

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION

Curriculum Vitae

YOUNG-NAM SEO, Ph.D.

Research Fellow

Wee Kim Wee School of Communication and Information

Nanyang Technological University

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**EDUCATION**

- 2012 Ph.D. in Communication  
Dissertation: *Determinants of voting behaviors - The case of 19<sup>th</sup> General Election*  
Kyung-Hee University, Seoul, South Korea
- 2007 M.A. in Communication  
Kyung-Hee University, Seoul, South Korea
- 2003 B.A. in Communication  
Kyung-Hee University, Seoul, South Korea

**RESEARCH EXPERIENCE**

- 2015 - Present Research Fellow, Wee Kim Wee School of Communication and Information,  
Nanyang Technological University, Singapore
- 2013 - 2015 Post-doctoral Researcher, CoExistence Lab., Center of Human-centered  
Interaction for Coexistence (CHIC), South Korea
- 2009 - 2012 Doctoral Student Researcher, Communication Research Lab., Kyung-Hee  
University, South Korea
- 2006 - 2009 Student Researcher, National Violence and Sex Study (NVSS) Team, Brain  
Korea 21 (funded by Korean Ministry of Education, Science and  
Technology), South Korea

**AWARDS**

- 2018 **Top Faculty Paper** - *Attention to eSports advertisement: Effects of ad animation  
and in-game dynamics on viewers' visual attention*  
International Communication Association - Korean American Communication  
Association, Prague, Czech Republic
- 2013 **Minister Prize: Top Paper** - *Disabled news: A news content analysis utilizing  
framing theory and K-LIWC*  
Ministry of Health and Welfare, Seoul, South Korea
- 2013 **Distinguished Rising Scholar**  
Korean Association for Broadcasting & Telecommunication Studies
- 2012 **The 2<sup>nd</sup> Prize: Election Lecture Contest**  
Korean National Election Commission, South Korea
- 2007 **The Best Innovative Speaker** - *Peeking the future Olympic: A social network  
analysis of the WCG and its sponsorship*  
Asia Communication & Media Forum, Beijing, China

**PUBLICATIONS (SSCI Journals and Top-Tier Conferences Only)***Peer-Reviewed Journal Articles*

1. **Seo, Y. N.**, Jung, Y., Sng, J., & Park, J. (2019). Rational or Irrational Decision? Examination on Gamers' Intention to Purchase Probability-Type Items. *Interacting with Computers*. <https://doi.org/10.1093/iwc/iwz039> (online version).
2. **Seo, Y.**, Kim, M., Lee, D., & Jung, Y. (2018). Attention to eSports advertisement: Effects of ad animation and in-game dynamics on viewers' visual attention. *Behaviour & Information Technology*, 37(12), 1194-1202. <https://doi.org/10.1080/0144929X.2018.1488993>.
3. **Seo, Y.**, Kim, M., Jung, Y., & Lee, D. (2017). Avatar face recognition and self-presence. *Computers in Human Behavior*, 69, 120-127. <https://doi.org/10.1016/j.chb.2016.12.020>.
4. Ahn, D., **Seo, Y.**, Kim, M., Kwon, J. H., Jung, Y., Ahn, J., & Lee, D. (2014). The effects of actual human size display and stereoscopic presentation on users' sense of being together with and of psychological immersion in a virtual character. *Cyberpsychology, Behavior, & Social Networking*, 17(7), 483-487. <https://doi.org/10.1089/cyber.2013.0455>.

*Book Chapter*

1. Lee, D., & **Seo, Y.** (2018). Digital Media Theory. In Korean Association of Advertising and Public Relations (Eds.), *Communication Theories in Advertising and Public Relations* (pp. 168-192). ISBN 9788946071179 (in Korean).

*Peer-Reviewed Conference Papers*

1. Jung, Y., **Seo, Y.**, Sng, J., & Park, J. (2020). *Factors for the Purchase of In-game Probability-Type Items*. Paper accepted at the 70<sup>th</sup> Annual Conference of International Communication Association, Gold Coast, Australia.
2. **Seo, Y.**, Kim, M., & Jung, Y. (2019). *Stars at giveaway prices? Effects of celebrity, lookalike, and avatar endorsers in advertising*. Paper accepted at the 69<sup>th</sup> Annual Conference of International Communication Association, Washington D.C., USA.
3. Chung, M., **Seo, Y.**, & Jung, Y. (2019). Agenda melding in social TV: The effects of user comments amount on perceived issue importance. Paper accepted at the 69<sup>th</sup> Annual Conference of International Communication Association, Washington D.C., USA.
4. **Seo, Y.**, Kim, M., Lee, D., & Jung, Y. (2018). *Attention to eSports advertisement*. Paper presented at the 68<sup>th</sup> Annual Conference of International Communication Association, Prague, Czech Republic.
5. **Seo, Y.**, Sng, J., Kim, M., Lee, D., & Jung, Y. (2018). *Virtual advertisements in eSports*. Paper presented at the 68<sup>th</sup> Annual Conference of International Communication Association, Prague, Czech Republic.
6. **Seo, Y.**, Jung, M., & Jung, Y. (2018). *Third-person perception in interactive social TV: Effects of comment civility and interface types on message perception*. Paper presented at the 68<sup>th</sup> Annual Conference of International Communication Association, Prague, Czech Republic.
7. **Seo, Y.**, Jung, Y., Lee, D., & Kim, M. (2016). *Avatar face recognition and self-presence*. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
8. Lee, D., **Seo, Y.**, Kim, M., Seo, H., & Park, J. (2016). *The effects of intuition-based real hand controller interface on users' virtual experiences in a virtual Jenga game*. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.

