Young Anna Argyris (aka: Young Eun Lee): Curriculum Vitae

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UNIVERSITY APPOINTMENTS

2023 – Present	**Associate Professor,** Department of Media and Information, Communication Arts and Sciences, Michigan State University
	- Promotion with Tenure (July 1, 2023)
2014 – 2023	**Assistant Professor**, Department of Media and Information, Communication Arts and Sciences, Michigan State University
2021	- Automatic extension to the probationary period due to the COVID-19 pandemic
2020	- One-year extension to the probationary period due to health challenges
Fall of 2016	- Unpaid leave of absence (family reasons)
Fall of 2015	- Maternity leave
2011 – 2012	**Visiting Scholar**, Department of Information Systems, Carroll School of Management, Boston College
2007 – 2014	**Assistant Professor**, Schools of Business, Fordham University
Fall of 2011	- Faculty fellowship award
Spring of 2012	- FMLA due to a family member's medical emergency

EDUCATION

2007	**Ph.D.** in Management Information Systems
	The University of British Columbia, Sauder School of Business, Vancouver, Canada
	Dissertation title: Investigating Consumers' Use of Product Recommendation Agents: Understanding the Influence of Product Type and In-Store Context (Dissertation advisor: Dr. Izak Benbasat)
2001	**MBA** in Management Information Systems 2001
	Yonsei University, Graduate School of Business, Seoul, Korea
	Thesis title: Effects of Virtual Reality on Consumer Learning: Empirical Investigation (Thesis advior: Dr. Kil-Soo Suh)
1996	**BA** in Psychology
	Yonsei University, Seoul, Korea
	Dean's List
	Recipient of the scholarship awarded to the top 10% of applicants

PEER-REVIEWED JOURNAL PUBLICATIONS

* denotes publications with student co-authors. ‡ denotes graduate students. All the journal publications are peer-reviewed.

1. * Nelson, V.‡, Bashyal, B.‡, Tan, P. & **Argyris, Y.** (2024) "Vaccine rhetoric on social media and COVID-19 vaccine uptake rates: A triangulation using self-reported vaccine acceptance," (in press) *Social Science and Medicine*, IF = 5.379 (Q1, 30/182, SSCI: Public, environmental & occupational health)

2. Ruggeri, K., Vanderslott, S., Yamada, Y., **Argyris, Y.**, Veckalov, B., Boggio, P., Fallah, M., Stock, F., & Hertwig, R., (2024) "Improving behavioral interventions to reduce vaccine hesitancy: The evidence we have is not enough," *the British Medical Journal*, Impact Factor (IF) = 107.7 (Q1, SCIE: 4/169 Medical, general & internal)

3. * **Argyris, Y.**, Nelson, V.‡, Wiseley, K.‡, Shen, R.‡, and Roscizewski, A.‡ (2022) "Do Social Media Campaigns Foster Vaccination Adherence? A Systematic Review of Prior Intervention-Based Campaigns on Social Media," *Telematics and Informatics*, 76, 101918, https://doi.org/10.1016/j.tele.2022.101918, IF = 9.140 (Q1, SSCI: 4/84 information Science & library science).

4. * **Argyris, Y.**, Kim, Y., Roscizewski, A.‡, and Song, W. (2021) "The Mediating Role of Vaccine Hesitancy between Maternal Engagement with Anti- and Pro-vaccine Social Media Posts and Adolescent HPV-Vaccine Uptake Rates in the US: The Perspective of Loss Aversion in Emotion-Laden Decision Circumstances," *Social Science and Medicine*, 1982 (282), 114043. https://doi.org/10.1016/j.socscimed.2021.114043, IF = 5.379 (Q1, 30/182, SSCI: Public, environmental & occupational health)

5. * **Argyris, Y.**, Monu, K., Tan, P-N., Aarts, C., Jing, F. and Wisely, K.‡ (2021) "Using Machine Learning to Compare Provaccine and Antivaccine Discourse Among the Public on Social Media: Algorithm Development Study," *JMIR Public Health and Surveillance*, 7(6), e23105. https://doi.org/10.2196/23105, IF = 14.557 (Q1, 5/182, SSCI: Public, environmental & occupational health)

