

Benjamin (Benjy) Li Junting

Assistant Professor
Wee Kim Wee School of Communication and Information
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Dr. Benjamin (Benjy) Li is currently an Assistant Professor in the Wee Kim Wee School of Communication and Information. He received his PhD in Communication Studies from Nanyang Technological University. Dr. Li is a recipient of the 2021 Social Science and Humanities Research Fellowship awarded by the Singapore Social Science Research Council. He was a recipient of the inaugural Humanities, Arts and Social Sciences Postdoctoral Scholarship in 2014 and spent two years in Stanford University (USA) as a postdoctoral researcher at the Virtual Human Interaction Lab in the Department of Communication.

Dr. Li studies the effects of communication and media technologies on human behavior and psychology. This has revolved around two key areas: First, the use of virtual/mixed reality technologies as a tool for digital interventions, especially in the areas of physical health, empathy, mental/social wellbeing and pro-environmental behavior. Second, the experience of fatigue as a result of media and communication technology use, manifesting through information fatigue and videoconference fatigue, among other consequences. Other research interests include human-computer interaction, avatars, and multimodal sensory experiences in mixed reality.

Dr. Li has collaborated with several institutions, including the Stanford Prevention Research Center (USA), the Ministry of Health (Singapore), the Health Promotion Board (Singapore), and the KK Women's and Children's Hospital (Singapore) in the development and testing of digital health interventions. His work has been published in journals such as *New Media & Society*, *Computers in Human Behavior* and *Media Psychology*. His paper entitled "Impact of Visual and Social Cues on Exercise Attitudes and Behavior of Overweight Children Playing an Exergame" received a Top Paper award at the International Communication Association Conference.

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)

APPOINTMENTS

Nanyang Technological University **Oct 2017 – ongoing**

- Assistant Professor in the Wee Kim Wee School of Communication and Information

Stanford University **Sep 2015 – Sep 2017**

- Postdoctoral Researcher at the Virtual Human Interaction Lab, Department of Communication (advisor: Jeremy N. Bailenson)

RESEARCH INTERESTS

- Impact of virtual reality technologies on individuals and society
- Effectiveness of immersive narratives on intergroup attitudes
- Health and environmental communication through digital technology
- Influence of human-computer interaction on everyday life
- Impact of virtual communication tools on attitudes and behaviour

PUBLICATIONS

Li, B. J., & Yee, A. Z. H. (2024). Development and validation of the antecedents to videoconference fatigue scale in higher education (AVFS-HE). *Education and Information Technologies*.

Xiong, S. R., Ho, S. S., Tan, W., Li, B. J., & Lisak, G. (2024). Virtual Environment, Real Impacts: A Self-determination Perspective on the use of Virtual Reality for Pro-environmental Behavior Interventions. *Environmental Communication*, 1-20.

Montag, C., Becker, B., & Li, B. J. (2024). On trust in humans and trust in artificial intelligence: a study with samples from Singapore and Germany extending recent research. *Computers in Human Behavior: Artificial Humans*, 100070.

- Lee, C. S., Li, B. J., & Wu, Q. (2023). Teenagers and Videoconference Fatigue: A Preliminary Analysis from an Affordance-based Approach. *Proceedings of the Association for Information Science and Technology*, 60(1), 635-640.
- Li, B. J., & Lee, H. M. (2023). Filters uncovered: Investigating the impact of AR face filters and self-view on videoconference fatigue and affect. *Telematics and Informatics Reports*, 100088.
- Li, B. J., & Lee, H. M. (2023). Exploring the effects of habituation and scent in first-person 360-degree videos on consumption behavior. *Scientific Reports*, 13, 8353.
- Lee, H. M., & Li, B. J. (2023). So far yet so near: Exploring the effects of immersion, presence, and psychological distance on empathy and prosocial behavior. *International Journal of Human-Computer Studies*, 176, 103042.
- Sun, X., Li, B. J., Zhang, H., & Zhang, G. (2023). Social media use for coping with stress and psychological adjustment: A transactional model of stress and coping perspective. *Frontiers in Psychology*, 14, 1140312.
- Li, B. J., Peña, J., & Jung, Y. (2023). VR/AR and wellbeing: The use of immersive technologies in promoting health outcomes. *Frontiers in Virtual Reality*, 3, 1119919.
- Li, B. J., & Yee, A. Z. H. (2023). Understanding videoconference fatigue: a systematic review of dimensions, antecedents and theories. *Internet Research*, (33)2, 796-819.
- Li, B. J., S. Malviya, & Tandoc, E. Jr. (2022). Videoconferencing and work-family conflict: Exploring the role of videoconference fatigue. *Communication Studies*, 73(5-6), 544-560.
- Li, B. J., Lee, E. W. J., Goh, Z. H., & Tandoc, E. Jr. (2022). From frequency to fatigue: Exploring the influence of videoconference use on videoconference fatigue in Singapore. *Computers in Human Behavior Reports*, 7, 100214.
- Li, B. J., & Lee, H. M. (2022). Emotional Personalization in Immersive Journalism: Exploring the Influence of Emotional Testimonies and Modality on Emotional Valence, Presence, Empathy, and Recall. *PRESENCE: Virtual and Augmented Reality*, 28, 281-292.

