

# Joey J. Lee, Ph.D.

Assistant Professor of Technology and Education  
Teachers College, Columbia University

<http://www.joey-lee.net>  
[JLEE@tc.columbia.edu](mailto:JLEE@tc.columbia.edu)

March 3, 2010

---

## EDUCATION

- **Doctor of Philosophy in Information Sciences and Technology** (Summer 2009).  
The Pennsylvania State University; University Park, PA

Dissertation Title: *Understanding How Identity Supportive Games (ISG) Can Impact Asian-American Possible Selves*. Dissertation Committee Members: Christopher M. Hoadley (New York University); Brian K. Smith, Andrea Tapia, Lynette Kvasny, and Priya Sharma (Pennsylvania State University).

- **Bachelor of Science with Honors in Computer Science**.  
Schreyer Honors College Program at Pennsylvania State University, University Park, PA  
Minor in Mathematics. May 2002.

---

## RESEARCH EXPERIENCE

- **Research Interests:** identity, learning, and culture in digital game-based technology and collaborative virtual environments; Serious Play (serious games and social impact games as designed experiences for learning); Web 2.0, new media, and social web platforms; design and human-computer interaction; diversity outreach and retention strategies for underrepresented groups in science, technology, engineering, and mathematics (STEM)
- **Graduate Fellow and Research Intern.** Learning in Informal and Formal Environments (LIFE) Center at Stanford University and the University of Washington – A National Science Foundation-funded Science of Learning Center. (Aug.-Nov. 2007). Stanford University Mentor: Dr. Roy Pea. University of Washington Mentors: Dr. John Bransford, Dr. Baba Kofi A. Weusijana, Dr. Reed Stevens. Worked on two studies involving Second Life virtual world platform: (1) exploring the affordances of tag cloud visualizations as identity proxies/representations of expertise; and (2) the relationship between digital avatars, stereotype threat, self-concept, and math performance.
- **Technology Enhanced Learning in Science (TELS) Fellow and Research Assistant.** A National Science Foundation funded project directed by Dr. Marcia C. Linn, U. C. Berkeley (Fall 2005-Spring 2008). Studied collaboration between teachers, designers, and researchers in implementing inquiry oriented, online technology-based science modules for middle and high school students.
- Designed several research studies, e.g.: (1) digital avatar-based identity play and diversity-oriented studies within immersive virtual environments involving ethnicity and gender; (2) virtual worlds, identity and learning studies on self-concept, math stereotypes, and performance; (3) studies on the Facebook social networking platform, identity, and privacy; (4) analysis of collaboration in interdisciplinary educational technology design teams using the TACIT framework; (5) cross-cultural study of American and Indian girls' technology use, career trajectories, and possible selves, etc.

---

## SELECTED PUBLICATIONS (PEER-REVIEWED REFEREED PAPERS) AND PRESENTATIONS

- Lee, J. J. (2010, April). Identity Supportive Games as a Tool to Learn about Asian-American Stereotypes and Self-Concept. Paper to be presented at The 3rd IEEE International Conference on Digital Game and Intelligent Toy Enhanced Learning (DIGITEL) 2010, Kaohsiung, Taiwan.
- Invited panelist for Information Sciences and Technology Panel (2010, February). 2010 Information Sciences and Technology iSymposium, University Park, PA.
- Hoadley, C., Xu, H., Lee, J. J., Rosson, M. (in press). Privacy as Information Access and Illusory Control: The Case of the Facebook News Feed Privacy Outcry. To be published in the Journal of Electronic Commerce Research and Applications.
- Invited panelist for Gaming and Virtual Worlds Panel (2009, February). 2009 Information Sciences and Technology Graduate Symposium, University Park, PA.
- Lee, J. J. (2009, February). The Impact of Identity Supportive Games on Ethnic Minority Possible

Selves and Learning. Poster presented at the iConference (iConference 09), University of North Carolina, Chapel Hill, NC.

