



# What's IN-cubating?

October - December 2022



The last quarter of 2022 was a busy and productive one for IN-cube. In October 2022, we held our very first in-person IN-cube Speaker Series as well as launched our new research incubators. We also completed, in December 2022, the 5th Wave of our longitudinal survey tracking Internet use in Singapore and updated our IN-cube blog, where you can check out our interactive map. Also, IN-cube is turning two! Launched on January 26, 2021, IN-cube is now celebrating its second anniversary. We started the celebration in early January with a thanksgiving lunch and a planning meeting with our new committee members, research incubator leads, and student members. The celebration continues with our very first in-person symposium on February 9, 2023 to showcase our research focusing on fake news. Below you will find more details about these initiatives and we'd love to hear your thoughts and suggestions.

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

## 9 Feb 2023: IN-cube Symposium

**Keynote Speaker**



**Prof Eun-Ju Lee**

Professor, Seoul National University  
President-Elect, International  
Communication Association (ICA)

**Moderator**



**Assoc Prof  
Edson C. Tandoc Jr.**

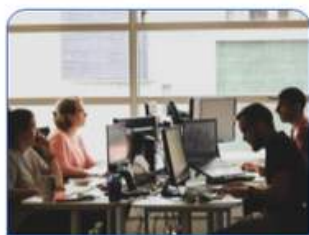
Principal Investigator  
Associate Professor, Nanyang  
Technological University  
Director, IN-cube

To celebrate its second anniversary, IN-cube will be having its **Defining, Determining and Dealing with Deliberate Online Falsehoods in Singapore Symposium** next month.

In this one-day symposium, we will present key findings from our research on fake news, fact-checking, and media literacy from the past four years. It will be held at Park Royal Hotel Beach Road.

Our keynote speaker is Prof Eun Ju Lee from Seoul National University, the President-Elect of the International Communication Association.

# Launch of Research Incubators



Online Privacy and  
User Psychology



Asst. Prof. Hyunjin Kang



Social Media and  
Political  
Engagement



Asst. Prof. Saif Ahmed



Tech & Data Equity  
Lab



Asst. Prof. Edmund Lee



Digital Advertising  
and Consumer  
Psychology



Asst. Prof. Chen Lou



Sanity and Ego in  
Cyberated  
Environments



Dr Goh Zhang Hao



Communication  
and Democracy  
Lab



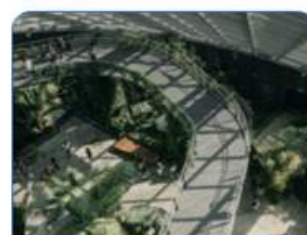
Assoc. Prof. Nuri Kim



Fatigue in  
Communication  
and Technology



Asst. Prof. Benjamin Li



Management  
Issues in Strategic  
Communication



Mr. Ferdinand Ferry  
De Bakker

One of the main highlights of last quarter for IN-cube was the launch of our new research incubators.

Headed by WKWSCI faculty members, each lab focuses on a specific and important area within the field of communication, such as online privacy, digital advertising, well-being, political engagement, democracy, technology adoption, and strategic communication.

Seven labs were first launched across two webinar sessions. The first was held on October 19, 2022, where Asst Prof. Chen Lou, Asst Prof. Kang Hyunjin and Dr. Goh Zhang Hao introduced their labs.

The second webinar was held on October 21, 2022, where Assoc Prof. Nuri Kim, Asst Prof. Benjamin Li, Asst Prof. Edmund Lee and Asst Prof. Saiffuddin Ahmed introduced their labs.

Early this year, we welcomed an eighth lab to our IN-cube family: Management Issues in Strategic Communication (MISC) lab, headed by WKWSCI's adjunct lecturer, Mr. Ferdinand Ferry De Bakker.

You can find more information about each of our research incubators in the IN-cube website at [ntu.edu.sg/incube](https://ntu.edu.sg/incube)

# *IN-cube Speaker Series*



On October 11, 2022, IN-cube hosted its first in-person IN-cube Speaker Series event at WKWSCI's conference room. Dr. Jakob Ohme, Head of the Research Group "Digital News Dynamics" at Weizenbaum Institute for the Networked Society in Berlin, and Dr. Jason Vincent Cabanes, Professor of Communication and Research Fellow at the De La Salie University in Manila, were our invited speakers. The event was a collaboration between NTU IN-cube and Singapore University of Technology and Design's HASS department. IN-cube Director Assoc Prof. Edson C. Tandoc Jr and SUTD's Asst Prof. Andrew Yi from the Humanities, Arts and Social Sciences department moderated the talks.