- Li, B. J., Ratan, R., & Lwin, M. O. (2022). Virtual game Changers: how avatars and virtual coaches influence exergame outcomes through enactive and vicarious learning. *Behaviour & Information Technology*, 42(7), 1529-1543.
- Li, B. J., & Kim, H. K. (2021). Experiencing organ failure in virtual reality: Effects of self- versus other-embodied perspective taking on empathy and prosocial outcomes. *New Media and Society*, 23(8), 2144-2166.
- Ratan, R., Earle, K., Rosenthal, S., Chen, V. H. H., Gambino, A., Goggin, G., Stevens, H, B. J. Li. & Lee, K. M. (2021). The (digital) medium of mobility is the message: Examining the influence of e-scooter mobile app perceptions on e-scooter use intent. *Computers in Human Behavior Reports*, 3, 100076.
- Li, B. J., Bailenson, J. N., Ogle, E., & Zaki, J. (2020). Exploring the heart rate as a chronemic cue in virtual settings: How perceptions of consistent and varied heart rates of a storyteller influence self-reported other-arousal, empathy and social presence. *Media Psychology*, 1-25.
- Peña, J., Li, B. J., & Ratan, R. (2020). Digital embodiment and improving health outcomes: Healthy avatars make for healthy people. In *Technology and Health* (pp. 27-47). Academic Press.
- Ratan, R., Beyea, D., Li, B. J., & Graciano, L. (2019). Avatar characteristics induce users' behavioral conformity with small-to-medium effect sizes: a meta-analysis of the proteus effect. *Media Psychology*, 1-25.
- Poorisat, T., Detenber, B. H., Boster, F. J., & Li, B. J. (2019). Effects of Message Completeness and Source Expertise in Online Health Discussion Boards. *International Journal of Communication*, 13, 465-488.
- Li, B. J., & Bailenson, J. N. (2018). Exploring the Influence of Haptic and Olfactory Cues of a Virtual Donut on Satiation and Eating Behavior. *PRESENCE: Teleoperators and Virtual Environments*, 26(03), 337-354.
- Li, B. J., Bailenson, N. J., Pines, A., Greenleaf, W. J., & Williams, L. M. (2017). A Public Database of Immersive VR Videos with Corresponding Ratings of Arousal, Valence, and Correlations between Head Movements and Self Report Measures. *Frontiers in Psychology*, 8, 2116.

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. J., Lee, H. M., & Tandoc, E. (2024, June). Exploring the impact of social norms and chronemic factors on videoconference fatigue. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

Li, B. J., Goh, Z. H., Huang, J., Zhang, X., & Tandoc, E. (2024, June). Examining the relationships between need for news, traditional and social media news consumption, information overload, fatigue and avoidance outcomes. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

Yang, Y., Lee, C.S., & Li, B. J. (2024, June). Research in Progress: Effects of Video Conferencing Affordances and Enjoyment on Video Conferencing Fatigue: A Motivational Technology Approach. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

Zhang, H., Li, B. J., Chen, C., & Liang, D. (2024, June). Wielding the power to heal: Exploring how The Legend of Zelda: Tears of the Kingdom fosters resilience and

recovery among Chinese gamers. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.

- Malviya, S., Goh, Z. H., Li, B. J., & Tandoc, E. (2024, June). Scammed and Misinformed? Overlap in Victimization from Fake News and Scams on Social Media. Paper presented at the 74th Annual International Communication Association Conference, Gold Coast, Australia.
- Li, B. J. & Lee, H. M. (2023, November). Exploring privacy concerns and other factors as antecedents of videoconference fatigue. Paper presented at the 109th Annual Convention of the National Communication Association, National Harbor, Maryland.
- Zhang, H. & Li, B. J. (2023, November). Exploring the use of virtual backgrounds in videoconferencing and its influence on videoconference fatigue. Paper presented at the 109th Annual Convention of the National Communication Association, National Harbor, Maryland.
- Li, B. J. & Lee, H. M. (2023, May). Investigating the effect of AR face filters and self-view during videoconferencing on users' affect and videoconference fatigue. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.
- Li, B. J. & Lee, H. M. (2023, May). Exploring student perceptions of peers and instructors using augmented reality face filters in educational videoconference contexts. Paper presented at the 73rd Annual International Communication Association Conference, Toronto, Canada.
- Li, B. J., Ang, A. Y., Loke, B. M., Toh, D. H., & Ong, S. K. (2022, August). Developing a scale to assess antecedents of videoconference fatigue among tertiary students: A mixed-methods approach. Paper presented at the 105th AEJMC Annual Conference, Detroit, Michigan.
- Li, B. J., Malviya, S., & Tandoc, E. (2022, May). Videoconferencing and work-family conflict: Exploring the role of videoconference fatigue. Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.
- Li, B. J., Sim, P., & Yee, Z. H. A. (2022, May). Understanding videoconference fatigue: A systematic review. Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.
- Lee, H. M., Li, B. J., Aw, Y. F., Lim, S. W. L., & Goh, W. P. W. (2022, May). So Far Yet So Near: Presence and Psychological Distance on Prosocial Behavior in Virtual Reality. Paper presented at the 72nd Annual International Communication Association Conference, Paris, France.

