

# 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. 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, and has a keen interest in the use of virtual and augmented reality technologies as an emerging tool for digital interventions, especially in the areas of physical health, empathy, mental/social wellbeing and pro-environmental behaviour. He is also interested in the impact of virtual communication tools and technology (e.g. videoconferencing) on society and seeks to understand potential solutions to alleviate their negative influences while exploring opportunities to use them for positive outcomes. Other research interests include multimodal sensory experiences in mixed reality, the use of head and eye tracking in communication technology and human-computer interaction.

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

- |  |                            |
|--|----------------------------|
| <b>Nanyang Technological University</b>  | <b>Sep 2010 – Aug 2015</b> |
| <ul style="list-style-type: none"> <li>• Obtained Doctorate of Philosophy (Communication Studies)</li> </ul>               |                            |
| <b>Nanyang Technological University</b>  | <b>Aug 2008 – Jul 2010</b> |
| <ul style="list-style-type: none"> <li>• Obtained Master of Communication Studies</li> </ul>                               |                            |
| <b>Nanyang Technological University</b>  | <b>Jul 2004 – Jun 2008</b> |
| <ul style="list-style-type: none"> <li>• Obtained Bachelor of Communication Studies (1<sup>st</sup> Class Hons)</li> </ul> |                            |

## APPOINTMENTS

### Nanyang Technological University

October 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
- Multimodal sensory experiences in mixed reality
- Use of head and eye tracking in communication technology

## PUBLICATIONS

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*.

Li, B. J., & Yee, A. Z. H. (2022). Understanding videoconference fatigue: a systematic review of dimensions, antecedents and theories. *Internet Research*.

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., Fong, J. P., Sim, P. Z., & Wong, E. S. (2022, August). Exploring the influence of AR face filters and self-view during videoconferencing on users' affect and videoconference fatigue. Paper to be presented at the 105<sup>th</sup> AEJMC Annual Conference, Detroit, Michigan.

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 to be presented at the 105<sup>th</sup> 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 68<sup>th</sup> 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 68<sup>th</sup> 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 67<sup>th</sup> 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 65<sup>th</sup> 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 65<sup>th</sup> 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 63<sup>rd</sup> 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

**NTU ACE Grant**

**\$120,000**

**Jun 2021 – ongoing**

- 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 – June 2022**

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

## **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 61<sup>st</sup> Annual International Communication Association Conference**                      **May 2011**

- 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