Benjamin (Benjy) J. Li

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Virtual Human Interaction Lab
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Benjy Li holds a Doctor of Philosophy (PhD) in Communication Studies from Nanyang Technological University. His research interests include the impact of virtual reality on human attitudes and behavior, and the use of virtual environments for health communication.

Benjy has worked with several health agencies, including the Ministry of Health, the Health Promotion Board, hospitals and primary and secondary schools in Singapore in the development and testing of digital health interventions. He is currently examining the influence and interplay of the human senses (sight, sound, smell and touch) in a virtual food experience on moods and appetite.

EDUCATION

Nanyang Technological University **Sep 2010 – Aug 2015**
- Obtained Doctorate of Philosophy (Communication Studies)

Nanyang Technological University **Aug 2008 – Jul 2010**
- Obtained Master of Communication Studies

Nanyang Technological University **Jul 2004 – Jun 2008**
- Obtained Bachelor of Communication Studies (1st Class Hons)

RESEARCH INTERESTS

- Virtual reality and presence
- Cross-modal experience of food in virtual environments
- Health communication through digital technology

PUBLICATIONS

Oh, S. Y., Bailenson, J., Krämer, N., & Li, B. (2016). Let the Avatar Brighten Your Smile: Effects of Enhancing Facial Expressions in Virtual Environments. *PloS ONE, 11*(9).

Shin, W. & Li, B. J. (2016). Parental mediation of children's digital technology in Singapore. *Journal of Children and Media,* 1-19.

Li, B. J., & Lwin, M. O. (2016). Player see, player do: Testing an exergame motivation model based on the influence of the self avatar. *Computers in Human Behavior, 59,* 350-357.

Li, B. J., Lwin, M. O., & Jung, Y. (2014). Wii, Myself, and Size: The Influence of Proteus Effect and Stereotype Threat on Overweight Children's Exercise Motivation and Behavior in Exergames. *Games for Health Journal, 3*(1), 40-48.

Lwin, M., Li, B. J., & Williams, J. D. (2013). Childhood Obesity and Exergames: Assessments and Experiences from Singapore. In J. D. Williams, K. E. Pasch & C. A. Collins (Eds.), *Advances in Communication Research to Reduce Childhood Obesity* (pp. 495-508): Springer New York.

Lwin, M., Li, B. J., & Ang, R. (2012). Stop Bugging Me: An Examination of Adolescents' Protection Behavior Against Online Harassment. *Journal of Adolescence, 35*(1), 31-41.

CONFERENCES

Li, B., Lwin, M., Jung, Y. & Yeo, S. (2015, November). Learning through Seeing: Exploring the Influence of the Self-Avatar in an Exergame Motivation Model. Paper presented at the 101st Annual National Communication Association Convention, Las Vegas, NV.

Li, B. & Lwin, M. (2015, May). Health Promotion through Serious Games: A Meta-Analysis of the Effects of Health Serious Games on Self-Efficacy, Enjoyment and Behavioral Intention. Paper presented at the 65th Annual International Communication Association Conference, Puerto Rico.

Li, B., Lwin, M., & Jung, Y. (2015, May). Enactive and Vicarious Learning through Exergame Avatars: Investigating their Effects in an Exergame Motivation Model. Paper presented at the 65th Annual International Communication Association Conference, Puerto Rico.

Li, B. (2013, June). Addressing Cultural "Barriers" in the Dominant Health Communication Paradigm: Theorizing a Cultural Bridge Approach. Paper presented at the 63rd Annual International Communication Association Conference, London.

Li, B., Lwin, M., & Ho. S. S. (2013, March). I Am Who I Watch: The Influence of Appearance Ideals, Parental Mediation, Body Dissatisfaction and Self-worth on Adolescents' Exercise

Intentions. Paper presented at the 3rd Asian Conference on Psychology & the Behavioral Sciences, Osaka, Japan.

Li, B., Lwin, M., Wong, M. L., & Chong, S. M. (2011, June). Gender Differences and the Influence of In-game Factors on the Effectiveness of Exergames on Overweight Children. Paper presented at the 2011 American Marketing Association Marketing & Public Policy Conference, Washington D.C.

Li, B., Lwin, M., & Jung, Y. (2011, May). Impact of Visual and Social Cues on Exercise Attitudes and Behavior of Overweight Children Playing an Exergame. Paper presented at the 61st Annual International Communication Association Conference, Boston, Massachusetts. *[Top Paper]*

Li, B., & Lwin, M. (2009, November). Online Harassment and Singaporean Youth: Gender and Age Variations in Victimization and Protective Behavior. Paper presented at the inaugural Consumer Culture & the Ethical Treatment of Children: Theory, Research & Fair Practice Conference, East Lansing, Michigan.

Li, B., Lwin, M., Lee, D., Lim, Z. & Tan, J. (2008, July). Protecting Against Online Harassment: Application of a Protection Motivation Model Amongst Youth in Singapore. Paper presented at the 17th Asian Media and Information Centre Annual Conference, Manila, Philippines.

AWARDS

Nanyang Technological University HASS Overseas Postdoctoral Fellowship June 2014

- Prestigious scholarship for a two year postdoctoral position at a top overseas university followed by a tenure-track position at Nanyang Technological University

Top Paper Award at 61st Annual International Communication Association Conference May 2011

- Awarded for outstanding research study and academic contribution

Nanyang Technological University Research Scholarship 2010 - ongoing

- Awarded to outstanding students enrolled in Doctor of Philosophy (Communication Studies) programme

Nanyang Technological University Research Scholarship 2009 - 2010

- Awarded to outstanding students enrolled in Master of Communication Studies programme

PROFESSIONAL SERVICE

Reviewer for Journals

Communication Monographs

Communication Theory

Cyberpsychology, Behavior and Social Networking

Games for Health

SAGE Open

Self and Identity