

# Andrew Yee | CV

Digital Media X Human Development

[andrewyee.zh@gmail.com](mailto:andrewyee.zh@gmail.com)

<https://www.andrewzyee.com>

[Google Scholar](#)

[LinkedIn](#)

[Web of Science](#)

## Academic Positions

### Assistant Professor

Wee Kim Wee School of Communication and Information  
Nanyang Technological University  
2024-Present

### Assistant Professor

Humanities, Arts, and Social Sciences  
Singapore University of Technology and Design  
2022-2024

### Faculty Fellow

Humanities, Arts, and Social Sciences  
Singapore University of Technology and Design  
2019-2022

## Education

### Nanyang Technological University

PHD COMMUNICATION - 2019

» Summer School in Social Science Data Analysis at the **University of Essex**

### Nanyang Technological University

BACHELOR OF COMMUNICATION STUDIES (FIRST CLASS HONOURS) - 2014

» Exchange at **Uppsala University**

## Scholarships & Awards

### Top Faculty Paper Award

2022

72nd Annual Conference of the  
International Communication Association  
*Game Studies Division*

Awarded to the paper "Animal Crossing and Covid-19:  
A qualitative study of how a video game offered  
psychological sanctuary during the pandemic"

### Top Faculty Paper Finalist

2022

72nd Annual Conference of the  
International Communication Association  
*Mobile Communication Division*

Awarded to the paper "ScreenLife Capture:  
A privacy-respecting, open-source, and user-friendly  
framework for collecting screenome data."

### Research Foundation of Flanders Travel Grant

2022

3-month scientific visit to **Ghent University**, hosted by  
imec-mict-UGent

### Faculty Early Career Award

2019 - 2022

Singapore University of Technology and Design

### Overseas Summer School Scholarship

2016

at the University of Essex

### Honorable Mention Presentation Award

2015

DC Health Communication Conference,  
organized by George Mason University

<b>Urakami Foundation Award</b> 12th Asian Congress of Nutrition by the Urakami Foundation, which aims to promote research on improving and securing people's diet	2015
<b>Nanyang President's Graduate Scholarship</b> Nanyang Technological University	2014 - 2018
<b>Lee Kuan Yew Gold Medal Award</b> Awarded to the top student of the graduating class at Nanyang Technological University's Wee Kim Wee School of Communication and Information	2014
<b>Nielsen Company Gold Medal Award</b> Awarded to the top research-track student of the graduating class at Nanyang Technological University's Wee Kim Wee School of Communication and Information	2014

## Teaching

» Selected student feedback:

"Prof Andrew is incredibly kind, approachable, caring and understanding, deeply insightful, and such a wonderful professor to have. Honestly feel super glad I chose this course and got to know him. He's a very engaging teacher and never fails to catch my attention during class, which says a lot given that I have ADHD. Enjoyed the insightful discussions I've had with him, of which many have changed my perspective on things."

"Prof Andrew is one of the most approachable professors I have ever met. He is always open to feedback and tries his best to improve the course as we go along. He puts a clear emphasis on learning over good grades, helping students improve by giving regular feedback and encouragement. Studying under the tutelage of Prof Andrew has been one of the most enriching and pleasant experiences in my 3 years at SUTD."

"Instructor is very approachable and goes out of his way to expose students to diverse range of learning materials as seen in the additional resources he incorporated in his lecture and cohort in the form of short clips of campaigns/advertisements, both in the local and global context. I am proud to say that the instructor has nurtured my interests in this field of social science and he is truly inspirational to many of his students."

"Best prof ever!! Fun and interacts well with students. Teaches content in a way that is interesting and very easy to understand. Teaching inspires students to know more about this field and increases their passion for the subject. Evidence being that I often discuss its content in causal conversation with my friend, and even other friends who do not take this course."

### CS4199 CHILDREN & MEDIA

Jan 2026 - Jun 2026		SFT: TBC
Aug 2025 - Nov 2025		SFT: 95.52

### CS4150 HEALTH COMMUNICATION

Aug 2025 - Nov 2025		SFT: 99.42
Aug 2024 - Nov 2024		SFT: 98.94

### CS2056 PSYCHOLOGY & COMMUNICATION

Jan 2025 - Jun 2025		SFT: 93.04 and 94.9
---------------------	--	---------------------

### CS2008 FUNDAMENTALS OF RESEARCH

Jan 2017 - Jul 2017		SFT: 99 and 98.77
---------------------	--	-------------------

### 02.160TS DESIGNING DIGITAL TECHNOLOGY FOR CHILDREN AND TEENS

Jan 2023 - May 2023		SFT: 4.9 / 5
Jan 2022 - May 2022		SFT: 5 / 5

## 02.145TS SURVEYS AND EXPERIMENTS IN THE SOCIAL SCIENCES

May 2022 - Aug 2022		SFT: 4.9 / 5
Sep 2021 - Dec 2021		SFT: 4.9 / 5
Sep 2020 - Dec 2020		SFT: 4.9 / 5
Jan 2020 - May 2020		SFT: 4.8 / 5
Sep 2019 - Dec 2019		SFT: 4.8 / 5

