May Lwin: Media Technology and Health Communication

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Abstract

Professor May O. Lwin of Nanyang Technological University, Singapore, has long pioneered research at the intersection of media technology and health communication. Her work explores the relationship between technology adoption and health behaviors, combining academic rigor with practical relevance. This paper systematically reviews her academic research landscape using bibliometric methods and tools such as Citespace and VOSviewer. It analyzes 119 publications indexed in the Web of Science Core Collection from 2006 to present, examining dimensions including publication volume distribution, keyword clustering, field overlap, and author collaboration networks. The findings reveal that May Lwin's research centers on specific populations such as minors, with attitudes and behaviors as core measurement dimensions. Her work spans diverse topics including media technology-based health interventions, privacy protection, and cross-subject collaboration, exhibiting distinct evolutionary phases: 2006–2009: Exploring the intervention value of technology in specific health contexts 2010–2014: Focusing on precision and trust-building in health communication within digital media environments 2015–2019: Emphasizing scenario-based adaptation of technology and expansion of diverse pathways 2020–2025: Addressing information asymmetry and equity issues in health communication Its interdisciplinary research paradigm and research orientation focused on socially vulnerable groups provide important theoretical references and practical insights for the field of health communication.

Keywords

media technology, health communication, May O. Lwin, bibliometric analysis, adolescent health, interdisciplinary research

I. Exploring the Intersection of Media Technology and Health Communication: A Metrics Analysis of May O. Lwin's Literature (2006–Present)

Throughout the evolution of communication studies, media technology remains an enduring topic. It not only mediates communication relationships but also intertwines with deep-seated political, economic, and cultural factors. Professor May O. Lwin (hereafter referred to as May Lwin) of the Wong Kee Hoi School of Communication and Information (WKWSCI) at Nanyang Technological University (NTU), Singapore, is a scholar exploring the intersection of media technology and health communication. Her research projects encompass the utilization, design, and evaluation of social media and other digital media to enhance public health. Her work on leveraging technology to promote children's physical activity and nutrition education is being piloted in numerous schools, while her research on employing mobile media for infectious disease treatment has undergone trials in hospitals across regional countries including Singapore and Sri Lanka. Additionally, she is an expert in cybersecurity, parental mediation, and privacy issues surrounding children's technology use.[1]

·This paper uses the author field in the Web of Science Core Collection database, searching for "Lwin, May O.", yielding 119 publications from 2006 to present. This study utilized Excel to create a publication volume distribution chart by year. Additionally, tools such as Citespace and VosViewer were employed to generate co-occurrence maps of keywords, keyword clusters, field overlays, timelines, and author co-occurrence diagrams. These visualizations reveal Professor May Lwin's research focus and contributions to health communication studies.

II. Multidimensional Perspective: Publication Characteristics, Clustering Maps, and Interdisciplinary Networks in May O. May Lwin's Health Communication Research (2006–Present)

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[1] Guo, F., Ye, G., Hudders, L., Lv, W., Li, M., & Duffy, V. G. (2019). Product placement in mass media: A review and bibliometric analysis. Journal of Advertising. https://doi.org/10.1080/00913367.2019.1567409

"Those who fail to consider the whole cannot plan for a part." This section organizes the quantity and disciplinary distribution of Professor May Lwin's publications from 2006 to present based on annual publication volume distribution, keyword clustering, field overlay, and author collaboration networks. This lays a foundational overview for subsequent analysis of research focus shifts and academic contributions.

Professor May Lwin has maintained a prolific output, publishing as many as 14 papers in 2017 alone. Her core research focus that year centered on adolescent online behavior, the intervention roles of family and social agents, and the health and behaviors of specific populations (primarily in Singapore). She examined the impact of media technologies on health behaviors (e.g., sports games [2]) [3] while also prioritizing vulnerable groups (children, Asian populations) [4]. Her work explored patterns of adolescent behavior in online environments [5] [6]

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[2] Ho, S. S., Lwin, M. O., Sng, J. R. H., & Yee, A. Z. H. (2017). Escaping through exergames: Presence, enjoyment, and mood experience in predicting children's attitude toward exergames. Computers in Human Behavior, 72, 381-389. https://doi.org/10.1016/j.chb.2017.03.001