Chung, C & Li, B. J. (2021, May). Exploring the Effects of Emotional Personalisation in 360 Degree Videos on User Attitudes, Empathy and Presence. Paper presented at the 71st Annual International Communication Association Conference.

Lee, H. M. & Li, B. J. (2021, May). Exploring the Influence of Habituation in 360 Degree Videos on Consumption Behaviour. Paper presented at the 71st Annual International Communication Association Conference.

Huang, J., Ratan, R., Rosenthal, S., & Li, B. J. (2021, May). Agent Control and Attitude Change: The Role of Self-presence and Working Self-concept in the Proteus Effect. Paper presented at the 71st Annual International Communication Association Conference.

Ratan, R., Earle, K., Rosenthal, S., Chen, V. H., Gambino, A., Goggin, G., Stevens, H., Li, B. J., & Lee, K. M. (2021, May). The (Digital) Medium of Mobility is the Message: Comparing Perceptions of E-Scooter Mobile Apps and E-Scooters Themselves. Paper presented at the 71st Annual International Communication Association Conference.

Li, B. J., & Bailenson, J. N. (2020, May). Exploring heart rate synchronicity as a chronemic cue: Do perceptions of a virtual storyteller's heart rate influence self-reported other-arousal, empathy and social presence? Paper presented at the 70th Annual International Communication Association Conference.

Chen, V. H., & Li, B. J. (2020, May). Examining positive and negative contact in Virtual Reality: The effect on intergroup attitudes. Paper presented at the 70th Annual International Communication Association Conference.

Ratan, R., Gambino, A., & Li, B. J. (2020, May). Ephemeral Agent Embodiment: A new MECHANISM of the Proteus effect on behavioral influence. Paper presented at the 70th Annual International Communication Association Conference.

Beyea, D., Ratan, R., Li, B. J., & Graciano, L. (2019, May). This is Your Brain on Avatars: A Meta-Analysis of the Proteus Effect. Paper presented at the 69th Annual International Communication Association Conference, Washington D.C.

Li, B. J., & Kim, H. K. (2019, May). Embodying a patient requiring an organ donation in an interactive VR environment: How variances in perspective-taking lead to different prosocial outcomes. Paper presented at the 69th Annual International Communication Association Conference, Washington D.C.

- Li, B. J., & Bailenson, J. N. (2018, May). Investigating the Effects of Smelling and Touching a Virtual Donut. Paper presented at the 68th Annual International Communication Association Conference, Prague, Czech Republic.
- Li, B. J., Bailenson, N. J., Pines, A., Greenleaf, W. J., & Williams, L. M. (2018, May). Introducing a Database of Immersive VR clips with Corresponding Ratings of Arousal/Valence and Exploring Correlations Between Head Movements and Affective Ratings. Paper presented at the 68th Annual International Communication Association Conference, Prague, Czech Republic.
- Li, B., Ogle, E., Janssen, J. H., Weisz, E., Zaki, J., & Bailenson, J. (2017, May). A Change of Heart: Exploring the Effects of Varied Heart Rate on Empathy and Social Presence. Paper presented at the 67th Annual International Communication Association Conference, San Diego.
- 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.

GRANTS

MOE AcRF Tier 2	\$668,473	Feb 2024 – ongoing
<ul style="list-style-type: none"> • Hidden Treasure Walks – A Virtual Immersive Cultural Experience in Singapore (Co-Principal Investigator) 		
MOE AcRF Tier 1	\$86,670	Oct 2022 – ongoing
<ul style="list-style-type: none"> • Information fatigue among online information seekers: Defining it and exploring its impact (Principal Investigator) 		
Social Science Research Council	\$877,552	Jul 2022 – ongoing
<ul style="list-style-type: none"> • Fostering empathy for older adults among young Singaporeans using virtual reality: Employing embodied perspective taking via construal level theory (Principal Investigator) 		
NTU ACE Grant	\$144,400	Jun 2021 – ongoing
<ul style="list-style-type: none"> • Facing plastic waste through virtual reality: Using narratives to promote plastic recycling behaviours among youths (Co-Principal Investigator) 		
NRF COVID-19 Research Fund	\$1,184,400	Mar 2021 – ongoing