## 02.230HT HEALTH COMMUNICATION AND BEHAVIOR CHANGE

Jan 2021 - May 2021		SFT: 4.9 / 5
Jan 2020 - May 2020		SFT: 4.9 / 5
Jan 2019 - May 2019		SFT: 4.9 / 5

## 02.003 THEORIZING SOCIETY, THE SELF, AND CULTURE

Sep 2020 - Dec 2020		SFT: 4.9 / 5
---------------------	--	--------------

## Publications

### Peer-Reviewed Publications

Lew, Z., & **Yee, A. Z. H.** (2026). The awareness, acceptance, and appreciation of transience in the domain of eudaimonic media experiences. *New Media & Society*, 28(1), 76–98. <https://doi.org/10.1177/14614448241284612>

**Yee, A. Z. H.**, Kwok, B., Ng, J., Loy, G. P., Ng, L. Y., Sng, J. R. H., Perrault, S., Lim, K. H., and Karupphasamy, S. (2025). Why older adults integrate digital health technology into their everyday lives: The role of basic psychological needs. *Human Behavior and Emerging Technologies*, 1, 9711661. <https://doi.org/10.1155/hbe2/9711661>

Siang, T. L., Yow, W. Q., Fearnley, L., Gornall, A., Qian, H., Khan, S., Koh, I., Wang, P. K., Raghunath, N., **Yee, A. Z. H.**, Yokoyama, S., & Willems, T. (2025). A STEAM-powered design, AI, and technology education. In T. L. Siang & O. E. Hong (Eds.), *The Power of Design and Convergence in AI*. CRC Press.

**Yee, A. Z. H.** & Loy, G. P. (2025). Mobile media and youths in Asia: Everything everywhere all at once. In A. Z. H. Yee (Ed.), *Mobile Media Use Among Children and Youth in Asia*. Springer.

Li, B.J., & **Yee, A.Z.H.** (2024). Development and validation of the antecedents to videoconference fatigue scale in higher education (AVFS-HE). *Education and Information Technologies*, 29(18), 25511-25532. <https://doi.org/10.1007/s10639-024-12876-9>

**Yee, A. Z. H.**, Yu, R., Lim, S. S., Lim, K. H., Dinh, T. T. A., Loh, L., Hadianto, A., & Quizon, M. (2023). ScreenLife Capture: An open-source and user-friendly framework for collecting screenome data from Android smartphones. *Behavior Research Methods*, 55, 4068-4085. <https://doi.org/10.3758/s13428-022-02006-z>

Li, B. J. and **Yee, A. Z. H.** (2022). Understanding videoconference fatigue: a systematic review of dimensions, antecedents and theories. *Internet Research*, 33(2), 796-819. <https://doi.org/10.1108/INTR-07-2021-0499>

**Yee, A. Z. H.** & Sng, J. R. H. (2022). Animal Crossing and Covid-19: A qualitative study examining how video games satisfy basic psychological needs during the pandemic. *Frontiers in Psychology*, 13, 800683. <https://doi.org/10.3389/fpsyg.2022.800683>

Ling, K. C. L., **Yee, A. Z. H.**, Leo, C. H., & Chua, C. K. (2022). Understanding 3D food printing technology: An affordance approach. *Materials Today: Proceedings*. <https://doi.org/10.1016/j.matpr.2022.08.564>

**Yee, A. Z. H.** (2021). Examining the moderating effect of parenting style and parental guidance on children's beliefs about food: A test of the parenting style-as-context model. *Journal of Health Communication*, 26(8), 553-565. <https://doi.org/10.1080/10810730.2021.1978593>

Tandoc Jr, E. C., **Yee, A. Z. H.**, Ong, J., Lee, J., Xu, D., Han, Z., Chew, M., Ng, J. S., Lim, C. M., Cheng, L., Cayabyab, M. (2021). Developing a perceived social media literacy scale: Evidence from Singapore. *International Journal of Communication*, 15, 2485-2505.