[3] Lwin, M. O., Yung, C. F., Yap, P., Jayasundar, K., Sheldenkar, A., Subasinghe, K., Foo, S., Jayasinghe, U. G., Xu, H. R., Chai, S. C., … (2017). FluMob: Enabling surveillance of acute respiratory infections in healthcare workers via mobile phones. Frontiers in Public Health, 5, 49. https://doi.org/10.3389/fpubh.2017.00049

[4] Kim, H. K., & Lwin, M. O. (2017). Cultural effects on cancer prevention behaviors: Fatalistic cancer beliefs and risk optimism among Asians in Singapore. Health Communication, 32(10), 1201-1209. https://doi.org/10.1080/10410236.2016.1214224

[5] Ho, S. S., Lwin, M. O., & Lee, E. W. J. (2017). Till logout do us part? Comparison of factors predicting excessive social network sites use and addiction between Singaporean adolescents and adults. Computers in Human Behavior, 75, 632-642. https://doi.org/10.1016/j.chb.2017.06.002

[6] Ho, S. S., Lwin, M. O., Yee, A. Z. H., & Lee, E. W. J. (2017). Understanding factors associated with Singaporean adolescents' intention to adopt privacy protection behavior using an extended theory of planned behavior. Cyberpsychology, Behavior, and Social Networking, 20(9), 572-579. https://doi.org/10.1089/cyber.2017.0061

[7], alongside the influence of "social agents"—such as parents, teachers, and peers—on minors' health behaviors [8] [9] [10].
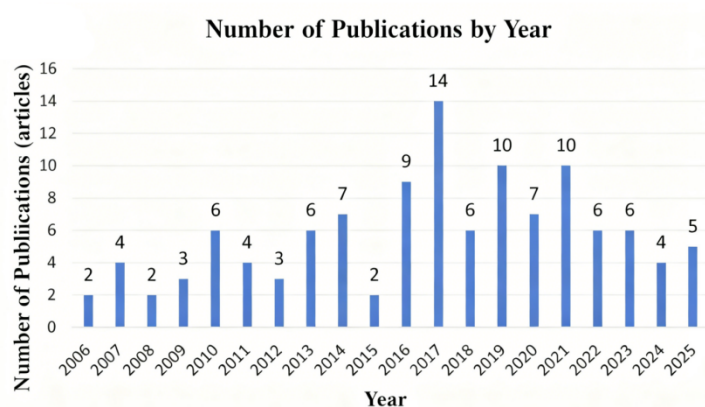
Number of Publications by Year

Figure7 : Annual Distribution of Publications

Professor May Lwin's research keywords cluster into eight categories (8), reflecting a multifaceted and intersectional approach. She focuses on minors while addressing cutting-edge and practical issues such as media technology applications, health management, rights protection, and corporate social responsibility (CSR) (beginning advertising research in 2007 and CSR research in 2011). This forms a research framework of "specific groups + frontier technologies + social value," combining academic depth with broad applicability.

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[7] Lee, E. W. J., Ho, S. S., & Lwin, M. O. (2017). Extending the social cognitive model-Examining the external and personal antecedents of social network sites use among Singaporean adolescents. Computers in Human Behavior, 67, 240-251. https://doi.org/10.1016/j.chb.2016.10.030

[8] Shin, W., & Lwin, M. O. (2017). How does "talking about the Internet with others" affect teenagers' experience of online risks? The role of active mediation by parents, peers, and school teachers. New Media & Society. https://doi.org/10.1177/1461444815626612

[9] Yee, A. Z. H., Lwin, M. O., & Ho, S. S. (2017). The influence of parental practices on child promotive and preventive food consumption behaviors: a systematic review and meta-analysis. International Journal of Behavioral Nutrition and Physical Activity, 14, 47. https://doi.org/10.1186/s12966-017-0501-3

[10] Lwin, M. O., Shin, W., Yee, A. Z. H., & Wardoyo, R. J. (2017). A parental health education model of children's food consumption: Influence on children's attitudes, intention, and consumption of healthy and unhealthy foods. Journal of Health Communication, 22(7), 601-611. https://doi.org/10.1080/10810730.2017.1302523
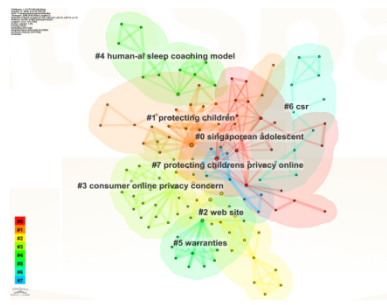
Figure8 : Keyword Clustering (Generated Based on Frequency)