6. **Argyris, Y.**, Monu, K., Kim, Y., Zhou, Y., Wang, Z., and Yin, Z. (2021) "Using Speech Acts to Elicit Positive Emotions for Complainants on Social Media," *Journal of Interactive Marketing*, *55*(1), 67–80. https://doi.org/10.1016/j.intmar.2021.02.001, IF = 11.318 (Q1, 10/154, SSCI: Business)

7. Wang, Z., Yin, Z. and **Argyris, Y.** (2021). "Detecting Medical Misinformation on Social Media Using Multimodal Deep Learning," *IEEE Journal of Biomedical and Health Informatics*, *25*(6), 2193–2203. https://doi.org/10.1109/JBHI.2020.3037027, IF = 7.021 (Q1, 23/164, SCIE: Comp Sci/Info Sys)

8. * **Argyris, Y.**, Muqaddam, A.‡ and Miller, S. (2020) "The Effects of the Visual Presentation of an Influencer's Extroversion on Perceived Credibility and Purchase Intentions—Moderated by Personality Matching with the Audience," *Journal of Retailing and Consumer Services*, *59*, 102347 (https://doi.org/10.1016/j.jretconser.2020.102347, IF = 10.972 (Q1, 16/154, SSCI: Business)

9. **Argyris, Y.**, Wang, Z., Kim, Y., & Yin, Z. (2020). "The Effects of Visual Congruence on Increasing Consumers' Brand Engagement: An Empirical Investigation of Influencer Marketing on Instagram Using Deep-learning Algorithms for Automatic Image Classification," *Computers in Human Behavior*, *112*, 106443. https://doi.org/10.1016/j.chb.2020.106443, IF = 8.957 (Q1, 3/91, SSCI: Exp. Psychology)

10. * **Argyris, Y.**, Wang, Y.‡ and Muqaddam, A.‡ (2020) "Role of Culture in Engaging Consumers in Organizational Social Media Posts," *Journal of Organizational Computing and Electronic Commerce*, 30(4), 297–322. https://doi.org/10.1080/10919392.2020.1823177, with a visiting doctoral student, IF = 2.237, (Q3, 118/164, SCIE: Comp Sci/Info Sys)

11. * **Argyris, Y.**, Muqaddam, A.‡ and Liang, Y.‡ (2019) "The Role of Flow in Dissemination of Recommendations for Hedonic Products in User-Generated Review Websites," *International Journal of Human-Computer Interaction,* *36*(3), 271–284. https://doi.org/10.1080/10447318.2019.1631543, IF = 4.920 (Q1, 5/25, SCIE: Comp Sci/Cybernetics)

12. **Argyris, Y.** and Ransbotham R. (2016) "Knowledge Entrepreneurship: Institutionalising Wiki-based Knowledge-Management Processes in Competitive and Hierarchical Organisations," *Journal of Information Technology*, 31(2), 226-239. https://doi.org/10.1057/jit.2016.11, IF = 5.150. (Q1, 22/84, SSCI: Info Sci)

13. **Argyris, Y.** and Xu, D. (2016) "Enhancing Self-Efficacy for Career Development in Facebook," *Computers in Human Behavior*, 55, 921-931, https://doi.org/10.1016/j.chb.2015.10.023, IF = 8.957 (Q1, 3/91, SSCI: Exp. Psychology)

14. Yim, D., Khuntia, J. and **Argyris, Y.** (2015) "Identifying Bands in the Knowledge Exchange Spectrum in an Online Health Infomediary," *International Journal of Healthcare Information Systems and Informatics*, 10(3), 63-84. https://doi.org/10.4018/ijhisi.2015070104, IF = 0.27 (Q4, 37/38, ESCI: Medical Informatics)

15. **Argyris, Y.** and Monu, K. (2015) "Corporate Use of Social Media: Technology Affordance and External Stakeholder Relations," *Journal of Organizational Computing and Electronic Commerce,* 25(2), 140-168. https://doi.org/10.1080/10919392.2015.1033940, IF = 2.237 (Q3, 118/164, SCIE: Comp Sci/Info Sys)

16. ***** Bibbo, D.‡, Sprehe, E.‡, Michelich, J.‡ and **Lee, Y.** (2012) "Employing Wiki for Knowledge Management as a Collaborative Information Repository: An NBC Universal Case," *Journal of Information Technology Teaching Cases*, 2(1), 17-28. https://doi.org/10.1057/jittc.2012.1, Indexed in *Harvard Case Studies.*