- Yee, A. Z. H.**, Lwin, M. O., and Ho, S. S. (2020). Promoting healthier eating via parental communication: Development and validation of the active and restrictive parental guidance questionnaire (PARQ). *Health Communication, 36*(12), 1514-1526. <https://doi.org/10.1080/10410236.2020.1773696>
- Gotz, M., Mendel, C., ... **Yee, A. Z. H.** (2020). Children, COVID-19 and the media: A study on the challenges children are facing in the 2020 coronavirus crisis. *Television, 33*, 4-9.
- Lwin, M. O., Lu, J., Sheldenkar, A., Cayabyab, Y., **Yee, A. Z. H.**, & Smith, H. E. (2020). Temporal and textual analysis of social media on collective discourses during the Zika virus pandemic. *BMC Public Health, 20*, 804. <https://doi.org/10.1186/s12889-020-08923-y>
- Lee, E. W. J. and **Yee, A. Z. H.** (2020). Toward data sense-making in digital health communication research: Why theory matters in the age of big data. *Frontiers in Communication, 5*, 11. <https://doi.org/10.3389/fcomm.2020.00011>
- Lwin, M. O., **Yee, A. Z. H.**, Lau, J., Ng, J. S., Lam, J. Y., Cayabyab, Y., & Malik, S. (2020). A macro-level assessment of introducing children food advertising restrictions on children's unhealthy food cognition and behavior. *International Journal of Advertising, 39*(7), 990-1011. <https://doi.org/10.1080/02650487.2020.1717856>
- Shin, W. S., Lwin, M. O., **Yee, A. Z. H.**, & Kee, K. M. (2020). The role of socialization agents in adolescents' responses to app-based mobile marketing. *International Journal of Advertising, 39*(3), 365-386. <https://doi.org/10.1080/02650487.2019.1648138>
- Yee, A. Z. H.**, Lwin, M. O., & Lau, J. (2019). Parental guidance and children's fruits and vegetables consumption: Integrating the theory of planned behaviour with interpersonal antecedents. *Journal of Health Communication, 24*(2), 183-194. <https://doi.org/10.1080/10810730.2019.1593552>
- Lu, J., Luo, M., **Yee, A. Z. H.**, Sheldenkar, A., Lau, J., & Lwin, M. O. (2019). Do superstitious beliefs affect influenza vaccine uptake through shaping health beliefs? *Vaccine, 37*(8), 1046-1052. <https://doi.org/10.1016/j.vaccine.2019.01.017>
- Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, Sng, J. R. H., & Chen, L. (2019). Parents' responses to cyberbullying effects: How third-person perception influences support for legislation and parental mediation strategies. *Computers in Human Behavior, 92*, 373-380. <https://doi.org/10.1016/j.chb.2018.11.021>
- Lwin, M. O., and **Yee, A. Z. H.** (2018). e-Health. In *The SAGE Encyclopedia of the Internet*, Ed. Barney Warf. Sage Publications: Thousand Oaks, CA. <https://doi.org/10.4135/9781473960367.n91>
- Yee, A. Z. H.**, Lwin, M. O., and Ho, S. S. (2017). The influence of parental practices on child promotive and preventive food consumption behaviors: A systematic review and meta-analysis. *International Journal of Behavioral Nutrition and Physical Activity, 14*, 47. <https://doi.org/10.1186/s12966-017-0501-3>
- Ho, S. S., Lwin, M. O., Sng, J., & **Yee, A. Z. H.** (2017). Escaping through exergames: Presence, enjoyment, and mood experience in predicting children's attitudes and preference to play exergames. *Computers in Human Behavior, 72*, 381-389. <https://doi.org/10.1016/j.chb.2017.03.001>
- Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, & Wardoyo, R. J. (2017). A parental health education model of children's food consumption: Influence on children's attitudes, intention and consumption of healthy and unhealthy foods. *Journal of Health Communication, 22*(5), 403-412. <https://doi.org/10.1080/10810730.2017.1302523>
- Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, & Lee, E. W. J. (2017). Understanding factors associated with Singaporean adolescents' privacy protection behavior using an extended theory of planned behavior. *Cyberpsychology, Behavior, & Social Networking, 20*(9), 572-579. <https://doi.org/10.1089/cyber.2017.0061>
- Ho, S. S. & **Yee, A. Z. H.** (2017). Presumed Media Influence. In *Encyclopedia of Health and Risk Message Design and Processing*, Ed. Roxanne Parrott. New York: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.294>
- Lwin, M. O., Lau, J., **Yee, A. Z. H.**, & Au, C. (2017). Nutrition labelling in Southeast Asia: Research perspectives across ten ASEAN countries. In *Encyclopedia of Health and Risk Message Design and Processing*, Ed. Roxanne Parrott. New York: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.307>

## Edited Volumes

**Yee, A. Z. H.** (Ed.). (2025). *Mobile Media Use Among Children and Youths in Asia*. Springer.

## Manuscripts Under Review / In Progress

**Yee, A. Z. H.**, Krausse, H. V., Meier, A., Ng, L. Y., & Loy, G. P. (Preprint; Under Review). Exploring passive social media use through screenomes.

**Yee, A. Z. H.**, & Luyt, B. (Under Review). Who benefits from the *idea* of screen time?

**Yee, A. Z. H.**, Chandrasekeran, S., Loh, S., and Lim, S. S. (Under Review). Screen time is dead, long live screen time! Understanding screen experiences among preschool children in Singapore.

Su, Y., Lee, E. W. J., **Yee, A. Z. H.**, & Loy, G. P. (Under Review). Older adults' smartphone use: Sentiment, emotions, and psychological well-being.

Li, Z., & **Yee, A. Z. H.** (In progress, 90%). EI-Affordance: A theoretical framework for emotionally intelligent human-machine communication.

**Yee, A. Z. H.**, Nie, Y. Y. & Lim, S. S. (In Progress, 70%). The screen experience questionnaire: Developing and validating a holistic measure of screen device use in relation to executive functions, pre-literacy, and socio-emotional competency.

## Refereed Conference Papers

**Yee, A. Z. H.**, & Luyt, B. (2026). Who benefits from the idea of screen time? Paper to be presented at the International Communication Association's 76th Annual Conference in Cape Town, South Africa.