- **Lee, J. J.** (2008, June). Understanding How Identity Supportive Games Can Impact Asian-American Possible Selves. Presented at the *International Conference of the Learning Sciences (ICLS 2008)* Doctoral Consortium, Utrecht, The Netherlands.
- **Lee, J. J.**, Gaydos, M., Hoadley, C. (2008). Identities, Stereotypes, and Constructing Avatars for Success in Math. In Learning and Research in the Web 2 Era: New Opportunities for Research (J. Slotta, organizer). In Proceedings of the *International Conference of the Learning Sciences (ICLS 2008)*, Utrecht, The Netherlands.
- Hoadley, C., **Lee, J. J.**, & Sockman, B. R. (2008, March). Interdisciplinary Collaboration in Educational Technology Design Teams: A Cross-Case Analysis Using the TACIT Framework. Roundtable Paper. *American Educational Research Association (AERA) Annual Conference*, March 24-28, 2008.
- **Lee, J. J.**, Hoadley, C., & Sockman, B. R. (2008, March) TACIT as a Reflective Tool for Improving Educational Software Partnerships. Poster presented at the Technology Enhanced Learning in Science (TELS) annual meeting held during the *American Educational Research Association (AERA) Annual Conference*, March 24-28, 2008.
- Hoadley, C., **Lee, J. J.**, Xu, H., Rosson, M. B. (2008, February). How to Anger Internet Users by Sharing Information They've Already Published: Privacy Attitudes and the Facebook Controversy. Poster presented at the *2008 Information Sciences and Technology Graduate Symposium: Creativity and Innovation: The Future of Information, Technology, and the Enterprise*.
- **Lee, J. J.**, & Hoadley, C. (2007). Leveraging Identity to Make Learning Fun: Possible Selves and Experiential Learning in Massively Multiplayer Online Games (MMOGs). *Innovate Journal of Online Education*, 3(6). <http://www.innovateonline.info/index.php?view=article&id=348>.
- Hoadley, C., **Lee, J. J.**, & Sockman, B. R. (2007, April). Interdisciplinary Collaboration in Two Design Teams: A Cross-case Analysis Using the TACIT Framework. Poster presented at the *Technology Enhanced Learning in Science (TELS) Annual Meeting* held during the American Educational Research Association (AERA) conference.
- **Lee, J. J.**, & Hoadley, C. (2006, July). Online Identity as a Leverage Point for Learning in Massively Multiplayer Online Role-playing Games. Paper presented June 2006 at the *Sixth IEEE International Conference on Advanced Learning Technologies (ICALT '06)*, Ketrade, The Netherlands.
- **Lee, J. J.**, & Hoadley, C. (2006, June). "Ugly in a World Where You Can Choose to be Beautiful": Teaching and Learning About Diversity via Virtual Worlds. Paper presented June 2006 at the *International Conference of the Learning Sciences (ICLS) Conference '06*, Bloomington, Indiana.
- **Lee, J. J.**, Hellar, D. B., & Hoadley, C. (2006). Gender, Gaming, and IT Careers. In E. M. Trauth (Ed.) *Encyclopedia of Gender and Information Technology*, Hershey, PA: Idea Group, Inc.
- Payne, J. S., **Lee, J. J.**, & Sharma, S. (2005, May). An HCI Approach to Data-driven Learning. Presented at the *Computer Assisted Language Instruction Consortium (CALICO) Conference*, East Lansing, MI

---

## TEACHING EXPERIENCE

- **Instructor.** MSTU 5510. Course Title: *Research Topics and Issues in Serious Games*. Teachers College, Columbia University. Spring 2010.
- **Instructor.** MSTU 4039. Course Title: *Video Games and Education*. Teachers College, Columbia University. Fall 2009.
- **Instructor.** MSTU 5003. Course Title: *Theory and Programming of Interactive Media I*. Teachers College, Columbia University. Fall 2009.
- **Instructor.** Course Title: *Computer Game Design Fundamentals and Serious Games*. Summer Study Program at Penn State University. University Park, PA. Summer 2008.

- 30 hour course that taught 16 digital game design and development skills (including social issue/serious games), and how to analyze computer games from a critical perspective. Designed and implemented activities, lessons, and game design projects. Teacher evaluation rating: 4.81 / 5.0
  - Teacher evaluation rating: 4.81 / 5.0
- **Instructor.** Course Title: *Information Technology as a Gateway to the World: A Cross Cultural Collaboration*. Women in the Sciences and Engineering (WISE) Institute Camp. University Park, PA. Summer 2007.
  - 20 hour course that linked eight high school students in Pennsylvania with ten students in Jamshedpur, India by means of technology-mediated cross-cultural interactions. Designed and administered activities and lessons to teach information science and technology concepts. Students given hands-on experience with collaborative virtual environments, weblogs, wikis, digital imaging, chatbots, etc.
  - Teacher evaluation rating: 4.86 / 5.0
- **Instructor.** Course Title: *Information, Technology, and People (ITP) Quest: The Design and Exploration of Virtual Worlds for Cultural Awareness*. Pennsylvania Governor's School in Information Technology (PGSIT). University Park, PA. Summer 2005.
  - Prepared and administered activities and lessons for a 45 hour course that taught user-centered design principles, diversity, and culture via hands-on experiences within collaborative virtual environments.
- **Instructor.** Course Title: *Introduction to Information Sciences and Technology*. Women in the Sciences and Engineering (WISE) Institute Camp. Summer 2005
  - Prepared and administered activities and lessons for a 20 hour course that explored gender and career issues, and information science and technology concepts using collaborative virtual environments.
- **Teaching Assistant.** Four semesters at the Pennsylvania State University.
  - One semester of the course: SRA 111 – Introduction to Security and Risk Analysis. Aug. 2008-present (152 students).
  - Three semesters of the course: IST 331 – Introduction to Human-Computer Interaction. Fall 2004-Spring 2005, Spring 2009 (~60-70 students per section).
  - One semester of the course: INSYS 549 – Designing Emerging Technologies for Learning. Aug. 2005-Dec. 2005 (~20 students).
- **Guest lecturer.** The Pennsylvania State University. Lecturer for the course: IST 402 - Human Diversity in the Global Information Economy. Nov. 2005

