



# What's IN-cubating?

April - June 2022



IN-cube's faculty and student members got to attend our first in-person international conference since the pandemic started - the International Communication Association conference in Paris in May 2022 - where we took part in more than 10 presentations. Next month, we're also presenting some of our work at the Association for Education in Journalism and Mass Communication conference in Detroit, where our faculty and student members won four top paper awards! I am also very happy to share that we have just completed data collection for the Wave 4 of our IN-cube Panel Survey that tracks internet behaviours in Singapore, including social media use, videoconferencing, news consumption to online shopping, as well as adoption of emerging technologies, such as virtual reality, tele-health, and AI-powered voice assistants. We're analysing the data now and hope to share with you some results soon. We're always open to collaborations and partnerships. So let us know if you have ideas or are interested in our panel data. You can take a look at the recent research projects we have completed by visiting our website at [ntu.edu.sg/incube](http://ntu.edu.sg/incube). You can also reach out to us by sending us an email at [incube@ntu.edu.sg](mailto:incube@ntu.edu.sg).

Assoc Prof Edson C. Tandoc Jr.  
Director, IN-cube

## Webinar

### The Power of Platforms: Shaping Media and Society

**NANYANG  
TECHNOLOGICAL  
UNIVERSITY**  
SINGAPORE

Centre for Information  
Integrity and the Internet  
Wee Kim Wee School of Communication and Information

**The Power of  
Platforms: Shaping  
Media and Society**

Understanding the relationship between publishers and platforms through a conversation on the new book by Rasmus Kleis Nielsen and Sarah Anne Ganter

Presented by:  
  
Prof Rasmus Kleis Nielsen  
Reuters Institute for the Study of Journalism at the University of Oxford

Moderated by:  
  
Assoc. Prof. Edson C. Tandoc Jr.  
Wee Kim Wee School of Communication and Information

A webinar presentation from the Centre for Information Integrity and the Internet (IN-cube)

Held on May 17 2022, this webinar introduced Prof. Rasmus' new book: *The Power of Platforms: Shaping Media and Society*. Prof. Rasmus is from the Reuters Institute for the Study of Journalism at the University of Oxford. The discussion covers "platform power" that a few technology companies have come to exercise in public life, the reservations publishers have about platforms, and explains why publishers often embrace them nonetheless.

# Publications

## AEJMC 2022 Top Paper Awards

The Association for Education in Journalism and Mass Communication (AEJMC) is one of the major conferences in communication and media studies. This year, many of our IN-cube faculty and student members are traveling to the Detroit to present their conference papers. IN-cube is pleased to share that four of our papers are receiving awards in the upcoming AEJMC 2022 conference!

### Top Paper-First Place, Political Communication Division

"The Social Dynamics of Selective Avoidance: An Examination of Unfriending Behaviors Amid the 2020 Presidential Election"

*Yifei Wang, Asst Prof Saifuddin Ahmed, & Adeline Bee Wei Ting*

### Top Paper-Third Place, Faculty Paper Award, Mass Communication & Society Division

"Down for a lockdown? Understanding lockdown preparedness through a social vulnerability perspective"

*Zhang Hao Goh & Assoc Prof Edson Tandoc Jr.*

### Top Paper-Third Place, Outstanding Advertising Research Papers

"Crafting Brand Manifesto with Monochrome: The Interplay Between Color and Regulatory Focus in Brand Activism Advertising"

*Xuan Zhou, Asst Prof Chen Lou, & Xun (Irene) Huang*

### Top Paper-Third Place, Top Faculty Research

"Health Apps and Wearables Use: A Scoping Review of Theoretical Frameworks, Motivators, Barriers, and Health Impacts"

*Huanyu Bao & Asst Prof Edmund Lee*



## Videoconferencing Fatigue



From frequency to fatigue: Exploring the influence of videoconference use on videoconference fatigue in Singapore

Benjamin J. Li<sup>1</sup>, Edmund W.J. Lee, Zhang Hao Goh, Edson Tandoc Jr.

*Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore*

#### ARTICLE INFO

**Keywords:**  
Videoconference fatigue  
Videoconference use  
Technology acceptance model  
Internet satisfaction  
Wellbeing

#### ABSTRACT

The use of videoconferencing platforms has increased drastically as a result of the COVID-19 pandemic. As a result of work-from-home orders, many employees found themselves attending meetings if communication technologies instead of usual face-to-face discussions. As employees spend more time on videoconferencing, there have been increasing concerns of users affected by an occurrence we call *videoconference fatigue* (VF). In this study, we explore the link between frequency of videoconferencing and VF. We further explore videoconference users' satisfaction with their internet connection as a moderator. We study these in the context of the Technology Acceptance Model (TAM), which provides a framework for us to understand the factors leading to VF. A survey was conducted in Singapore with 1145 respondents. Results from structural equation modeling supported a model where perceived usefulness of videoconferencing apps led to perceived usefulness of these apps, which led to an increased frequency of use. There was a significant relationship between frequency of use and feelings of videoconference fatigue, which was moderated by users' perceived satisfaction with their internet connection. When usage is low, having a reliable internet connection helps mitigate the impact of use on VF. However, high usage can override the mitigating impact of internet satisfaction. We discuss the implications of these findings and understand into potential factors that can result in VF.