17. **Lee, Y.** and Benbasat, I. (2011) "Influence of Tradeoff Difficulty Caused by Preference Elicitation Methods on User Acceptance of Recommendation Agents across Loss and Gain Conditions," *Information Systems Research*, 22 (4), 867-884. https://doi.org/10.1287/isre.1100.0334. IF = 4.9 (Q1, 21/84 SSCI: Info Sci & Library Sci)

18. **Lee, Y.** and Benbasat, I. (2010) "Interaction Design for Mobile Product Recommendation Agents: Supporting Decisions in Retail Stores," *ACM Transactions on Computer-Human Interaction*, 17(4), 1-32. https://doi.org/10.1287/isre.1100.0334 IF = 3.7 (Q2, 8/24, SCIE: Comp Sci/Cybernetics)

19. Suh, K. S. and **Lee, Y. E.** (2005) "Effects of Virtual Reality on Consumer Learning: An Empirical Investigation," *Management Information Systems Quarterly*, 29(4), pp. 673-697, https://doi.org/10.2307/25148705. IF = 7.3 (Q1, 8/84 SSCI: Info Sys & Library Sci)

20. **Lee, Y.** and Benbasat, I. (2004) "A Framework for the Study of Human-Computer Interface Design for Mobile Commerce," *International Journal of Electronic Commerce*, 8(3), 79-103. https://doi.org/10.1080/10864415.2004.11044299 IF = 5.0 (Q1, 17/108 SCIE: Comp Sci/Software Engineering)

21. **Lee, Y.** and Benbasat, I. (2003) "Interface Design for Mobile Commerce," *Communications of the ACM*, 46(2), 49-52. https://doi.org/10.1145/953460.953487 IF = 22.7 (Q1, 1/54 SCIE: Comt Sci, Hardware & Architecture)

22. **Lee, Y.** and Suh, K. (2003) "Effects of Three-Dimensional Graphics on Consumer Information Processing in Online Shopping Mall," *Asia Pacific Journal of Information Systems*, 13(3), 151-172, Unified content identifier: G704-000077.2003.13.3.004

PEER-REVIEWED CONFERENCE PROCEEDINGS

* denotes publications with student co-authors. **‡** denotes graduate students. All are peer-reviewed.

1. Jain, A., Shafique, F., Mollaoglu, S., Dong, X., Zhang, H., Dai, S., Frank, K.A., Carter, D., **Argyris, Y.**, Anctil, A., Cetin, K. (2024). "Iterative Development of Dynamic Student Project Team Interventions." *CI & CRC Joint Conference*, Iowa State University, Des Moines, Iowa, March 20-23, 2024. https://cisummit-crc.asce.org/ (ranked as one of the top 10 international conferences in construction link)

2. Issaka, B., **Argyris, Y. A.**, and Tan, P-N. (2024) "Conversational Agents as an Aid for Cancer Survivors' Information Search," in the *Proceedings* of *the Hawaii International Conference on System Sciences (HICSS),* Honolulu, HI, USA. https://scholarspace.manoa.hawaii.edu/items/6f307c20-f6d1-4054-bfd4-921e9fee1807 (2024 track acceptance rate: > 50%)

3. *** Argyris, Y. A.**, Zhang, N.‡, Bashyal, B.‡, and Tan, P-N. (2022) "Using Deep Learning to Identify Linguistic Features that Facilitate or Inhibit the Propagation of Anti- and Pro-Vaccine Content on Social Media" in *the Proceedings* of *the IEEE International Conference on Digital Health,* Barcelona, Spain. https://doi.org/10.1109/ICDH55609.2022.00025 (2022 acceptance rate: 33%)

4. Rubin, E., **Argyris, Y.**, and Benbasat, I. (2017) "Consumers' Trust in Price-Forecasting Recommendation Agents," in *the Proceedings of the 4th International Conference on HCI in Business, Government, and Organizations Track*, Vancouver, Canada. https://doi.org/10.1007/978-3-319-58484-3_6 *** Best Paper Award *** (2017 acceptance rate: 28%)

5. **Argyris, Y.** and Park, T. (2015) "Exergames for Older Adults: Towards Sustainable and Transferrable Health Benefits," in *the Proceedings of the International Conference on HCI in Business*, LA, USA. https://doi.org/10.1007/978-3-319-20895-4_39 (2015 acceptance rate is not available; this conference has an average acceptance rate of 29.7%)

6. **Lee, Y.** and Saharia, A. (2012) "Influence of Self-Concept on Member Loyalty to Online Communities: An Investigation across Social Networking and Virtual World Sites," in *the Proceedings of the 45th Hawaii Conference on Systems Science*," Maui, Hawaii, January.

