. Y., & Lee, K. (2018). Factors that influence an individual's intention to adopt a wearable healthcare device: The case of a wearable fitness tracker. *Technological Forecasting and Social Change*, 129, 154-163.

백영민·이상엽·유경한 (2016). 위기의 순간인가 기회의 순간인가?: 언론학 교육과정(curriculum) 개선의 성공을 위한 시론. *사이버커뮤니케이션 학보*, 33(4), 5-37.

Lee, S.Y. (2016). Introduction to Statistical Inference in Social Network Analysis: Exponential Random Graph Models. *연구방법논총*, 1(2), 113-138.

Lee, S.Y. (2015). Interpersonal influence on online game choices. *Computers in Human Behavior*, 45, 129-136.

Lee, S.Y. (2015). Homophily and social influence among online casual game players. *Telematics and Informatics*, 32(4), 656-666.

Lee, S. Y. (2014). Examining the factors that influence early adopters' smartphone adoption: The case of college students. *Telematics and Informatics*, 31(2), 308-318.

Lee, S. Y. (2014). How do people compare themselves with others on social network sites?: The case of Facebook. *Computers in Human Behavior*, 32, 253-260.

CONFERENCE PRESENTATIONS

Lee, S. Y. (2018). How to use public BIG DATA: Data-driven Psychiatry. Paper presented at 대한조현병학회 2018.

Lee, S. Y. (2018). *Emotions evoked by a political post on Facebook and their roles in sharing the post.* Paper presented at 한국미디어경영학회 2018.

Lee, S. Y. (2013). *The Co-evolution of Casual Gamers' Online Friendship Networks, Game Genre Preference, and Gaming Frequency.* Paper presented at Pacific Telecommunication Council's 35th annual conference 2013.

Lee, S. Y. (2013) *Strategic behaviors among movie studios in the motion picture industry: theoretical equilibria and empirical findings.* Paper presented the Graduate Association Conference 2013 at Michigan State University.

Lee, S. Y. (2013). *How do people compare themselves with others on social network sites?: the case of Facebook.* Paper presented at the Broadcast and Education Association 2013 Conference.

Lee, S. Y. (2013) *How do the effects of the buyer's evaluation of a product on the product's price vary depending on when the price is paid to the seller and each party's risk aversion level in the*

video/online industry? Paper presented at the 10th annual conference on Telecommunications & Information Technology.

Lee, S. Y. (2013) *When density level matters in an online social network: the case of the online casual game industry*. Paper presented at the 10th annual conference on Telecommunications & Information Technology.

Ji, S. W. & **Lee, S. Y.** (2013) *The Internet and Changes in Media Industry Structure: An International Comparative Approach*. Paper presented at the The 41st Research Conference on Communication, Information and Internet Policy (TPRC).

Lee, S. Y. (2012). *Predicting advertising budget size in motion pictures*. Paper presented at the Global Fusion 2012 conference.

Lee, S. Y. (2012). *Price Discrimination in Social Network Games with Micro-Transactions*. Paper accepted at the 2012 World Media Economics & Management Conference.

Wildman, S. S., **Lee, S. Y.**, & Song, S. Y. (2012). *How to Make Money By Giving Away Content You Get For Free*. Paper presented at the 2012 World Media Economics & Management Conference

Choi, Y. J., **Lee, S. Y.**, & Wildman, S. (2011). *Why Do Large Markets Dominate? A New Look at Sources of the Large Home Market Advantage in the International Film Trade*. Paper presented at the 101st AEA International Conference on Media Studies and Communication.

Lee, S. Y. (2011). *The factors that influence a country's movie diversity*. Paper presented at the 101st AEA International Conference on Media Studies and Communication.

Lee, S. Y. (2011). *Investment size in game developing and its impact on the market: the online games industry*. Paper presented at the 9th annual conference on Telecommunications & Information Technology.

Lee, S. Y. (2011). *Peer Influence on a College Student's Smartphone Choice*. Paper presented at the 9th annual conference on Telecommunications & Information Technology.

Lee, S. Y., & Wildman, S. (2011). *The Online Casual Games Industry: a Multisided Platform Perspective*. Paper presented at the 9th annual conference on Telecommunications & Information Technology.

AWARDS

Best paper award: Katherine Snow Award for Top Research Paper at the 9th annual conference on Telecommunications & Information Technology, 2011, Title: *The Online Casual Games Industry: a Multisided Platform Perspective* (Lee & Wildman, 2011).

Young Scholar Award: PTC'13 Young Scholar Program award at the Pacific Telecommunication Council 35th annual conference, 2013, Title: *The Co-evolution of Casual Gamers' Online Friendship Networks, Game Genre Preference, and Gaming Frequency* (Lee, 2013).

Best student paper award (second place): Lee, S. Y. (2013). *How do people compare themselves with others on social network sites?: the case of Facebook*. Broadcast and Education Association 2013 Conference.

Nominated for the best conference paper: Lee, S. Y. (2013). *When density level matters in an online social network: the case of the online casual game industry*. The 10th annual conference on Telecommunications & Information Technology.

Best debut paper award: Seo, J.W., Choi, Y.S., Lee, D.Y., and Lee, S. Y. (2019). *Examining factors that influence intention to adopt a smart speaker*. IMET division at Broadcast and Education Association 2019 Conference.