The use of videoconferencing platforms has increased drastically as a result of the COVID-19 pandemic, triggering concerns about users experiencing video-conference fatigue (VF). Led by Asst Prof Benjamin Li, together with other IN-cube committee members, this newly published journal article explores the link between frequency of videoconferencing and VF, with internet satisfaction as a moderator of this relationship, based on IN-cube's panel data.

You may read the article published in **Computers in Human Behavior Reports** [here](#)



# Publications

## Press Freedom, News Exposure, and COVID-19 Health Beliefs

External information cues (such as news media) can shape individuals' COVID-19 health beliefs. The question is, can this relationship be enhanced in media systems with high degree of press freedom? Through a multi-national survey (across 10 cities in Asia) led by IN-cube's Research Fellow, Dr. Goh Zhang Hao, we found that high press freedom reduces the impact of news exposure on individuals' health beliefs, affecting their downstream behavioural intention to vaccinate. You may read the article recently published in **Health Communication** [here](#)



### Can Press Freedom Enhance the Effect of News Exposure on COVID-19 Health Beliefs? A Health Belief Model Perspective

Zhang Hao Goh, Edson C. Tandoc Jr., Charles Thomas Salmon, Hye Kyung Kim & Jingyuan Shi

To cite this article: Zhang Hao Goh, Edson C. Tandoc Jr., Charles Thomas Salmon, Hye Kyung Kim & Jingyuan Shi (2022): Can Press Freedom Enhance the Effect of News Exposure on COVID-19 Health Beliefs? A Health Belief Model Perspective, Health Communication, DOI: 10.1080/10410236.2022.2056981


## Cancel Culture in Singapore

### #CancelCulture: Examining definitions and motivations

Edson C Tandoc, Jr , Beverly Tan Hui Ru , Gabrielle Lee Huei, Ng Min Qi Charlyn, Rachel Angeline Chua and Zhang Hao Goh  
Nanyang Technological University, Singapore

#### Abstract

While cancel culture has become a social media buzzword, scholarly understanding of this phenomenon is still at its nascent stage. To contribute to a more nuanced understanding of cancel culture, this study uses a sequential exploratory mixed-methods approach by starting with in-depth interviews with social media users (n=20) followed by a national online survey (n=786) in Singapore. Through the interviews, we found that our participants understand cancel culture as more than just a mob engaged in public shaming on social media; it also involves perceptions of power imbalance

new media & society  
1-19  
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DOI: 10.1177/14614448221077977  
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Cancel Culture has been a social media buzzword for many in recent years, with many high profile social media influencers experiencing backlash on social media. Our brilliant undergraduate student members, supervised by IN-cube Director Edson C. Tandoc Jr., conducted a mixed-methods study to understand how cancel culture is perceived by Singaporeans, and the potential factors that might lead Singaporeans to engage in cancel culture.

You may read the article that was published in **New Media & Society** [here](#)

## IN-cube in the News

### NEWS COMMENTARY

### Filipino journalists find selves at crossroads after Marcos Jr. victory



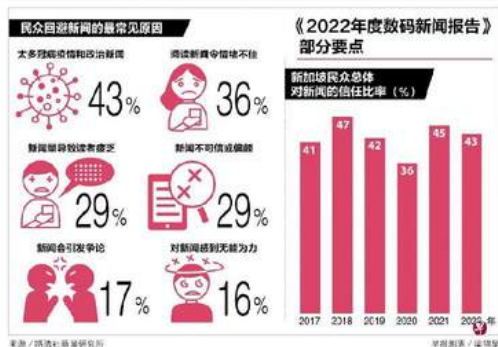
On 17 June 2022, the Philippine Star, one of the leading English-language newspaper and online news outlets in the Philippines, referenced research co-investigated by IN-cube Director Edson C. Tandoc Jr.

The cited research highlights the various interconnecting factors that shape the Filipinos' trust in information and information sources along with their potential implications.

You may read the article [here](#)

报告：更多人不阅读重大新闻 对新闻信任度也下跌

来源 / 联合早报  
编辑 / 董柏欣  
浏览 / 2022年6月16日 5:00 AM



On 16 June 2022, IN-cube Director Edson C. Tandoc Jr. shared his views with local daily Lianhe Zaobao (联合早报), interpreting the results published by the Reuters Institute for the Study of Journalism in its 2022 Digital News Report. He mentioned that although mainstream news media remained to be among the most trusted news sources, alternative digital news sources are on the rise in Singapore.

You may read the article [here](#)

## IN-cube at ICA 2022 in Paris



The 72nd Annual International Communication Association (ICA) Conference was held in Paris, France on 26-30 May 2022. The ICA aims to advance scholarly study of communication by encouraging and facilitating excellence in academic research. In this major international event, IN-cube members had the opportunity to participate in discussions and share their ideas, as well as present their findings and works at the conference. IN-cube's representation is strong in this year's ICA conference. Not only did our committee members and student members share their research findings with the international audience in-person, but we also brought our new IN-cube merchandise, such as our classic roller pens and IN-cube tote bags! We hope to share some of these with you in our upcoming events soon!

### About IN-cube

IN-cube stands for Centre for Information Integrity and the Internet, a new research centre at the Wee Kim Wee School of Communication and Information at Nanyang Technological University Singapore. It aims to contribute to promoting information integrity in online spaces, especially in an era of misinformation and disinformation, through timely, rigorous, and relevant research that links academics, policymakers, industry players, and the public. Learn more about IN-cube by visiting our website: [ntu.edu.sg/incube](http://ntu.edu.sg/incube)