Campbell and Scott expanded the concept of "health communication" beyond communication studies to encompass any attempt to promote health [11], placing higher demands on the interdisciplinary capabilities of health communication research. Professor May Lwin does not confine her work to a single discipline (Figure9). Her research spans health and social sciences (green cluster), medicine and life sciences (red cluster), environmental science (yellow cluster), chemistry and engineering (blue cluster), computer and information sciences (purple cluster). She collaborates closely with scholars specializing in psychology, environmental studies, and ecology (e.g.Anita Sheldenkar、Jerraid Lau、Ysa Marie Cayabab、Chitra Panchapakesan、Jiahui Lu、Andrew Z H Yee、Shelly Malik、Jerome D Williams、Shirley S Ho、Owen Noel Newton Fernando、Santosh Vijaykumar、Schubert Foo) (Figure10 shows denser connections between these scholars and Professor May Lwin), addressing contemporary demands for interdisciplinary capabilities in health communication research.
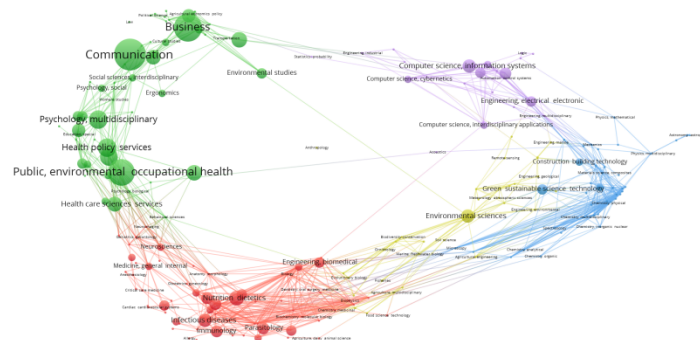

Figure9 : Field Overlay

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[11] Campbell, C., & Scott, K. (2012). Community health and social mobilization. In R. Obregon & S. Waisbord (Eds.), The Handbook of Global Health Communication (pp. 179). Wiley-Blackwell.
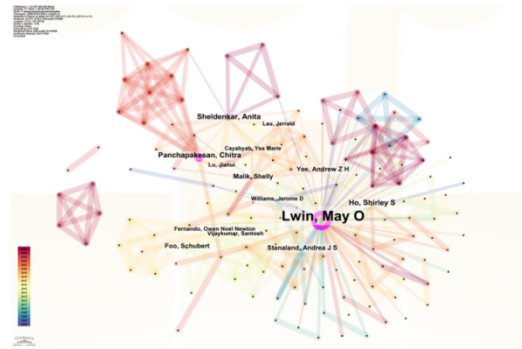
Figure10 Author Collaboration Network (Frequency-Based)

III. Keyword Characteristics and Four-Stage Evolution: The Shift and Deepening of May O. May Lwin's Health Communication Research Focus (2006–2025)

By adjusting thresholds, the top ten keywords by frequency were identified: attitudes, behavior, television, parental mediation, social media, children, information, communication, model, facebook. (11) Among these, behavior, attitudes, and children ranked as the top three in centrality. (12) Professor May Lwin incorporated diverse emerging media such as sports games and medical assistance platforms into her research. She particularly placed minors and the measurement dimensions of attitudes and behaviors at the core, reflecting both her and her research funders' focus on societal hotspots and their sense of responsibility and care for vulnerable groups.

