Andrew Yee | CV

Children, Media, and Well-Being

andrewyee.zh@gmail.com

https://www.andrewzhyee.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

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

Nanyang Education Award (School) 2026

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

Urakami Foundation Award 2015
12th Asian Congress of Nutrition by the Urakami Foundation, which aims to promote research on improving and securing people's diet

Nanyang President's Graduate Scholarship 2014 - 2018
Nanyang Technological University

Lee Kuan Yew Gold Medal Award 2014
Awarded to the top student of the graduating class at Nanyang Technological University's Wee Kim Wee School of Communication and Information

Nielsen Company Gold Medal Award 2014
Awarded to the top research-track student of the graduating class at Nanyang Technological University's Wee Kim Wee School of Communication and Information

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 feed back 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 experences 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: 96.83*
Aug 2025 - Nov 2025 | *SFT: 95.52*

CS4150 Health Communication
Aug 2026 - Nov 2026 | *SFT: TBC*
Aug 2025 - Nov 2025 | *SFT: 99.42*
Aug 2024 - Nov 2024 | *SFT: 98.94*

CS2075 Regional Strategic Communication Management
Aug 2026 - Nov 2026 | *SFT: TBC*

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*
an 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

Yee, A. Z. H., Chandrasekeran, S., Loh, S., and Lim, S. S. (2026). "Nonsense screen days" and children's agency: Understanding preschoolers' screen media experiences in Singapore. Journal of Children and Media.

Su, Y., Lee, E. W. J., **Yee, A. Z. H.**, & Loy, G. P. (2026). Smartphone use patterns and well-being among older adults: A screenomics study. Technology, Mind, and Behavior.

Yee, A. Z. H., & Luyt, B. (2026). Who benefits from the *idea* of screen time? New Media & Society.

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

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. IEEE International Conference on Acoustics, Speech, and Signal Processing.

Yee, A. Z. H., Kwok, B., Ng, J., Loy, G. P., Ng, L. Y., Sng, J. R. H., Perrault, S., Lim, K. H., and Karupppasamy, 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. Televizion. 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.

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 screenome 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 Healh 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 Yokohoma, 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

Cultivating digital agency: Purposeful and goal-oriented digital technology use among children and adolescents for better mental well-being
Social Science and Humanities Research Fellowship | 2026 - 2031
PI | SGD 808,951

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 Humanitities 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 Engagement

Press Interview (16 Sep 2026). "限制太多更想用" 青少年如何看待政府要为他们拟的社媒限制？| 现在事. Lianhe Zaobao. Link: https://www.zaobao.com.sg/news/singapore/story20260916-9683742

Press Interview (6 Sep 2026). Experts suggest social media page breaks, post limits, 'minor mode' master switch to protect teens. The Straits Times. Link: https://www.straitstimes.com/tech/experts-suggest-social-media-page-breaks-post-limits-minor-mode-master-switch-to-protect-teens

Press Interview (29 Aug, 2026). Will Meta's massive settlement in a landmark US suit spur it to implement age restriction measures worldwide?. Channel NewsAsia. Link: https://www.channelnewsasia.com/singapore/facebook-instagram-teen-restrictions-social-media-lawsuit-6347956

Press Interview (10 Aug 2026). Beyond screen time, examine nature of youth social media use for more targeted intervention: Experts. The Straits Times. Link: https://www.straitstimes.com/tech/beyond-screen-time-examine-social-media-activities-for-more-targeted-intervention-experts?ref=top-story

Opinion Editorial: Yee, A. Z. H. (27 May 2026). How about a social media ban for adults instead?. The Straits Times. Link: https://www.straitstimes.com/opinion/how-about-a-social-media-ban-for-adults-instead

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. Today. 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

Invited Speaker: Semantic Fragmentation & Operationalizing Content in Screenshot Data, invited by the School of Communication and Translational Data Analytics Institute, The Ohio State University, Columbus, United States (1 and 2 May 2026)

Invited Speaker: Social Media & Young Users: Perspectives and Policies, invited by the Centre for Healthy and Sustainable Cities and Asian Centre for Health Behavioural Insights & Interventions, NTU, Singapore (22 April 2026)

Workshop Instructor: Introduction to Social Science Research Methods, workshop for 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 (18 November 2025)

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

Invited Speaker: Child Health, Wellbeing and Inequities: Influencing Policy in Changing Social and Political Environments, Academy of Medical Sciences, London, United Kingdom (4 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 Screentime, 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 tele-medicine literacy and a theoretically grounded examination

Lim Kok Khiang | 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
Towards emotional literacy: A constructivist learning experience design with AI teachable agents

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 WKWSCI
2024 - Present

Final-Year Project Supervision
2026: 3 Groups
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
Report: https://www.moh.gov.sg/others/resources-and-statistics/expert-panel-report-on-mental-health-impact-of-social-media-use/

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

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

Graduated Students & Previous University Service Roles

Graduated Students

Sandra Low | 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

Andrew Yee | CV

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