Li, Z., & **Yee, A. Z. H.** (2026). EI-Affordance: A theoretical framework for emotionally intelligent human-machine communication. Paper to be presented at the International Communication Association's 76th Annual Conference in Cape Town, South Africa.

Li, Z., Zhao, J., Lee, F. B. S., & **Yee, A. Z. H.** (2026). INCONVAD: A two-stage dual-tower framework for multimodal emotion inconsistency detection. Paper to be presented at the IEEE International Conference on Acoustics, Speech, and Signal Processing in Barcelona, Spain.

**Yee, A. Z. H.**, Chandrasekeran, S., Loh, S., and Lim, S. S. (2025). Screen time is dead, long live screen time! Understanding screen experiences among preschool children in Singapore. Paper presented at the International Communication Association's 75th Annual Conference in Denver, Colorado.

Su, Y., Lee, E. W. J., **Yee, A. Z. H.**, & Loy, G. P. (2025). Older adults' smartphone use: Sentiment, emotions, and psychological well-being. Paper presented at the International Communication Association's 75th Annual Conference in Denver, Colorado.

**Yee, A. Z. H.**, Vanden Abeele, M., Ng, L. Y., Loy, G. P., & Sng, J. R. H. (2024). Understanding algorithmic media experiences. Paper presented at the International Communication Association's 74th Annual Conference in Gold Coast, Australia.

**Yee, A. Z. H.**, Krausse, H. V., Meier, A., Ng, L. Y., & Loy, G. P. (2024). Unravelling passive social media use through screenomes. Paper presented at the International Communication Association's 74th Annual Conference in Gold Coast, Australia.

Jiang, Z., Koh, H. P., Chew, B. L., Chen, J., **Yee, A. Z. H.**, and Wang, Y. (2023). Reading or iPad Gaming? Socially interactive robotic bookshelf proactively engages children in reading physical books. Paper presented at the IEEE International Conference on Robot and Human Interactive Communication conference in Busan, South Korea.

Vanden Abeele, M. and **Yee, A. Z. H.** (2023). "Does this beep interfere with what you are doing?" Ethical privacy guidelines for the use of mobile media as both research instrument and object of study. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

**Yee, A. Z. H.**, Kwok, B., Sng, J. R. H., Karupppasamy, S., Lim, K. H., Perrault, S., & Ng, J. S. (2023). Personal health technologies in seniors' daily lives: A whole-of-community approach to understanding the role of basic psychological needs in technology adoption. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

Lee, S., Sng, J. R. H., and **Yee, A. Z. H.** (2023). Attraction beyond dimensions: Parasocial relationships and how human-chatbot relationships carry over across virtual worlds. Paper presented at the International Communication Association's 73rd Annual Conference in Toronto, Ontario.

**Yee, A. Z. H.**, Yu, R., Lim, S. S., Lim, K. H., Dinh, T. T. A., Loh, L., Hadianto, A., & Quizon, M. (2022). ScreenLife Capture: A privacy-respecting, open-source, and user-friendly framework for collecting screenname data. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

Li, B. J. & Yee, **A. Z. H.** (2022). Understanding videoconference fatigue: A systematic review of dimensions, antecedents and theories. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

**Yee, A. Z. H.** & Sng, J. R. H. (2022). Animal Crossing and Covid-19: A qualitative study of how a video game offered psychological sanctuary during the pandemic. Paper presented at the International Communication Association's 72nd Annual Conference in Paris, France.

Teresa, J., Kee, K., **Yee, A. Z. H.**, & Lwin, M. O. (2021). Can parental mediation influence the relationship between Internet and social media use and mental health? Paper presented at the International Communication Association's 71st Annual Conference (Virtual).

Tandoc Jr, E. C., & **Yee, A. Z. H.** (2020). Developing a perceived social media literacy scale. Paper presented at the Association for Education in Journalism and Mass Communication's 103rd Annual Conference (Virtual due to Covid-19)

**Yee, A. Z. H.**, Lwin, M. O., & Ho, S. S. (2019). Promoting healthier eating via parental communication: Development and validation of the active and restrictive parental guidance questionnaire (PARQ). Paper presented at the International Communication Association's 69th Annual Conference in Washington, D.C.

**Yee, A. Z. H.**, Lwin, M. O., & Lau, J. (2018). Parental guidance and children's fruits and vegetables consumption: Extending the theory of planned behaviour with interpersonal antecedents. Paper presented at the International Communication Association's 68th Annual Conference in Prague, Czech Republic.

Ho, S. S., Lwin, M. O., **Yee, A. Z. H.**, Sng, J. R. H., & Chen, L. (2018). Parents' responses to cyberbullying effects: How third-person perception influences support for legislation and parental mediation strategies. Paper presented at the International Communication Association's 68th Annual Conference in Prague, Czech Republic.

Lwin, M. O., **Yee, A. Z. H.**, Lau, J., Ng, J. S., Lam, J. Y., and Cayabyab, Y. (2017). A macro-level assessment of introducing children food advertising restrictions on children's unhealthy food cognition and behavior. Paper presented at the International Communication Association's 67th Annual Conference in San Diego, California.

Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, Ng, J. S., and Jayasundar, K. (2017). The influence of parent-child communication on children's food attitudes, eating intentions, and behaviors. Paper presented at the The 4th Biennial DC Health Communication Conference 2017 in Washington DC, Virginia.

