

# CURRICULUM VITAE

Sang Yup Lee (이상엽)

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<https://scholar.google.co.kr/citations?user=OPggJiwAAAAJ>

## CURRENT POSITION

**Yonsei University**, 2016 ~ Present

Department of Communication

Assistant Professor, 2016 ~ 2019

Associate Professor, 2020 ~ Present

Chair of the Department of Communication: 2019.3 ~

Vice director of Graduate school of Communication: 2019.9 ~

Participating professor at Graduate school of Digital Analytics: 2019.3~

## 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

## Research Interests

Data Science, Computational Social Science, Computational Media Psychology, Health Informatics, Text analysis, Network analysis, Deep learning based data analysis (text, image, and video data), Online data analysis

## Focused research methodologies

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

# CURRICULUM VITAE

## Teaching courses

Machine Learning, Mathematics for Data Science, Statistical analysis of Big data, Introduction to AI programming, Text mining, Online data collection and analysis, Media Economics

## 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

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.** (2020, online first). Do effects of copycat suicides vary with the reasons for celebrity suicides reported by the media? *The Social Science Journal*.

**Lee, S.Y., & Ryu, M.H.** (2019). Exploring characteristics of online news comments and commenters with machine learning approaches. *Telematics and Informatics*. 43.

Lee, S.R., **Lee, S.Y., & Ryu, M.H.** (2019). How much are sellers willing to pay for the features offered by their e-commerce platform?. *Telecommunications Policy*.

**Lee, S. Y., & Kim, H.** (2019). Relationship between media coverage of depression-related crimes and the number of people who visit a psychiatrist for depression. *Psychiatry research*, 112490-112490.

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- Lee, S. Y. & Jang, K. Y. (2019). Antecedents of impression management motivations on social network sites and their link to social anxiety. *Media Psychology*, 22(6), 890-904.
- Lee, S. Y. (2019). The effect of media coverage of celebrities with panic disorder on the health behaviors of the public. *Health communication*, 34(9), 1021-1031.
- Lee, S. Y. (2019). Document vectorization method using network information of words. *PloS one*, 14(7), e0219389.
- 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*. 23(3).
- Lee, S., & Kwon, Y. (2018). Twitter as a place where people meet to make suicide pacts. *Public Health*, 159, 21-26.
- 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 Human Behavior*, 45, 129-136.
- Lee, S. Y. (2015). Homophily and social influence among online casual game players. *Telematics and Informatics*, 32(4), 656-666.
- Lee, S. Y. (2014). Examining the factors that influence early adopters' smartphone adoption: The case of college students. *Telematics and Informatics*, 31(2), 308-318.
- Lee, S. Y. (2014). How do people compare themselves with others on social network sites?: The case of Facebook. *Computers in Human Behavior*, 32, 253-260.

### Korean Journals

- 편미란, & 이상엽. (2020). A study on the relationship between search engine results and suicide rates: Comparing Naver and Google. *사회융합연구*, 4, 1-8.
- 박현우, 이유상, 이상엽, 이승연, 홍경수, & 권준수. (2019). 조현병 환자의 범죄에 대한 대중의 관심과 조현병 환자의 정신의료서비스 이용과의 상관관계. *대한조현병학회지*, 22(2), 34-41.

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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.Y. (1<sup>st</sup> 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. (3<sup>rd</sup> 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. *Cyberpsychology, Behavior, and Social Networking*.

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*.

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

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. *Computers in Human Behavior*.

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. *Telematics and Informatics*.

### Just submitted

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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*.

### Working papers

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., 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.

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

### Book

이상엽 (working book). 모두를 위한 텍스트 분석. 동양북스

이상엽 (working book). 데이터 과학을 위한 기본 수학. 동양북스.

### Book chapter

이상엽 (2017). 파이썬을 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

## CURRICULUM VITAE

- Lee, S. Y.** (2018). How to use public BIG DATA: Data-driven Psychiatry. Paper presented at 대한조현병학회 2018.
- Lee, S. Y.** (2018). *Emotions evoked by a political post on Facebook and their roles in sharing the post.* Paper presented at 한국미디어경영학회 2018.
- Lee, S. Y.** (2013). *The Co-evolution of Casual Gamers' Online Friendship Networks, Game Genre Preference, and Gaming Frequency.* Paper presented at Pacific Telecommunication Council's 35th annual conference 2013.
- Lee, S. Y.** (2013) *Strategic behaviors among movie studios in the motion picture industry: theoretical equilibria and empirical findings.* Paper presented the Graduate Association Conference 2013 at Michigan State University.
- Lee, S. Y.** (2013). *How do people compare themselves with others on social network sites?: the case of Facebook.* Paper presented at the Broadcast and Education Association 2013 Conference.
- Lee, S. Y.** (2013) *How do the effects of the buyer's evaluation of a product on the product's price vary depending on when the price is paid to the seller and each party's risk aversion level in the video/online industry?* Paper presented at the 10th annual conference on Telecommunications & Information Technology.
- Lee, S. Y.** (2013) *When density level matters in an online social network: the case of the online casual game industry.* Paper presented at the 10th annual conference on Telecommunications & Information Technology.
- Ji, S. W. & **Lee, S. Y.** (2013) *The Internet and Changes in Media Industry Structure: An International Comparative Approach.* Paper presented at the The 41<sup>st</sup> 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.

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**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 9<sup>th</sup> annual conference on Telecommunications & Information Technology, 2011, Title: *The Online Casual Games Industry: a Multisided Platform Perspective* (Lee & Wildman, 2011).

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

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

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