7. ***** Bibbo, D.‡, Sprehe, E.‡, Michelich, J.‡ and **Lee, Y.** (2010) "Employing Wiki as a Collaborative Information Repository in a Media and Entertainment Company: The NBC Universal Case," in *the Proceedings* of *the 35th International Conference on Information Systems*, Saint Louis.

8. **Lee, Y.** and Saharia, A. (2008) "Analyzing Members' Motivations to Participate in Role-Playing and Self-Expression Based Virtual Communities," in *the Proceedings of the Seventh Workshop on Electronic Business*, Paris, France.

9. **Lee, Y.** and Benbasat, I. (2005) "Influence of Effort, Accuracy, and Negative Emotions on Product-Choice Strategies: Evaluations of Recommendation Agents on Desktop versus Handheld Devices," in *the Proceedings of the 11th America's Conference on Information Systems*, Omaha, Nebraska, August.

10. **Lee, Y.** and Benbasat, I. (2002) "A Framework for the Study of Human-Computer Interface Design for Mobile Commerce," in *the Proceedings of the First Workshop on Electronic Business,* Barcelona, Spain, December 2002. (Augmented paper published in *the International Journal of Electronic Commerce*, 2004).

PEER-REVIEWED ABSTRACTS IN PROCEEDINGS

1. ***** Liang, Y.‡, **Argyris, Y.**, and Muqaddam, A.‡ (2018) "Improving Brand Attitudes through Influencer Marketing," in *the Proceedings of the America's Conferences on Information Systems*, New Orleans, USA.

2. **Argyris, Y.**, Zhou, Y., and Monu, K. (2014) "Tweeting Sincerity: Customer Care Using Twitter," Extended abstract in *the Proceedings of the Workshop on the Information Technologies and Systems (WITS)*, Auckland, NZ.

3. ***** Yim, Dobin and **Lee, Y.** (2013) "What Do Patients Want? Medical Expertise vis-à-vis Peer Support: Visitor Behaviors in Healthcare Informediaries," Extended abstract in *the Proceedings of the Pre-ICIS Workshop on Human-Computer Interaction*, Milan, Italy.

PEER-REVIEWED CONFERENCE PAPER

1. *** Argyris, Y.**, Muqaddam, A.‡ and Liu, A.‡ (2017) "WeChat vs. Facebook: Influence of Culture on Design and Use of Social Media Sites for External Communication, *the 7th KrAIS Workshop* (A Pre-ICIS workshop), Seoul, Korea.

NON-PEER-REVIEWED REPORTS OR STUDIES

1. Tan, P-N; **Argyris, Y.**; Zhang, N.‡, Bashyal, B.‡ (2022). Twitter Vaccine Misinformation Dataset: A Publicly Shared Training Set That Is Fully Annotated for the Development of Machine-learning Algorithm, Dryad, Dataset, https://doi.org/10.5061/dryad.d51c5b05j

2. Reisdorf, B., Blank, G., Cotten, S., Robertson, C., **Argyris, Y.**, Knittel, M., & Bauer, J. M. (2021). Overcoming Covid-19 Vaccine Hesitancy: The United States Faces a Steeper Uphill Struggle than the United Kingdom. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.3898202

EXTERNAL GRANTS

1. **Argyris, Y.** and Tan, P-N. "Development of a Vaccine Informatics System and Its Application to Identifying the Impact of Vaccine Debate on Immunization Rates during a Global Pandemic," National Institutes of Health, National Library of Medicine, R21 (1R21LM013638-01)
   a. Funding amount: $348,310
   b. Role: PI
   c. Funding period: August 1, 2021 - July 31, 2024

2. Mollaoglu, S., Frank, K., **Argyris, A.**, Carter, D., Zhang, H., DeShon, R., and Tang, J. "Intelligent Social Network Interventions to Augment Human Cognition for Interdisciplinary Interactions in Project Teams," National Science Foundation, Division of Information and Intelligent Systems, Award #: Future of Work (FW-HTF-RM)1928278
   a. Funding amount: $1,439,993
   b. Role: Co-PI since 2023
   c. Funding period: September 1, 2019 – June, 2024