- Vaccine communication and messaging: Addressing COVID- 19 vaccine hesitancy and promoting population acceptance (Co-Principal Investigator)

Temasek Foundation SMF Grant **\$321,302** **Jun 2021 – ongoing**

- Strengthening the Social Fabric of Singapore: Perspectives From Intergroup Contact Theory (Principal Investigator)

MOE AcRF Tier 1 **\$85,358** **Nov 2021 – ongoing**

- Videoconference Fatigue: Defining it, understanding its impact and assessing potential solutions (Principal Investigator)

Institute for Adult Learning **\$1,319,820** **Jul 2018 – Jun 2021**

- Virtual and augmented reality training systems for the elderly (Collaborator)

NTU Start-up Grant **\$35,000** **Aug 2018 – Jun 2022**

- Exploring the effects of virtual reality on human psychology and behavior in the areas of empathy, consumption and head movements (Principal Investigator)

AWARDS

Social Science and Humanities Research Fellowship **Jul 2022**

- Prestigious accolade awarded by the Singapore Social Science Research Council to outstanding early career social science and humanities researchers

NTU HASS Overseas Postdoctoral Fellowship **Jun 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 **May 2011**

International Communication Association Conference

- Awarded for outstanding research study and academic contribution

Nanyang Technological University Research Scholarship **2010 - 2015**

- 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

TALKS AND PRESENTATIONS

VR for Good: Exploring the potential of virtual reality technologies in health and empathy 27 Nov 2023

- National Chengchi University College of Communication, Taiwan

Media fatigue in the digital age: Investigating the dimensions, causes and outcomes 7 Nov 2023

- Ulm University, Germany

Avatar and VR Research for Health 2 Oct 2023

- Michigan State University, USA

Aquasia: Redefining Sustainability Education with Immersive Storytelling 9 Sep 2023

- MeshMinds 3.0: ArtxTechforGood, ArtScience Museum Singapore

Immersive Journalism: Using VR to tell compelling stories 19 Dec 2022

- Guest lecture (Singapore), Sungkyunkwan University, Korea

Videoconference Fatigue and Our Wellbeing 3 Nov 2022

- Research Grand Round, Singapore National Neuroscience Institute

From Tool to Medium: Exploring the Impact of Virtual Reality on the Individual and Society 5 Sep 2018

- Speaker Series, Wee Kim Wee School of Communication and Information

Of Virtual Foods and Emotions 23 Feb 2018

- Multiversal Experiences – parallel universes in VR and AR, School of Art, Design and Media

RESEARCH STUDENT SUPERVISION

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|------------------|--|--------------|
| • Heng Zhang | PhD (Interdisciplinary Graduate Programme) | 2021-ongoing |
| • Shruti Malviya | PhD (Communication Studies) | 2023-ongoing |
| • Jiahui Jin | PhD (Information Studies) | 2023-ongoing |
| • Yujia Yang | Master (Communication Studies) | 2021-ongoing |

COURSES TAUGHT

- CS2008 Fundamentals of Research
- CS2057 Media Effects
- CS4037 Audience Research Methods
- CS4042 Advanced Research Methods
- CS4092 New Media and Society
- CS4267 Effects of VR Technologies
- CS4320 Immersive Journalism

Consistently received student evaluation scores of at least 90% since 2017

PROFESSIONAL SERVICE

Editorial Board Member – *Scientific Reports*

Associate Editor – *PRESENCE: Virtual and Augmented Reality*

Review Editor – *Frontiers in Virtual Reality: Virtual Reality and Medicine*

Guest Associate Editor - *Frontiers in Virtual Reality: Virtual Reality and Human Behavior*

PROFESSIONAL MEMBERSHIP

International Communication Association **2022 – ongoing**

- Elected as International Liaison, tasked with providing more social support and fostering a welcoming international community, with an emphasis on representing new members from less represented cultures

National Communication Association **2023 – ongoing**

- Association member

Association for Education in Journalism and Mass Communication **2022 – ongoing**

- Association member

INSTITUTION SERVICE

- WKWSCI Research Committee Member
- WKWSCI Alumni and Donor Relations Committee Member
- Faculty-in-Residence, Pioneer Hall

COMMUNITY SERVICE

Faculty Lead, Giveback Learning Space

2019 – ongoing

- Spearheaded social reintegration events at Teen Challenge Singapore with participation from NTU student population
- Main organizer of community events at lower-income residences in Bukit Merah, including home spring cleaning for elderly staying alone