Lwin, M. O., Malik, S., Ang, E. K. B., Ho, C. J. Y., Lim, M. P. H., and **Yee, A. Z. H.** (2016). The role of motivational climate and motivational source on encouraging Asian children to be more physically active through exergames. Paper presented at the 6th International Congress on Physical Activity and Public Health in Bangkok, Thailand.

**Yee, A. Z. H.**, Lwin, M. O., and Ho, S. S. (2016). The role of parents in child healthy and unhealthy food consumption: A systematic review and meta-analysis. Paper presented at the International Society of Behavioral Nutrition and Physical Activity 15th Annual Conference in Cape Town, South Africa.

Lwin, M. O., Malik, S., Lau, J., and **Yee, A. Z. H.** (2016). How does television viewing influence children's consumption of sweet foods and beverages? Paper presented at the International Society of Behavioral Nutrition and Physical Activity 15th Annual Conference in Cape Town, South Africa.

**Yee, A. Z. H.**, Lwin, M. O., and Salmon, C. T. (2016). Narrative experience, explicated: A synthesis of narrative transportation and character identification literature. Paper presented at the International Communication Association's 66th Annual Conference in Fukuoka, Japan.

**Yee, A. Z. H.**, and Lwin, M. O. (2015). Telly Tubbies: Mediating effect of anticipated emotions on TV exposure and unhealthy eating among children in Singapore. Paper presented at the 12th Asian Congress of Nutrition 2015 in Yokohama, Japan. [Urakami Foundation Award].

Lwin, M. O., Shin, W. S., **Yee, A. Z. H.**, and Wardoyo, R. J. (2015). An integrative parental mediation model of healthy vs. unhealthy food consumption. Paper presented at the The 3rd Biennial DC Health Communication Conference 2015 in Washington DC, Virginia. [Honorable Mention Presentation Award].

Ho, S. S., Sng, J., **Yee, A. Z. H.**, Tan, W. S., Ng, A. S., Yen, V. Y. C., and Lwin, M. O. (2015). Escapism in exergames: Presence, enjoyment, and mood experience in predicting children's attitudes towards exergames. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference 2015 in San Francisco, California.

**Yee, A. Z. H.**, Ong, A., He, Q. P., Sng, J. R. H., and Lwin, M. O. (2013). Seals, country-of-origin and GDA nutrition labelling: Using the elaboration likelihood model to investigate food product perceptions. Paper presented at the Association for Business Communication Asia-Pacific Conference 2013 in Kyoto, Japan.

**Yee, A. Z. H.**, Sng, J., Koh, R., and Ong, A. (2012). Nuclear energy use in Singapore: A study on the applicability of the cognitive miser and scientific literacy models in predicting attitudes. Paper presented at the International Association for Media & Communication Research 2012 in Durban, South Africa.

## Grants Awarded

### **Exploring the impact of meaningful video game experiences on well-being: The role of the Hero's Journey**

NTU Start-Up Grant | 2025 - 2028

PI | SGD 35,000

### **Exploring smartphone use and its impact on well-being through screenomics and experience sampling**

NTU Social Science and Humanities Research Seed Grant | 2025 - 2027

PI | SGD 30,000

### **SafeLens: Hateful video moderation with large multimodal models**

Centre for Advanced Technologies in Online Safety Online Trust and Safety Research Programme  
2025 - 2028

Co-PI | SGD 499,892

### **Youths and smartphones: Developing and testing a collaborative screenome classification system to understand digital media effects**

SUTD Kickstarter Initiative | 2022 - 2024

PI | SGD 288,280

### **Videoconference Fatigue: Defining it, understanding its impact and assessing potential solutions**

Ministry of Education Academic Research Fund Tier 1 Grant | 2021 - 2024

Collaborator | SGD83,358

## **Assessing and measuring the quality of screen time for 2- to 6-year-olds: A mixed-methods study**

National Institute of Education Office of Education Research Tier 2 Grant | 2021 - 2024  
PI | SGD244,004

## **EMBRACE: A system for real-time fall risk assessment, stratification, detection, and management**

SUTD Growth Plan Grant to Healthcare Sector | 2019 - 2022  
Co-I | Total: SGD601,000 | Co-I Share: ~SGD60,000

## **Media & Public Engagements**

**Press Interview** (9 Dec, 2025). Australia will start banning kids from social media this week—and Malaysia is getting ready to do the same. Fortune. Link: <https://fortune.com/2025/12/09/australia-will-start-banning-kids-from-social-media-this-week-and-malaysia-is-getting-ready-to-do-the-same/>

**Opinion Editorial: Yee, A. Z. H.**, and Lim, S. S. (3 Dec 2024). Teens and their devices: Bans are not the best way to go. The Straits Times. Link: <https://www.straitstimes.com/opinion/teens-and-their-devices-bans-are-not-the-best-way-to-go>

**Press Interview** (15 Apr, 2024). Gen Zen: Frequent doses of positive content can be comforting, but does such 'hopecore' really improve one's mental health?. Today. Link: <https://www.todayonline.com/big-read/big-read-call-me-maybe-gen-zers-millennials-favour-texting-over-phone-calls-so-what-2402236>