INTERNAL GRANTS RECEIVED

1. MSU Trifecta Initiative Facilitating Funds Award, 2024 ($10,000), PI
2. MSU Diversity Research Network Launch Award, 2021-2022 ($4,500), PI
3. MSU Trifecta Initiative Facilitating Funds Award, 2020-2021 ($8,000), PI
4. MSU Society, Science @ State (S3) Grant, 2020-2021 ($10,000), PI
5. MSU Office for Inclusion and Intercultural Initiatives Funds, 2020-2021 ($13,375), CAS research ethics committee, co-PI
6. MSU CAS Undergraduate Research Support to Rhian Perry, 2019-2020 ($1,500), faculty advisor
7. MSU Diversity Research Network Launch Award, 2019-2020 ($4,980), PI
8. MSU Trifecta Matching Award, 2018 ($2,000), PI
9. University Faculty Research Grants, Fordham University, 2007, 2008, 2011, and 2012, PI
10. Humanities and Social Sciences Research Grant, Large Grants Program, Hampton Research Fund Committee, UBC, 2004 ($10,000 CAD), Student Investigator
11. Humanities and Social Sciences Research Grant, Small Grants Program, Hampton Research Fund Committee, UBC, 2003 ($5,000 CAD), Student Investigator

PRESENTATIONS

1. **Argyris, Y.** "Development of a Vaccine Informatics Systems and Its Application to Identifying the Impact of Vaccine Debate on Immunization Rates during a Global Pandemic," presented at the Business School, Yonsei University, May 2023.

2. **Argyris, Y.** "Development of a Vaccine Informatics Systems and Its Application to Identifying the Impact of Vaccine Debate on Immunization Rates during a Global Pandemic," presented at the Business School, Sungkyunkwan University, May 2023.

3. * Bashyal, B.[‡], Tan, P-N, Zhang, N.[‡] and **Argyris, Y**. "Using Deep Learning to Identify Linguistic Features that Facilitate or Inhibit the Propagation of Anti- and Pro-Vaccine Content on Social Media," presented at MSU Engineering Symposium, April 14, 2022.

4. * Liu, S.[‡], **Argyris, Y.**, and Zhang, N.[‡] "Ask the Expert: Social Media's Impact on Vaccine Hesitancy," presented at MSU Science Festival, April 4, 2022.

5. **Argyris, Y.**, Tan, P-N, Ling, J., and Stern, M. "Development of a Vaccine Informatics Systems and Its Application to Identifying the Impact of Vaccine Debate on Immunization Rates during a Global Pandemic," presented at Trifecta, MSU, March 24, 2022.

6. **Argyris, Y.** "Artificial-Intelligence Empowered Interventions for Increasing Human Papillomavirus Vaccine Uptake Rates," presented at Henry Ford Health System, Cancer Epidemiology Prevention & Control Program, March 8, 2022.

7. **Argyris, Y.** "Viability of COVID-19 Social Media Interventions: Lessons Learned from Prior Studies." Health & Risk Communication Center, College of Arts and Sciences, MSU, August 2021

8. **Lee, Y.** "Social Media: Affordances for Human Connectivity and Data-Rich Analyses," presented at the Institute for International Communication, Invited presentation at Saint John's University, New York, NY, December 2017.

9. **Lee, Y.** "Life with iPhones and Facebook: Dual-Process Perspectives," Invited presentation at Baruch College, City University of New York, October 2013.

10. **Lee, Y.** "Two-Acts Design: Interface Design for Mobile Apps and Knowledge Design through Wiki," New Jersey Institute of Technology, September 2013.

11. **Lee, Y.** "It's in the Wiki: Enterprise Wiki Entrepreneurship," presented at Boston College, Fall 2011.

TEACHING ACHIEVEMENTS

1. Advanced Multivariate Statistical Analyses, JRN/ADP/MR985 (Doctoral elective), Communication Arts and Sciences, MSU, 2023 – Present
    a. Course redesign upon the prior instructor's departure
    b. Redirected the course with foci on regressions and structural equation modeling for theory testing and expansions

2. Artificial Intelligence and Health Informatics, MI402 (Undergraduate elective), Media and Information, Communication Arts and Sciences, MSU, 2023 – Present
    a. New course development

