

# Faculty profile

## Sungkyoung Lee

### Expertise areas

- Health communication
- Science communication
- Media or/and message effect
- Information processing
- Experimental design

### Possible collaboration disciplines

- College of Health Sciences
- College of Agriculture, Food & Natural Resources (CAFNR)
- Psychology



**Sungkyoung Lee, Ph.D.**, is an associate professor of strategic communication at the Missouri School of Journalism and has extensive training in experimentally designed research along with academic background and research experience in studying media/message effects and information/message processing employing online and laboratory experiments.

Lee's research centers on developing and testing effective mediated messages in the context of various topics, including health and science, with the goal of improving the messages' effectiveness and persuasion.

Lee earned her Ph.D. in both communication and cognitive science from Indiana University-Bloomington and, completed a post-doc and worked as a research director leading health communication research projects about cancer and smoking cessation messaging at the Center for Excellence in Cancer Communication, Annenberg School of Communication, University of Pennsylvania.

### Current research

Currently, Lee is involved in two lines of research: 1) designing and testing health communication messaging that is well suited to the issue of clinical trial research recruitment in minority populations and those in rural communities; 2) developing effective message strategies to enhance the public's understanding of scientific findings in the context of autonomous vehicles (AVs). In general, this line of research has informed the mechanisms of the audience's processing of health and science communication messages along with persuasion outcomes.



*Learn more about  
Sungkyoung on  
the J-School website*



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