Po Yan LAI

EDUCATION

Master of Science (Thesis) ⎯ Culture Technology (CGPA: 4.11/4.3)
KAIST; Daejeon, South Korea ⎯ 02/2018 – 06/2022 (Took an 18-month leave of absence in between)
- Thesis: "A Study of Waste Management Behaviours: Group Identification, Social Dominance Orientation, and the Theory of Planned Behaviour" (Advisor: Professor Ji-Hyun Lee; Co-advisor: Professor Wonjae Lee).

Bachelor of Arts ⎯ Journalism, with Minor in Philosophy (CGPA: 4/4)
National Chengchi University; Taipei, Taiwan ⎯ 09/2013 – 06/2016

EXPERIENCE

Research Assistant
School of Communication, Hong Kong Baptist University; Hong Kong, China ⎯ 09/2020 – 06/2023

Design Researcher
Information-based Design Lab, KAIST; Daejeon, South Korea ⎯ 03/2018 – 02/2020
- Co-founded Hertiouch, a social startup which envisions to build a cultural heritage experience for the visually impaired using 3D printing technology.
- Contributed as an organising committee member of the CAAD Futures 2019 international conference, connecting more than 200 scholars and researchers from over 80 institutions.

Intern
Digital Content Operation Dept., CommonWealth Magazine; Taipei, Taiwan ⎯ 07/2016 – 08/2016

SKILLS

- Coding and statistics ⎯ SPSS, Python, Mplus, R, Gephi
- Workplace essentials ⎯ Microsoft Office, video conferencing apps
- Design and content creation ⎯ Adobe Creative Suite, Figma, Canva
- Survey management ⎯ Qualtrics, QuestionPro
- Language ⎯ Cantonese (native), Mandarin (native), English (proficient), Korean (proficient), German (elementary).

PUBLICATIONS

Journal Articles
1. Fung, T. K. F., **Lai, P. Y.**, Griffin, R. (2024). Communicating Socially Acceptable Risk Judgments: The Role of Impression Information Insufficiency in the Risk Information Seeking and Processing Model. *World Medical & Health Policy*, http://doi.org/10.1002/wmh3.605 [ESCI; 2022 IF=4.1]
2. Chang, L., Fung, T. K., Leung, H. M., & **Lai, P. Y.** (2024). Generational differences in health information behaviors during the COVID-19 crisis: A Hong Kong study. *Global Media and China*, https://doi.org/10.1177/20594364241238635 [ESCI; 2-year IF=2.1]
3. Fung, T. K., Namknoong, K., Kim, J., & **Lai, P. Y.** (2022). Linking Psychometric Paradigm of Risk and Issue Attention Cycle: Risk Information in News Coverage of Avian and Swine Influenza Global Outbreaks. *Science Communication*, https://doi.org/10.1177/10755470221138625 [SSCI; 2-year IF=9.0]

4. Fung, T. K. F., **Lai, P. Y.**, Chang, L., & Leung, H. M. (2022). Applying the comprehensive model of information seeking to understand chronic illness information scanning: Hong Kong evidence. *World Medical & Health Policy*, 1-31. https://doi.org/10.1002/wmh3.515 [ESCI; 2022 IF=4.1]

5. Chang, M., Yi, T., Hong, S., **Lai, P. Y.**, Jun, J. Y., & Lee, J.-H. (2022). Identifying Museum Visitors via Social Network Analysis of Instagram. *ACM Journal on Computing and Cultural Heritage*, 15(3), 1–19. https://doi.org/10.1145/3505635 [SCIE, AHCI; 2022 IF=2.4]

Book Chapters

6. Chang, M., Yi, T., Hong, S., **Lai, P.Y.**, Lee, J.-H. (2021). Type and Behavior Pattern Analysis of Art Museum Visitors Based on Social Network Analysis. In: Lee, J.-H. (eds) *A New Perspective of Cultural DNA*. KAIST Research Series. Springer, Singapore. https://doi.org/10.1007/978-981-15-7707-9_4

Conferences and Presentations

7. Fung, T. K. F., **Lai, P. Y.**, Griffin, R. (2023, August 7-10). Communicating Socially Acceptable Risk Judgments: The Role of Impression Information Insufficiency in the Risk Information Seeking and Processing Model. At the annual conference of the AEJMC. Washington DC.

8. Fung, T. K. F., **Lai, P. Y.**, Griffin, R., Dunwoody, S. (2022, August 3-6). Accuracy- and Defense-Motivated Information Insufficiency: Examining Their Downstream Consequences in the Risk Information Seeking and Processing Model. At the annual conference of the AEJMC. Detroit MI.

9. Chang, L., Fung, T. K. F., Leung, H. M., **Lai, P. Y.** (2022, May 26-30). "Generational Differences in Online Health Information Behaviors During the COVID-19 Pandemic: A Hong Kong Study," in the hybrid 72nd Annual ICA Conference, One World, One Network?.

10. Yum, J., Lee, J., **Lai, P. Y.**, & Lee, J.-H. (2022). Improving User-Centered Interface for Smart Mirror as a Product-Service System Design. In N. A. Streitz & S. Konomi (Eds.), Distributed, Ambient and Pervasive Interactions. Smart Environments, Ecosystems, and Cities (Vol. 13325, pp. 340–360). Springer International Publishing. https://doi.org/10.1007/978-3-031-05463-1_24

11. Fung, T. K., Namknoong, K., Kim, J., & **Lai, P. Y.** (2021, August 4-7). Integrating psychometric paradigm of risk and issue attention cycle: A study of risk information in news coverage of avian and swine influenza. At the annual conference of the AEJMC. Virtual. [Top Faculty Award Paper]

12. Fung, T. K. F., **Lai, P. Y.**, Griffin, R., Dunwoody, S. (2021, August 4-7). Examining antecedents to accuracy- and defense-motivated information insufficiency in the COVID-19 pandemic. At the annual conference of the AEJMC. Virtual. [Top Faculty Award Paper]

13. Chang, M., Yi, T., **Lai, P. Y.**, Lee, J. H., & Lee, J.-H. (2020). Analysis of Art Museums' Visitor Behavior and Eye Movements for Mobile Guide App Design. In T. Ahram, W. Karwowski, A. Vergnano, F. Leali, & R. Taiar (Eds.), Intelligent Human Systems Integration 2020 (Vol. 1131, pp. 1138–1144). Springer International Publishing. https://doi.org/10.1007/978-3-030-39512-4_173

14. Kim, M., **Lai, P. Y.**, Kim, K., Yang, D. & Ahn, J. (2019). HERITOUCH: A 3D-printed audio-tactile cultural heritage for the visually impaired. [Poster presentation]. International Conference on Intelligent Human Systems Integration. San Diego.

15. **Lai, P. Y.**, Kim, M., Choi, M., Lee, C. S., Porcellini, V., Yi, T., & Lee, J.-H. (2019, April 15-18). Framework of Judgment System for Smart Home Assistant Utilizing Collective Intelligence Case-Based Reasoning. In Intelligent & Informed, Proceedings of the 24th International Conference of the Association for Computer-Aided Architectural Design Research in Asia (CAADRIA) 2019, vol. 1, pp. 695–704.

16. **Lai, P.Y.**, Rhim, J., Chang, Z., & Lee, J.-H. (2018, December 26-29). A Preliminary Study for Smart Mirror Utilizing Rule-based Makeup Recommendation System. In Proceedings of National Cheng Kung University Special Invited International Design Exhibition and Conference 2018 of Korea Institute of Design Research Society (KiDRS), pp. 15-18.