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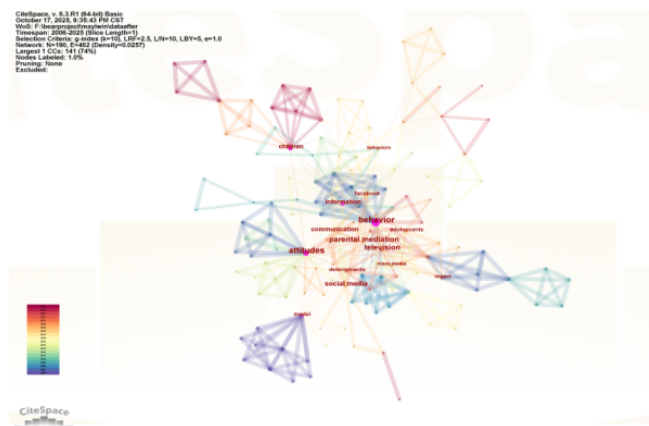
centrality	keywords
0.4	behavior
0.37	attitudes
0.18	children

Table3 Top three keywords ranked by decreasing centrality

Professor May Lwin's research in health communication can be broadly divided into four phases: 2006–2009, 2010–2014, 2015–2019, and 2020–2025. Each phase covers nearly all of the eight clusters mentioned above, with research focus primarily centered on media technology and health communication. (12)
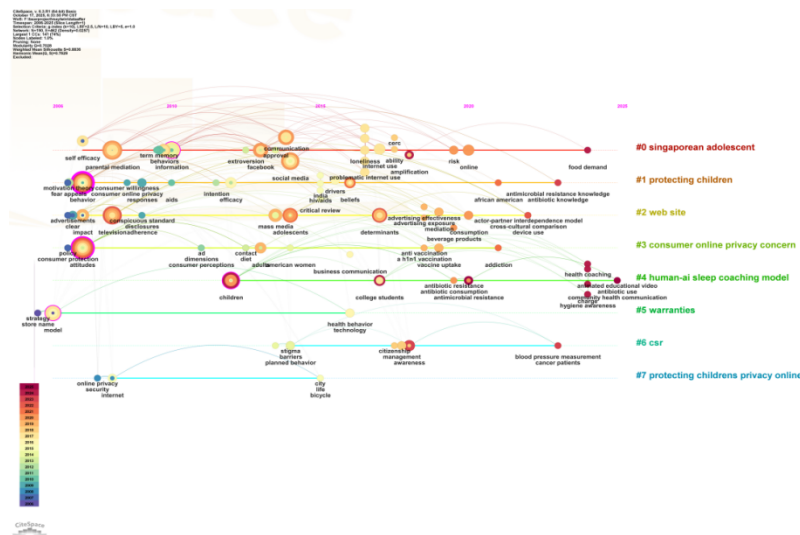
12 Timeline (Frequency-Based Visualization)

From 2006 to 2009, she primarily explored the intervention value of media technologies (ICT, mobile devices, online platforms) in specific health contexts. Focusing on two major themes— "child health protection" and "improving healthcare for vulnerable populations in developing countries"—she combined theoretical analysis to elucidate the mechanisms of technology

application while identifying implementation barriers and proposing improvement strategies.

Singapore faced high early-onset myopia rates, and with the proliferation of online platforms, inappropriate media exposure exposed children to privacy and health risks, necessitating guardian intervention. Previous research predominantly focused on epidemiology, lacking intervention studies from a health communication perspective. Professor May Lwin therefore proposed predicting parental intervention intentions by assessing caregivers' perceived self-efficacy based on protective motivation theory. She recommended promoting multi-stakeholder collaboration, optimizing platform functionality, and enhancing caregivers' self-efficacy (belief in their ability to effectively supervise and guide children) through proactive mediation strategies to protect minors' online privacy and health. [12][13]

In Aceh, Indonesia, war and tsunamis caused massive losses in infrastructure and human resources. Despite local maternal and infant mortality rates exceeding national averages, medical resources struggled to provide adequate coverage. Professor May Lwin found that while constrained by infrastructure and economic conditions, mobile phones could indeed enhance midwives' efficiency and professionalism. She therefore recommended implementing skills training and improving infrastructure. [14]

During this phase, she examined the benefits and drawbacks of media technology for human health with a steady research perspective, demonstrating dialectical thinking and rigorous academic rigor.

From 2010 to 2014, she focused on precision and effectiveness in health communication within digital media environments. She concentrated on three key dimensions: "tailored needs for specific populations," "building ethical trust in media," and "multi-stakeholder collaborative communication." By analyzing audience perception mechanisms, she optimized communication strategies for health topics like HIV prevention while revealing how digital media technologies (online advertising, privacy trust markers, etc.) influence acceptance of health messages.