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9. Lee, D., **Seo, Y.**, Kim, M., Kil, W., & Choi, Y. (2016). *The effects of thermal feedback on users' virtual experiences in a virtual tour of the Solar System*. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
10. Lee, D., Lee, J., **Seo, Y.**, Kim, M., Kil, W., Kang, S., & Seo, H. (2016). *The effect of avatars' transformed facial similarity on users' sense of copresence*. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
11. Jung, Y., Park, T., Kim, J., Wong, A., & **Seo, Y.** (2016). *Computer agent's advice: Effects of embodiment and labelling on people's responses to the agent's advice*. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.

*Manuscripts under Review*

1. **Seo, Y.**, Chung, M., & Jung, Y. (under review). Third person perception in interactive social TV: Effects of comment civility and interface types on message perception. *Computers in Human Behavior*.
2. **Seo, Y.**, Jung, Y., Sng, J., & Park, J. (under review). Rational or irrational decision? Examination on gamers' intention to purchase probability-type items. *Interacting with Computers*.
3. **Seo, Y.**, Sng, J., Kim, M., Lee, D., & Jung, Y. (under review). Virtual advertisements in eSports: Effects of field of view and animation on viewers' attention, memory retention, and brand attitudes. *International Journal of Sports Marketing & Sponsorship*.
4. Jung, Y., Park, T., Kim, J., Wong, A., & **Seo, Y.** (under review). My working partner disagrees with me: Effects of embodiment and labelling of a computer agent on people's responses to the agent's advice. *Behavior & Information Technology*.

**TEACHING EXPERIENCE (Selected)**

2015-1, 2014-1,	<i>Persuasion</i>
2013-1	Dept. of Communication and Journalism, Kyung-Hee Univ.
2014-2	<i>Mass Media and Contemporary Society</i> (for foreign students, in English) Dept. of Communication and Journalism, Kyung-Hee Univ.
2013-2, 2012-2,	<i>Social Research Methods: Statistics</i>
2011-2	Humanitas College, Kyung-Hee Univ.
2012-2	<i>Understanding Journalism</i> Dept. of Faculty of Liberal Arts and Utilities, KC Univ.
2012-1, 2012- Winter	<i>Communication Research Methodology</i> Dept. of Communication and Journalism, Kyung-Hee Univ.
2011-2	<i>Public Relations</i> Dept. of Media and Advertising, Sang-Ji Univ.
2011-Summer	<i>Mass Communication and Modern Society</i> Div. of General Studies and Teaching Profession, Dong-Duk Women's Univ.
2011-1	<i>New Media</i> Dept. of Communication and Journalism, Kyung-Hee Univ.
2011-1, 2010-2	<i>Mass Media and Contemporary Society</i> Dept. of Communication and Journalism, Kyung-Hee Univ.
2011-1	<i>Marketing Presentation</i> (in English) Dept. of Media and Advertising, Sang-Ji Univ.
2011-1	<i>An Introduction to Communication Studies</i>

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	Dept. of Media and Advertising, Sang-Ji Univ.
2010-2	<i>Social Research Methods: Statistics</i> Graduate School of Mass Communication and Public Relations, Kun-Kuk Univ.
2010-2	<i>New Media</i> Dept. of Media and Advertising, Sang-Ji Univ.

**SPECIAL RESEARCH SKILLS**

1. EEG Data Analysis (both natural EEG, EEG ERP): *WEEG-32 (Telescan)* (Laxtha, South Korea)
2. Eye-tracking Data Analysis: *Tobii Eye-trackers* (Tobii Technology, Sweden)
3. Social Network Analysis: *NetMiner* (Cyram, South Korea)
4. Linguistic Analysis (Korean): *K-LIWC* (Korean-Linguistic Inquiry and Word Count) (A-Ju Univ., <http://k-liwc.ajou.ac.kr>)
5. Analytic Hierarchy Process (AHP) Analysis: *AHP* software