

# CURRICULUM VITAE OF SEUNGBAK LEE

**Name:** Seungbak Lee

**Current Position:** Ph.D. student

## **Professional Contact Information:**

### Office Address

The University of Mississippi

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## **RESEARCH FOCUS**

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My research focuses on exploring trends in physical activity and sports by utilizing big data analytics technologies such as machine learning and text mining. I identify the trends of health and physical activity measurement tools within the research domain of physical activity. In the field of sports, I investigate trends in sports issues and the impact of these trends on sports on consumer behaviors.

## **EDUCATION**

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Ph.D. in Sport Analytics (Anticipated) May 2025

Major: Sport Analytics; Focus: Physical Activity, Sport Consumption Behaviors

The University of Mississippi, Oxford, Mississippi

M.S. in Measurement and Evaluation in Physical Education 2021

Korea National Sport University, Seoul, Republic of Korea

*Thesis Title:* Exploring England Premier League Win / Loss Prediction Model using Classification Machine Learning

B.S. in Department of Community Sport 2019

Korea National Sport University, Seoul, Republic of Korea

## **RESEARCH**

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### **Peer-Reviewed Journal Publications**

- Lee, S., & Kang, M.** (2022). Trend Analysis of Physical Activity Measurement Research Using Text Mining in Big Data Analytics. *International Journal of Physical Activity and Health*, 1(1), 5.
- Lee, S., Kang, M., & Lee, Y.** (2022). Exploring Well-Being Trend of Public and Media using Association Rule and Future Signal Analysis. *The Korea Journal of Physical Education*, 61(2), 285-299.
- Lee, J., Park, J., Yoon, J., Lee, S., Youm, S., Lee, Y., & Yun, H.** (2021). Analyzing Precedents for Sports Match Fixing by Applying Topic Modeling. *The Korea Journal of Measurement and Evaluation in Physical Education and Sports Science*, 23(2), 51-65.
- Lee, J., Yun, H., Park, J., Lee, S., & Kim, S.** (2020). Korea National Soccer Player Evaluation Model Development based on Social Big Data of 2016 Rio Olympic Games: Sentiment Analysis Using Machine Learning. *The Korea Journal of Measurement and Evaluation in Physical Education and Sports Science*, 22(1), 1-11.
- Jin, X., Oh, S., Lee, S., Park, J., Jo, E., & Choi, C.** (2019). Exploring the Benchmarking Countries for Efficiently Developing to Olympic Basic Events: DEA Study Considering Socioeconomic Resources. *The Korea Journal of Measurement and Evaluation in Physical Education and Sports Science*, 21(3), 59-73.

### **Presentations**

- Lee, S., Jung, M., Kang, M.** (2022). *Age-Varying Association Between Physical Activity and Health-Related Quality of Life Among U.S., Adults* [Poster presentation]. American College of Sports Medicine, San Diego, CA.
- Lee, S., Park, J., Kang, M.** (2022). *Trend Analysis of Scholarly Research in RQES using Topic Modeling* [Poster presentation]. SHAPE America, New Orleans, LA.
- Lee, S., Park, J., Oh, S., & Yoon, J.** (2019). *Identifying Issues of the 2019 U-20 World Cup Korea Team Matches based on Social Media and Press Applying Text Mining* [Paper presentation]. The 57<sup>th</sup> Korean Alliance for Health, Physical Education, Recreation and Dance Conference, Seoul, Korea.

## **ACADEMIC POSITIONS**

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- Graduate Research Assistant, Institute of Child Nutrition, The University of Mississippi, University, MS (January 2022 – Present)

- Graduate Research Assistant, Health and Sport Analytics Laboratory, The University of Mississippi, University, MS (August 2021 – Present)
- Researcher, Korea Institute of Sport Science (KISS), Seoul, Republic of Korea (July 2020 – December 2020)
- Graduate Research Assistant, Center for Sports and Performance Analytics, Korea National Sport University, Seoul, Republic of Korea (March 2019 – March 2021)

## **INDUSTRY EXPERIENCE**

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- Sales Staff, NIKE, Seoul, Republic of Korea (January 2016 – January 2017)

## **TEACHING EXPERIENCES**

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Guest Lecture, Department of HESRM, The University of Mississippi, Spring (2022)  
 Course: Meta-Analysis (HK 710)  
 Role: Prepared and delivered a 90-minute lecture on risk of bias in individual studies for 15 graduates

Teaching Assistant, The University of Mississippi  
 SRA 503 Data Analytics and Methodologies (Spring 2022)

## **AWARDS**

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- 3<sup>rd</sup> Place Award, Pro Basketball Data Competition, Korea Basketball League and Korea Sports Promotion Foundation, Seoul, Republic of Korea, 2019.

## **CERTIFICATES**

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- Attestation of Achievement: Machine Learning in Python with scikit-learn, France Université Numérique (2022)
- First Aid/CPR/AED Instructor, American Red Cross (2021)

## **GRANTS AND OTHER FUNDING**

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### **Internal Grant Funding**

*Title:* Investigating Factors Associated With Participation in Recreational Activities using Machine Learning Techniques

*Principal Investigator:* Seungbak Lee

*Amount Funded:* \$3,000

*Period:* 2022 Full Summer Term

*Funding Agent:* Summer Graduate Research Assistantship Program

## **SPECIAL SKILLS/PROFICIENCIES**

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- scikit-learn library in Python – Machine Learning, Data Preprocessing
- matplotlib and seaborn library in Python – Visualization
- R – Statistical analyses
- SPSS – Statistical analyses
- SAS – Statistical analyses
- JASP – Bayesian analyses
- Comprehensive Meta Analysis – Meta-analyses
- WeightedTVEM SAS macro – Time-varying effect modeling

*Updated on Sep 05, 2022*