**Press Interview** (12 Apr, 2024). The Big Read: Call me maybe — Gen Zers, millennials favour texting over phone calls. So what?. Today. Link: <https://www.todayonline.com/singapore/gen-zen-frequent-doses-positive-content-can-be-comforting-does-such-hopecore-really-improve-ones-mental-health-2403356>

**Press Interview** (14 Nov 2023). Rising popularity of TikTok Shop livestreams. Interview with Arnold Gay and Andrea Heng on Channel NewsAsia 938 Live. Link: <https://www.channelnewsasia.com/listen/daily-cuts/rising-popularity-tiktok-shop-livestreams-3919966>

**Press Interview** (12 Nov 2023). From selling laundry pods to body scrubs, young livestreamers are raking in the dough on TikTok. Link: <https://www.todayonline.com/singapore/young-livestreamers-selling-tiktok-2302716>

**Opinion Editorial: Yee, A. Z. H.** and Chandrasekaran, S. (1 Nov 2023). Screen time for kids: Why we must destigmatize use of devices. The Straits Times. Link: <https://www.straitstimes.com/opinion/screen-time-for-kids-why-we-must-destigmatise-use-of-devices>

**Press Interview** (21 Jul 2023). The Big Read: Teenagers hooked on social media — what's the cost to their mental health?. Today. Link: <https://www.todayonline.com/big-read/big-read-teenagers-hooked-social-media-whats-cost-their-mental-health-2216401>

**Press Interview** (8 Jul 2023). Explainer: What is Meta's new platform Threads, and will its Instagram tie-in help it challenge Twitter?. Today. Link: <https://www.todayonline.com/singapore/explainer-threads-meta-platform-challenge-twitter-instagram-2207186>

**Press Interview** (12 Mar 2023). Children ask voice-activated ChatGPT: Are you a boy or a girl?. The Straits Times. Link: <https://www.straitstimes.com/life/children-ask-voice-activated-chatgpt-are-you-a-boy-or-a-girl>

**Press Interview** (28 Aug 2021). Eat with your family day, device free? Interview with Susan Ng on Channel NewsAsia 938 Live. Link: <https://www.facebook.com/CNA938/posts/eat-with-your-family-and-make-it-a-device-free-meal-have-fun-catch-up-with-one-a/4528653903857852/>

**Press Interview** (1 Aug 2021). Some young people in S'pore creating pseudo accounts to handle toxic comments. The Straits Times. Link: <https://www.straitstimes.com/singapore/some-young-people-in-spore-creating-pseudo-accounts-to-handle-toxic-comments>

**Opinion Editorial:** Lim, S. S., and **Yee, A. Z. H.** (14 June 2021). No magic formula to children's screen time. The Straits Times. Link: <https://www.straitstimes.com/opinion/no-magic-formula-to-childrens-screen-time-0>

**Press Interview** (25 Jan 2021). Use devices to enhance family time. The Straits Times. Link: <https://www.straitstimes.com/singapore/parenting-education/educational-apps-for-kids-this-daddy-uses-devices-to-enhance-family>

**Press Interview** (28 Dec 2020). Teachers and tutors turn to TikTok. The Straits Times. Link: <https://www.straitstimes.com/singapore/parenting-education/teachers-and-tutors-turn-to-tiktok>

**Opinion Editorial: Yee, A. Z. H.,** and Sng, J. (24 May 2020). Commentary: COVID-19 is the perfect time to play video games. CNA. Link: <https://www.channelnewsasia.com/news/commentary/coronavirus-covid-19-video-games-best-top-animal-crossing--12752934>

**Press Interview** (2 May 2020). The no-guilt guide to screen time for kids during Covid-19. The Straits Times. Link: <https://www.straitstimes.com/lifestyle/the-no-guilt-guide-to-screen-time-during-covid-19>

**Press Interview** (27 Mar 2020). Should parents cut some slack on kids' screen time? Channel NewsAsia 938 Live

**Opinion Editorial: Yee, A. Z. H.,** and Lim, S. S. (24 Mar 2020). Stuck at home due to Covid-19, should parents cut some slack on kids' screen time? Today. Link: <https://www.todayonline.com/commentary/stay-at-home-covid-19-parents-cut-kids-screen-time-school-singapore>

**Press Interview** (22 Oct 2019). Experts say THIS is the #1 factor when talking to your kids about porn and sexting. Sassy Mama Singapore. Link: <https://www.sassymamasg.com/parenting-experts-talking-to-kids-about-porn-and-sexting/>

**Press Interview** (26 Aug 2019). 7 surprising takeaways about screen time from Singapore's digital parenting conference. Sassy Mama Singapore. Link: <https://www.sassymamasg.com/parenting-experts-screen-time-clique-click/>

**Feature Article:** Lwin, M. O., and **Yee, A. Z. H.** (2016). Visual cues and the creation of trust in initial online retail experience. *Communication Director*, 1, 76-79.