#### INDUSTRY EXPERIENCE

- **Software Engineer.** International Business Machines Corp. (IBM) Research Triangle Park, NC. (Aug. 2002-Aug. 2004)
  - Verification engineer for Websphere Business Components Group in IBM. Worked alongside development and verification teams for several releases of WebSphere Business Integration middleware products including WebSphere Interchange Server.
- **Webmaster.** The Pennsylvania State University Schreyer Honors College State College, PA. (Mar. 1999-Feb. 2001)
  - Coded scripts. Designed all web pages, navigation, and graphics. Maintained site operation daily. Worked with a variety of staff including the deans of the college.

#### GRANTS AND FUNDING HISTORY

- Provost's Investment Grant for Environmental Education and Sustainability Interactive Portal (\$20,000)
- Pennsylvania Governor's School in Information Technology Grant (\$4500 awarded in 2005).
- Women in Science and Engineering (WISE) Institute Grant (\$3400 awarded in 2005 and 2007).
- NSF-Funded Research Fellow position for Technology Enhanced Learning in Science (TELS) Project (Fall 2005-Spring 2008)

- NSF-Funded Learning in Informal and Formal Environments (LIFE) Graduate Fellow (Aug.-Nov. 2007)
  - Pennsylvania State University Graduate Teaching Fellow (For Spring 2009)
- 

## **SERVICE**

- Faculty mentor for LearnPlay, a student organization exploring the intersection of games and education (Fall 2009-)
  - Selected as member of Dean Search Committee for Pennsylvania State University's College of Information Sciences and Technology. Fall 2007.
  - Two-time Information Sciences and Technology Instructor for Women in Science and Engineering (WISE) Institute (2005 and 2007), address the underrepresentation of women in science, technology, engineering, and math (STEM) disciplines
  - Panelist for Graduate Career Planning Workshop at Pennsylvania State University (October 2008)
  - Reviewer for American Educational Research Association (AERA) Conference 2007.
  - Reviewer for International Conf. on Computers in Education (ICCE) Conference 2006 (Beijing, China)
  - Student volunteer for Computer Supported Collaborative Learning (CSCL) 2007 (Rutgers University).
  - Mentor for undergraduates for Asian American Christian Fellowship Mentoring Program at Pennsylvania State University (2004-2008).
- 

## **HONORS, AWARDS AND MEMBERSHIPS**

- Provost's Investment Fund Award. Environmental Education & Sustainability Interactive Portal. Teachers College, Columbia University. \$20,000. December 2009.
  - Doctoral Consortium recipient. International Conference of the Learning Sciences (ICLS) 2008. Utrecht, the Netherlands. June 2008.
  - Member of the following research and professional affiliations:
    - International Society of the Learning Sciences (ISLS)
    - Association of Computing Machinery Special Interest Group on Computer-Human Interaction (SIGCHI)
    - American Educational Research Association (AERA)
    - Computer Assisted Language Instruction Consortium (CALICO)
    - IEEE Computer Society
  - Member of Penn State Digital Educational Gaming Commons. (March 2008-present.)
  - Member of Stanford University and University of Washington Multi-User Virtual Environment (MUVE) Developer's Group. (June 2008-present.)
  - Dean's List at Pennsylvania State University, seven semesters
  - Pennsylvania State University Schreyer Honors College Member and Alumnus. Aug. 1998-present.
  - Member of the following honor societies:
    - Golden Key National Honor Society. (Aug. 2000-present)
    - National Society of Collegiate Scholars. (Apr. 1999-present)
    - Cum Laude Society. (Mar. 1998-present)
    - National Honor Society. (Oct. 1997-present)
- 

## **PERSONAL**

- Born in Richland, Washington (USA). Citizen of the USA.
  - Asian-American ethnicity
  - Hobbies include tennis, football, freelance web design, songwriting, and guitar
-