3. Information and Media Management, MI360 (Undergraduate elective), Media and Information, Communication Arts and Sciences, MSU, 2017 – Present
    a. Course redesign upon the prior instructor's departure
    b. Modality changes (offline, online, and hybrid)
    c. The enrollment increased from 60 to 102 (full in 2017, 18, 19, 20, 21)
    d. Mentoring provided to international students and students with diverse backgrounds

4. Networks, Markets, and Society, MI302 (Undergraduate elective), Media and Information, Communication Arts and Sciences, MSU, 2020 - 2021
    a. Course redesign upon the prior instructor's departure
    b. Online course, full enrollments (75 - 79) for two years, 2020 - 2021
5. Understanding Social Media, MI851 (MA elective course), Media and Information, Communication Arts and Sciences, MSU, 2016 – 2022
    a. Course redesign upon the prior instructor's departure
    b. Continuous content updates (e.g., social media marketing, influencers, and misinformation)
    c. Term project to increase awareness of, and enrollments in, the department's K12 Summer Camp Programs using Facebook and Instagram advertising campaigns in 2019
6. Managing Digital Enterprises, MI 862 (Graduate elective), Media and Information, Communication Arts and Sciences, MSU, 2019 – 2020
    a. Course redesign upon the prior instructor's departure
    b. A student team won the Top Marketer Certificate from the Google Advertising Grant competition out of thousands of teams that competed globally in 2019, and featured in Google's spotlight series in Winter 2020.
7. Doctoral Seminar: Theories on Social Media, CAS992 (Doctoral elective course), Media and Information, Communication Arts and Sciences, MSU, 2016
    a. New course development
    b. Helped Yuyang Liang (a doctoral student enrolled in this class) develop his term paper for the presentation at the *ACM Computer-Supported Cooperative Work and Social Computing* (CSCW 2017)
8. Media, Information, and Society, MI401 (Undergraduate elective), Media, Information, and Society (with a focus on social media), Communication Arts and Sciences, MSU
    a. New course development
9. Introduction to Media and Information Technologies, TC201 (Undergraduate core), Media and Information, Communication Arts and Sciences, MSU. 2014 – 2015
10. Information Systems, INSY2299 (Integrative Core), Gabelli School of Business, Fordham, 2007 – 2014
11. Social Media for Investor Relations, IRGB0901 (MS in Investor Relations core course), Graduate School of Business Administration, Fordham
12. E-Commerce Applications and Strategies (MBA elective course), Graduate School of Business Administration, Fordham
13. Management Information Systems (MBA core course), Graduate School of Business Administration, Fordham
14. Developing Transaction Processing Systems (Undergraduate elective course), Sauder School of Business, the University of British Columbia
15. Introduction to MIS (Undergraduate core course), Sauder School of Business, the University of British Columbia

SERVICE

Service to the Department of Media and Information

1. Doctoral Program Committee, Media and Information, Communication Arts and Sciences, MSU, 2023 -
2. Annual Faculty Performance Review Committee, Media and Information, Communication Arts and Sciences, MSU, 2016-2017, and 2020-2022.
3. Undergraduate Curriculum Development Committee, Media and Information, Communication Arts and Sciences, MSU, 2020-2022.
4. Chair Search Committee, Media and Information, Communication Arts and Sciences, MSU, 2018-2019.
5. Master's Curriculum Development Committee, Media and Information, Communication Arts and Sciences, MSU, 2017-2020.
6. Continuous consultation to the developments and revision of the MA program, Media and Information, Communication Arts and Sciences, MSU, 2021-2022.
7. Undergraduate Curriculum Development Committee for Management Focus Area, Media and Information, Communication Arts and Sciences, MSU, 2014-2015.

Service to the College of Communication Arts and Sciences

1. Research Ethics Subcommittee, MSU, 2020-2021.

Service to the University

1. Scheduled to consult the University Physician (Dr. Michael Brown) on techological interventions to support the potential mandate of additional Covid-19 vaccines for MSU communities (11/28/2022)

Service to the Industry

1. Consulted (pro-bono) Facebook's Content Policy Team for establishing their policy on health misinformation (Yvonne Lee and Mia Newman), March 16, 2022.