## Invited Talks & Workshops

**Workshop Instructor:** Introduction to social science research methods, workshop invited by the Ministry of Education for the Humanities and Social Sciences Research Programme Students (31 January 2026 and 6 February 2026)

**Invited Speaker:** ASEAN ICT Forum on Child Online Protection, invited by UNICEF in Kuala Lumpur, Malaysia (18th November 2025)

**Invited Speaker:** Standing Platform for Research on Optimal Learning and Health during Early Life and the School Years, Ministry of Education, Singapore (4th April 2025)

**Invited Speaker:** Child Health, Wellbeing and Inequities: Influencing Policy in Changing Social and Political Environments, Academy of Medical Sciences, London, United Kingdom (4th March 2025)

**Workshop Panel Speaker:** Searching for authenticity in our methods: The opportunities and issues in using novel mobile communication methods, ICA preconference workshop at Victoria College, Ontario (24 May 2023)

**Workshop Instructor:** Introduction to social science research methods, workshop organized by the Ministry of Education for the Humanities and Social Sciences Research Programme Students (4 Feb 2023 and 18 Feb 2023)

**Guest Lecture:** Youth and digital media: Exploring motivations and effects, for students of Hong Kong Baptist University (5 Jan 2023)

**Invited Speaker:** Using screenomes to better understand smartphone and digital media use, seminar at KU Leuven, Belgium (28 Nov 2022)

**Invited Speaker:** Using screenomes to better understand smartphone and digital media use, seminar at the Weizenbaum Institut, Berlin, Germany (23 Nov 2022)

**Invited Speaker:** Youth and digital media: Exploring motivations and effects, seminar at imec-UGent-mict, Ghent University, Belgium (15 Nov 2022)

**Invited Speaker:** The Effects of Screenshot, parent's workshop organized by Learning Vision Singapore (20 Oct 2022)

**Invited Speaker:** Screenlife Capture: An open-source tool for capturing screenome data through Android smartphones, at a webinar organized by the Raising Digital Youth Research Hub, an Australasian network of scholars (31 Aug 2022)

**Invited Speaker:** Digital media use: How and why youths engage in media experiences, webinar organized by the Agency for Science, Technology, and Research, Singapore (14 Jul 2022)

**Invited Speaker:** Children and Digital Media, parent's workshop organized by Ai Tong School (23 June 2022)

**Guest Lecture:** Videogames: Why do people play them?, for students of 01.114 Instructional Design of Serious Games for Healthcare at Singapore University of Technology and Design (7 June 2022)

**Guest Lecture:** Nudging: *Should we do it?*, for Master of Architecture students at Singapore University of Technology and Design (20 May 2022)

**Invited Speaker:** Learning during the pandemic and beyond: Perspectives from students at SUTD, for Anglo-Chinese School (Independent) Professional Learning Day (30 March 2022)

**Invited Speaker:** Understanding technology and design through social scientific lenses, workshop as part of the SUTD x Armstrong 3D Printing Design Innovation Challenge (2 March 2022)

**Workshop Instructor:** Introduction to social science research methods, workshop organized by the Ministry of Education for the Humanities and Social Sciences Research Programme Students (16 February 2022)

**Invited Speaker:** Navigating media for the young, parent's workshop organized by Learning Vision Singapore (27 September 2021)

**Invited Panelist:** Raising children in digital age, dialogue session with Principal Matters, a leadership programme for preschool teachers (15 May 2021)

**Guest Lecture:** ScreenLife Capture: Studying life in media, for PhD students at Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (7 April 2021)

**Invited Speaker:** Digital ready for the young, webinar organized by DadsforLife.sg, Centre for Fathering Singapore (10 March 2021)

**Guest Lecture:** Theorizing in social science research, for Master of Science in Security by Design students at Singapore University of Technology and Design (28 Jan 2021)

**Invited Panelist:** Managing quality screen time for toddlers to teens through Covid-19 and beyond, webinar organized by the Humanities, Arts, and Social Sciences Department at the Singapore University of Technology and Design (16 May 2020)

**Guest Lecture:** Theorizing in social science research, for Master of Science in Security by Design students at Singapore University of Technology and Design (5 March 2020)

**Invited Panelist:** Parenting in the digital age, seminar organized by the Singapore Media Literacy Council, Singapore (21 August 2019)

**Workshop Instructor:** A practical introduction to systematic reviews and meta-analyses, workshop for staff and graduate students of Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore (11 July 2019)

**Workshop Instructor:** Fundamentals of quantitative social science research & analysis, workshop for research staff at the Ministry of Communications and Information, Singapore (16 Nov 2018)

## Current Service to the University & Mentorship

### Graduate Student Supervision:

*Alexandra Chernyavskaya* | 2025-present | PhD  
Designing structural and behavioral interventions to prevent online child sexual exploitation

*Tan Yu Bee* | 2025-present | PhD  
From chatbots to companions: How young adults make sense of generative AI tools in emotional and mental health contexts

*Li Zongyi* | 2024-present | PhD  
Designing emotionally-supportive AI NPC agents in video games

Loy Guan Peng | 2025-present | Masters by Research  
The influence of narrative media experiences on self-concept clarity

