

Yu-Hao Lee

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Biography

Yu-Hao Lee's research focuses on the cognitive and emotional effects of immersive/interactive media such as video games and virtual reality. He also studies how to design immersive media experiences that promote better decision-making and prosocial behaviors. Yu-Hao is passionate about seeking new ways to communicate complex stories and motivate prosocial behaviors. His research has examined the use of immersive technologies in various contexts, including using serious games to train intelligence analysts about cognitive biases and to improve law enforcement officers' deception detection skills. He has also examined using immersive technology to change attitudes toward climate change and refugees.

Areas of Expertise

Social Media, Media Psychology and Media Effects, Communication Technology, Emerging Media, Social Advocacy and Social Change

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