During this period, Singapore's HIV infection rate continued to rise, yet existing research offered limited discussion on cognitive differences among groups of varying sexual orientations. Furthermore, the gay community exhibited low trust in official media. Despite this context,

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[12] Lwin, M. O., & Saw, S. M. (2007). Protecting children from myopia: A PMT perspective for improving health marketing communications. Journal of Health Communication, 12(3), 251-268. https://doi.org/10.1080/10810730701266299

[13] Lwin, M. O., Stanaland, A. J. S., & Miyazaki, A. D. (2008). Protecting children's privacy online: How parental mediation strategies affect website safeguard effectiveness. Journal of Retailing, 84(2), 205-217. https://doi.org/10.1016/j.jretai.2008.04.004

[14] Chib, A., Lwin, M. O., Ang, J., Lin, H., & Santoso, F. (2008). Midwives and mobiles: Using ICTs to improve healthcare in Aceh Besar, Indonesia. Asian Journal of Communication, 18(4), 348-364. https://doi.org/10.1080/01292980802344182

Professor May Lwin applied protective motivation theory to predict condom usage intentions across different populations and identified significant intergroup variations. She noted that existing communication content predominantly emphasizes the severity of non-use. Therefore, she recommends designing HIV communication with differentiated content and channels tailored to specific populations, while strengthening self-efficacy content (e.g., demonstrating correct condom usage, adopting a consultative communication approach) to build audience trust. [15]

Digital media has gradually become the primary platform for health communication. The risk of health privacy breaches erodes audience trust and threatens the effectiveness of health communication. However, academic attention to the interdependent mechanism of "privacy protection—trust—health communication effectiveness" remains limited. Therefore, Professor May Lwin recommends that platforms establish privacy trust markers to address audience privacy concerns. [16] Beyond privacy protection, enterprises must fulfill their social responsibilities and strengthen collaboration with governments to enhance audience trust in their health communication products. [17]

During this phase, she emphasized the human-centered philosophy of health communication, prioritizing audience needs as a key criterion for evaluating communication effectiveness. This approach optimizes communication strategies by addressing public concerns and fulfilling public expectations.

From 2015 to 2019, she centered her work on "technology adaptation to specific scenarios," focusing on the application of digital media (social media, motion games, etc.) in infectious disease prevention, chronic disease intervention, and youth health promotion. She integrated multi-sensory approaches to advance health communication toward practical solutions.

During Sri Lanka's dengue outbreak, paper-based workflows among public health inspectors proved inefficient, and mobile technology remained underutilized, severely hindering prevention efforts. The Mo-Buzz system developed in Colombo integrated digital surveillance, dynamic disease mapping, and multimedia education, significantly boosting control efficiency. However, it faced technical adaptation challenges, prompting Professor May Lwin to propose optimizing

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[15] Lwin, M. O., Stanaland, A. J. S., & Chan, D. (2010). Using protection motivation theory to predict condom usage and assess HIV health communication efficacy in Singapore. Health Communication, 25 (1), 69-79. https://doi.org/10.1080/10410230903473540

[16] Stanaland, A. J. S., Lwin, M. O., & Miyazaki, A. D. (2011). Online privacy trustmarks enhancing the perceived ethics of digital advertising. Journal of Advertising Research, 51(3), 511-523. https://doi.org/10.2501/JAR-51-3-511-523

[17] Stanaland, A. J. S., Lwin, M. O., & Murphy, P. E. (2011). Consumer perceptions of the antecedents and consequences of corporate social responsibility. Journal of Business Ethics, 102(1), 47-55. https://doi.org/10.1007/s10551-011-0904-z

functionality based on usage scenarios. [18]

Singapore exhibits high adult hypertension prevalence. Professor May Lwin discovered that student-mediated health communication (e.g., students learning hypertension knowledge at school and sharing it with family) yields significant results, making school-based programs an effective hypertension intervention. [19] Beyond formal curricula, games also promote healthy behaviors—for instance, sports games encourage adolescents to engage in physical activity. [20]

At this stage, she incorporated more complex and realistic contextual factors into her analysis. The skillful application of multiple mediating variables enabled her research to circumvent the limitations of direct communication, opening up diverse potential pathways.

