

CURRICULUM VITAE

Sang Yup Lee (이상엽)

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CURRENT POSITION

Yonsei University, 2016 ~ Present

Department of Communication

Assistant Professor, 2016 ~ Present

EDUCATION

Ph.D., Media and Information, 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

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

Part-time

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

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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: Supervised by Prof. Eli Norm

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

PUBLICATIONS

Peer reviewed journals

Lee, S. Y. (forthcoming). Do effects of copycat suicides vary with the reasons for celebrity suicides reported by the media? *The Social Science Journal*.

Lee, S. Y. & Jang, K. Y. (2019, online first). Antecedents of impression management motivations on social network sites and their link to social anxiety. *Media Psychology*. doi:10.1080/15213269.2019.1580588

Lee, S. Y. (2019). Media coverage of adolescent and celebrity suicides and imitation suicides among adolescents. *Journal of Broadcasting & Electronic Media*, 63(1), 130-143.

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*.

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. doi: 10.1080/10410236.2018.1452093

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.

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

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

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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.

Korean Journals

Lee, S.Y. (2019). Examining factors that influence the success of online games. *Journal of Media Economics & Culture (미디어 경제와 문화)*, 17(1), 7-45.

권예지·나영은·이상엽 (2018). 플랫폼에 따른 건강정보추구 행동의 영향요인과 결과: 사회경제적 요인, 디지털 미디어 리터러시, 사회적 지지, 생활만족을 중심으로. *헬스커뮤니케이션연구*, 17(1), 1-46.

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.

R & R phase

Lee, S.R., Lee, S.Y., & Ryu, M.H. (1st revision). How much are sellers willing to pay for the features offered by their e-commerce platform?. *Telecommunications Policy*.

Lee, S.Y. (1st revision). Media coverage of senior and celebrity suicides and its effects on copycat suicides among seniors. *Health Communication*.

Choi, J.H., Ji, S.W., & Lee, S.Y. (1st revision) Engaging with Sad News: Investigating the Relationship Between Emotions in News Postings and News Engagement on Social Media. *Journalism & Mass Communication Quarterly*.

Under review

Lee, S.Y. Analysis of self-injury tweets among Korean Twitter users. *Journal of Medical Internet Research*.

Lee, S.Y., Choi, J.H., Ji, S.W., & You, K.H., Emotions evoked by a political post on Facebook and their roles in sharing the post. *Journal of Broadcasting & Electronic Media*.

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Lee, S.Y. Examining the relationship between the frequency of searches for “depression treatment” and “suicide methods” among South Korean adolescents. *Journal of Health Informatics*.

Lee, S.Y. & Ryu, M.H. Exploring characteristics of online news comments and commenters with machine learning approaches. *Telematics and Informatics*.

Lee, S.Y. Document vectorization method using network information of words. *PLoS One*.

Just submitted

Lee, S.Y. Examining how posting tweets to seek others for a suicide pact is associated with media coverage of suicides and search frequency on suicide-related keywords. *Journal of Epidemiology and Community Health*.

Lee, S.Y. Methods for evaluating whether different news articles cover similar attributes of the same topic: computational approaches. *Journalism & Mass Communication Quarterly*.

Working papers

Lee, S.Y. & Kim, H. Relationship between media coverage of depression-related crimes and the change in the number of depression patients.

Lee, S. Y., Lee, D.H., Seo, J.W., Choi, Y.S., & Kim, I.A. Examining factors that influence intention to adopt a smart speaker.

Lee, S.Y. & Lee, Y.S. Types of media stories about a celebrity with pancreatic cancer and their effects on online information seeking behavior.

Lee, S. Y., Choi, Y.S., Lee, D.H., Seo, J.W., & Kim, I.A. Examining effects of social capital and envy on Facebook use

Lee, S.Y., Seo, J.W., & Choi, Y.S. Effects of media coverage of micro-dust on health behavior.

Lee, S.Y. & Kwon, Y.J. Emotions, perceived stigma, and sharing health information on Facebook

Lee, S.Y. & Kim, H.K. Influences of identification on optimistic bias

Lee, S.Y. & Seo, J.W. Examining motivations for sharing information on Facebook.

Lee, S.Y. & Kim, I.A. Media coverage of homicide committed by individuals with mental illness and its effects on visits to a psychiatrist.

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Lee, S.Y. & Chae, J.H. Relationships between psychological traits and socia media use: machine learning approaches.

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.

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.

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- 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 debut paper award: Lee, S. Y. Lee, D.H., Seo, J.W., Choi, Y.S., & Kim, I.A. *Examining factors that influence intention to adopt a smart speaker*. Interactive Media & Emerging Technologies Division, Broadcast and Education Association 2019 Conference.
- 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).

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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.

Focused research methodologies

Online data analysis, Text analysis, Econometrics, Network analysis, Machine Learning, Deep Learning