### PhD Examiner:

*Janet Liang Wei Jhen* | 2026  
The sociocultural aspects of digital literacy and identity: A mixed-methods approach to understanding Singapore undergraduate students' perspectives, practices, and experiences

*Yang Tingting* | 2026  
Unpacking user responses to virtual influencers, harness the new type of human-virtual influencer communication to promote strategic communication in Singapore

*Matthew Chew* | 2025  
Escalating exposure to engagement: Why audiences engage with the news

*Zoe Ong* | 2025  
Towards a deeper understanding of perceptions of video medical consultations: conceptualizing telemedicine literacy and a theoretically grounded examination

*Lim Kok Kiang* | 2025  
The potential of digital self-nudging to manage procrastination tendencies during informal learning in higher education

*Zhang Heng* | 2025  
Exploring the use of virtual backgrounds in videoconferencing and its influence on videoconference fatigue

*Chen Minyi* | 2024  
Understanding cancer fatalism in communication: Causes, effects, and interventions

### Thesis Advisory Committee & Qualifying Exam Reviewer:

*Tay Sor Koon* | TAC Member  
TBC

*Srivastava Smriti* | QE Member  
How do dual motivations influence pro-environment identity and pro-environment behavior in the metaverse?

*Nazirabanu d/o Mohd Ali* | TAC Member  
Perceived boundary accessibility and the application of privacy rules in online shaming on social media

*Gu Rui* | QE Member  
How do individuals engage in self-reflection in meaningful media consumption?

*Chen Chen* | TAC Member  
Evaluating the role of conversational AI in educating individuals for deepfake video detection

**School Ethics Research Committee Member, NTU WKWSCl**

2024 - Present

**Final-Year Project Supervision**

2025: 5 Groups

2024: 2 Groups

**Professional Internship Faculty Advisor**

2024: 5 students

**Scholarship Interview Panel**

2025: Tan Chin Sian Scholarship; Tan Guk Eng Scholarship

2024: Tan Guk Eng Scholarship

**Admissions Interviewer**

2026 - Present

**Professional Service**

**Expert Panel Member**

Mental Health Impact of Social Media Use

National Mental Health Office

Ministry of Health

2025 - 2026

**Division Secretary**

Mobile Communication Division

International Communication Association

2024 - 2026

**International Panel on the Information Environment Member**

2025 - Present

**Princeton-SMART User Feedback Committee Member**

2025 - Present

**Expert Mentor**

Humanities and Social Sciences Research Programme

Ministry of Education

2022 - Present

**Expert Panel Member**

Student Health Activation Measure Development

National Healthcare Group

2022 - 2022

**Editorial Board Member**

Media, Culture and Social Change in Asia

2025 - Present

**Peer Review**

Reviewer for Journal of Communication

Reviewer for Human Communication Research

Reviewer for New Media & Society

Reviewer for Mass Communication and Society

Reviewer for Journal of Health Communication

Reviewer for Internet Research

Reviewer for Journal of Children and Media

Reviewer for Social Science and Medicine

Reviewer for Computers & Education

Reviewer for Information, Communication and Society

Reviewer for Mobile Media & Communication

Reviewer for Asian Journal of Communication

Reviewer for Child and Adolescent Psychiatry and Mental Health

Reviewer for Communication Research and Practice

Reviewer for Journal of Social and Personal Relationships

Reviewer for Journal of Medical Internet Research

Reviewer for Scientific Reports

Reviewer for Nature Health

Reviewer for Affective Science

Reviewer for BMC Psychology  
Reviewer for Journal of Consumer Affairs  
Reviewer for JMIR Formative Research  
Reviewer for Obesity: A Research Journal  
Reviewer for Childhood Obesity  
Reviewer for Nutrition and Food Science  
Grant Reviewer for the Huo Family Foundation in 2025

**32 verified journal peer reviews, 1.4:1 review to publication ratio (median = 0.3:1)**

## Graduated Students & Previous University Service Roles

### GRADUATED STUDENTS

*Sandra Loh* | Graduated 2025 from SUTD ME by Research  
Thesis topic: Designing interventions to promote parental self-efficacy in managing digital media use

*Claudia Chin* | Graduated 2023 from SUTD MSc in Technology Entrepreneurship  
Thesis topic: Developing a typology of Twitch livestreamers

*Bernice Kwok* | Graduated 2022 from SUTD MSc in Technology Entrepreneurship  
Thesis topic: Understanding the barriers to seniors integrating wearable health technologies into their lives: A whole-of-community approach

*Kenji Ling* | Graduated 2021 from SUTD MSc in Technology Entrepreneurship  
Thesis topic: Affordances of 3D food printing technology

*Toh Sing Ru* | Graduated 2021 from SUTD MSc in Technology Entrepreneurship  
Thesis topic: Barriers to integrating technological solutions among traditional businesses: Lessons from the Covid-19 pandemic and its impact on Singaporean hawkers

### PREVIOUS UNIVERSITY SERVICE ROLES

**Co-LEAD** AT THE SUTD DIGITAL LEARNING PROGRAMME OFFICE  
2021 - 2024

**Co-LEAD**, DESIGN, TECHNOLOGY AND SOCIETY MINOR PROGRAMME  
2021 - 2023

**END**