Service to the Academic Communities

1. Advisory editor, *Social Science & Medicine*, March 2024 -
2. Panelist for Proposal Reviews for the National Institute of Allergy and Infectious Diseases Special Emphasis Panel, ZAI1 PG - I (C1) SBIR PHS 2022-1: Digital Tools against Misinformation about Infectious Disease Treatments and Vaccines (Topic 112), *National Institutes of Health*, *National Institute for Allergy and Infectious Diseases*, January 26 – 28, 2022
3. Panelist for proposal reviews, *National Science Foundation*, 2019-2021.
4. Virtual mini-track session chair for emerging issues in Human-Computer Interaction (August 2020) at the *America's Conferences on Information Systems*, 2020.
5. Associate Editor for the journal *Information Technology and Management*, 2015 – 2020. (A springer journal, indexed in the Web of Science, specifically, SSCI, with impact factor of 2.31)
6. Associate Editor for *International Conference on Information Systems* 2016–17, *Workshop on Information Technologies and Systems* 2015, *HCI International* 2018, *European Conference on Information Systems* 2013.
7. Chair for the Sharing Economy under the track, Collaboration Systems and Technologies, at the *Hawaiian International Conferences on System Science* (HICSS) 2018.

Co-chair, Mini-track on Echo-boomers: Growing up with Social Networking Sites in the *America's Conferences on Information Systems*, 2014.

SERVICE (Continued)

8. Ad-hoc reviewer for the *American Journal of Public Health* (2021), *Human Vaccines and Immunotherapeutics* (2021), *ACM CSCW* (2021), *Information and Management* (2019 and 2017), *Computers in Human Behavior* (2018-9), *Management Information Systems Quarterly* (2018), *Information Systems Research*, *Journal of Management Information Systems*, *Decision Support Systems*, *International Journal of Electronic Commerce*, *Communications of the ACM*, *International Conference on Information Systems*, *Journal of Information Technology* (2017), *Information Systems Management* (2015), *Hawaii International Conference on System Sciences* (2017), and *European Conference on Information Systems* (2017), among others

Service to the Prior Institution (Fordham University)

1. Chair, the First Workshop by Center for Digital Transformation, titled, "Enhancing University-Wide Interdisciplinary Research on Digital Transformation," Schools of Business, November 2011.

2. Coordinator, Research Seminar Series, ICS Area, Fordham University, 2008 and 2011.

3. Faculty Search Committee, ICS Area, Fordham University, 2008, 2011, and 2012.

4. Coordinator, Undergraduate core course, Information Systems, ICS Area, Fordham University, fall 2008 – spring 2010.

OUTREACH AND SELECTED MEDIA APPEARANCES

1. Interviewed on Michigan Public Radio on vaccine hesitancy and social media, 3/4/2024

2. Featured on MSU Research, "10 Insights to reduce vaccine hesitancy on social media," MSU Today, January 2024

3. A 2022 publication mentioned in the NPR article entitled, "Eyeballs and AI power the research into how falsehoods travel online," 10/13/2022

4. Interviewed on 41 Action News, KSHB-TV (NBC affiliate of Kansas City) in the section, "In-Depth: How social media influences opinions on COVID-19 Vaccines," 07/09/2021

5. Featured as the expert on the impact of social media and vaccine hesitancy in the column, "Ask the Expert," *MSU Today*, August 2021

6. Interviewed with Capital News Service on vaccine misinformation on social media, 2021

HONORS AND AWARDS

1. Featured Faculty of the Month (November 2020), Health and Risk Communication Center, CAS, MSU.

2. Google Top Marketer Award and Spotlight Winner (Spring 2020). The winner (top 2) of the Google Ad Grants Online Marketing Challenge. (Global competition among hundreds of college student teams)

3. Best Paper Award, 4th *International Conference on HCI in Business, Government, and Organizations, HCI International* 2017 Conference, July 2017, Vancouver, CA

4. Faculty Fellowship, Fordham University, Fall 2011

5. ICIS Doctoral Consortium Representative of the University of British Columbia, 2005

6. Dean Earle D. MacPhee Memorial Fellowship, Sauder School of Business, UBC, 2001 - 2004

7. Ph.D. Tuition Award, UBC, 2002-2004

8. Scholarship for the Top 10% of Applicants, Department of Psychology, Yonsei University, 1992

SELECTED INDUSTRY EXPERIENCE

1. Account Planner (January 1997 - July 1999), Consumer Research Team, Cheil Communications Inc., Samsung

PROFESSIONAL MEMBERSHIP

1. Member of the *Association for Information Systems* (2005 – Present)
2. Member of *American Medical Informatics Association* (2020 – Present)
3. Member of the *Association for Computing Machinery* (2023 – Present)