# *International Society for Infectious Diseases Workshop*



On November 17, 2022, IN-cube researchers were invited to run a workshop in Kuala Lumpur on how infectious disease experts and doctors can maximise digital tools to detect and debunk medical misinformation. The workshop, ran by IN-cube Director Edson Tandoc Jr., Assistant Director Edmund Lee, and Project Officer Seth Kai Seet, was part of the annual International Society for Infectious Diseases Congress attended by hundreds of infectious disease experts from around the world.

## China is reporting mysteriously low COVID numbers as it opens up. What's really going on?



On December 23, 2022, IN-cube's assistant director Asst Prof. Edmund Lee contributed to an article regarding the low COVID numbers in China as it opens itself up to the rest of the world.

He weighed in on the matter, stating that expectations need to be managed when seeing COVID numbers and that it will be a challenge for the Chinese government to develop trust in their citizens who are skeptical in them.

Read about it [here](#).

## Journal Publications

### Communication Studies

#### Videoconferencing and Work-Family Conflict: Exploring the Role of Videoconference Fatigue

*Authors: Benjamin J. Li, Shruti Malviya & Edson C. Tandoc Jr.*

In this article, IN-cube member, Asst. Prof. Benjamin Li led the study to investigate how videoconferencing fatigue plays a role on work-family conflict. Through an online national survey conducted in Singapore, the authors confirmed that the increase use of videoconferencing at home, leading to videoconferencing fatigue, could be a driver in work-family conflict.

Read about it [here](#).



### Mass Communication & Society

#### Does Length Matter? The Impact of Fact-Check Length in Reducing COVID-19 Vaccine Misinformation

*Authors: Edson C. Tandoc Jr., James Chong Boi Lee, Sangwon Lee & Pei Jun Quek.*

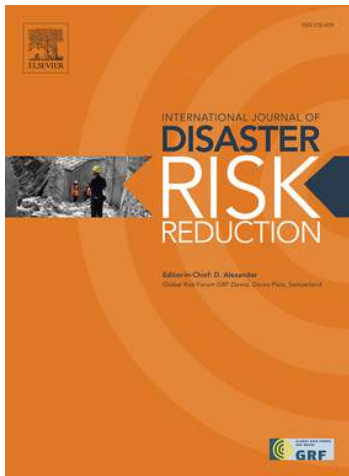
Fact-checking is one of the many strategies to ensure that people do not fall for fake news easily. However, the question is does the length of a fact-checker affect its effectiveness - particularly in reducing COVID-19 vaccine misinformation? Led by Assoc. Prof. Edson C. Tandoc Jr., the research team conducted an online experiment and found an interaction effect between information overload and the length (short, medium, long) of the fact-check.

Read about it [here](#).



# Publications

## *International Journal of Disaster & Risk Reduction*



### **Development and validation of a lockdown preparedness scale: Understanding lockdown preparedness through a social vulnerability perspective**

*Authors: Zhang Hao Goh & Edson C. Tandoc Jr.*

How do we measure individuals' preparedness towards (yet another) lockdown? How is lockdown preparedness related to existing social demographic factors? In this study, Dr Goh Zhang Hao, IN-cube Research Fellow and Assoc. Prof. Edson C. Tandoc Jr. developed a psychometric scale to measure the emotional and psychological dimensions of individuals' lockdown preparedness and relate them with existing social factors.

Read about it [here](#).

## *Behavior & Information Technology*



### **Alone and lonely? How physical and perceived isolation can lead to problematic internet use**

*Authors: Zhang Hao Goh, Edson C. Tandoc Jr., Vanessa Xinyi Chan*

Physical isolation can curb the spread of COVID-19, but it can also give rise to loneliness - resulting in problematic use of the internet (PIU). However, the proliferation of social media applications and smart devices makes it difficult to conclude whether physical isolation is a cause of PIU. Using a two-wave panel survey data, IN-cube Research Fellow, Dr Goh Zhang Hao led the study to find out how perceived versus physical isolation can result in PIU. It was found that both forms of isolation drive PIU (in Time 1) resulting in the experience of negative outcomes (in Time 2).

Read about it [here](#).

#### *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)