From 2020 to 2025, building on prior research, she further revealed issues of information asymmetry in health communication. Whether it's the insufficient acceptance of the "One Health" concept within social sciences, the low participation of developing countries in global antimicrobial resistance research [21], or disparities in media literacy stemming from regional political, economic, and cultural differences [22] and varying anxiety levels during the COVID-19 pandemic [23], these findings underscore the urgent need for differentiated health communication. They also remind us that people-centered health communication must shoulder the responsibility of bridging inequalities.

At this stage, she elevates her analysis from technical applications and communication strategies to explore deeper-level influencing factors such as economic foundations and

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[18] Lwin, M. O., Vijaykumar, S., Rathnayake, V. S., Lim, G., Panchapakesan, C., Foo, S., Wijayamuni, R., Wimalaratne, P., & Fernando, O. N. N. (2016). A Social Media mHealth Solution to Address the Needs of Dengue Prevention and Management in Sri Lanka. Journal of Medical Internet Research, 18(7), e149. https://doi.org/10.2196/jmir.4657

[19] Lwin, M. O., Malik, S., Chua, T. S. J., Chee, T. S., & Tan, Y. S. (2016). Intergenerational transfer of blood pressure knowledge and screening: a school-based hypertension awareness program in Singapore. Global Health Promotion, 23(1), 27-36. https://doi.org/10.1177/1757975914555730

[20] Lwin, M. O., Ho, S. S., Younbo, J., Leng, T. Y., Wardoyo, R. J., & Jung, K. H. (2016). Effects of Exergaming and Message Framing in School Environments on Physical Activity Attitudes and Intentions of Children and Adolescents. Journal of Health Communication, 21(9), 969-978. https://doi.org/10.1080/10810730.2016.1153759

[21] Lu, J. H., Sheldenkar, A., & Lwin, M. O. (2020). A decade of antimicrobial resistance research in social science fields: a scientometric review. Antimicrobial Resistance and Infection Control, 9(1), 178. https://doi.org/10.1186/s13756-020-00834-2

[22] Lwin, M. O., Panchapakesan, C., Sheldenkar, A., Calvert, G. A., Lim, L. K. S., & Lu, J. H. (2020). Determinants of eHealth Literacy among Adults in China. Journal of Health Communication, 25(5), 385-393. https://doi.org/10.1080/10810730.2020.1776422

[23] Lim, J. M., Tun, Z. M., Kumar, V., Quaye, S. E. D., Offeddu, V., Cook, A. R., Lwin, M. O., Wang, S., & Tam, C. C. (2021). Population anxiety and positive behavior change during the COVID-19 epidemic: Cross-sectional surveys in Singapore, China, and Italy. Influenza and Other Respiratory Viruses, 15(1), 45-55. https://doi.org/10.1111/irv.12785

superstructures, demonstrating keen social insight and critical thinking.

IV. Conclusion

This paper systematically reviews the academic research of May O. Lwin from Nanyang Technological University in the interdisciplinary field of media technology and health communication. Based on 119 articles from the Web of Science Core Collection from 2006 to present, it employs bibliometric methods combined with tools like Citespace and VOSviewer. The findings reveal that May Lwin's research consistently centers on the core relationship between media technology and health communication. Focusing on minors as the primary target group and using attitudes and behaviors as key measurement dimensions, her work spans diverse topics including media technology-based health interventions, privacy protection, and cross-subject collaboration. This has formed a distinct research trajectory characterized by "specific groups + cutting-edge technology + social value."

Her research exhibits a clear four-phase evolution: 2006-2009 explored the intervention value of technology in specific health scenarios; 2010-2014 focused on precision and trust-building in health communication within digital media environments; 2015-2019 emphasized scenario-based adaptation of technology and expansion of diverse pathways; and from 2020 to 2025, it ascended to a deeper exploration of information asymmetry and equity issues in health communication. Simultaneously, May Lwin transcended disciplinary boundaries, building an interdisciplinary research network spanning health and social sciences, medicine, and life sciences. Through close collaboration with scholars across multiple disciplines, she enhanced both the academic depth and applied breadth of her research.

Overall, May Lwin's research combines theoretical innovation with practical guidance. Her interdisciplinary research paradigm, focus on socially vulnerable groups, and balanced approach to technology application and humanistic care not only provide crucial theoretical references for academic development in health communication but also offer actionable practical insights for improving global public health, optimizing health communication strategies, and mitigating health inequalities.

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