Xuanjun (Jason) Gong

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Education

University of California, Davis **Davis, CA**
Doctor of Philosophy in Communication, 2019-2024 (expected)

University of California, Davis **Davis, CA**
Master of Science in Statistics (Data Science Track), 2021-2023

University of Illinois at Urbana-Champaign **Urbana, IL**
Master of Science in Advertising, 2017-2019

Zhejiang Gongshang University **Hangzhou, China**
Bachelor of Art in Advertising, 2013-2017

Research interests

Selective Media Exposure, Information Diffusion, Computational Methods, Behavioral Modeling, Neuro-Psychophysiological Measures

Publication

Gong, X., Huskey, R., (in press). Consider the time dimension: Theorizing and formalizing sequential media selection. *Human Communication Research*.

Gong, X., Huskey, R. (in press). Media selection is highly predictable, in principle. *Computational Communication Research*.

Gong, X. & Huskey, R. (in press). Moving behavioral experimentation online: A tutorial and some recommendations for drift diffusion modeling. *American Behavioral Scientist.*

Gong, X., & Huskey, R. (in press). Computationally modeling entertainment media choice and decision making in communication science. In Bowman, N. D. (Ed.), *DeGruyter Handbook of Entertainment*. (Volume 1.). Berlin, Germany: DeGruyter.

Gong, X., Huskey, R., Xue, H., Shen, C., & Frey, S. (2023). Broadcast information diffusion processes on social media networks: exogenous events lead to more integrated public discourse. *Journal of Communication*, *73* (3), 247–259. doi: https://doi.org/10.1093/joc/jqad014

Gong, X., Huskey, R., Eden, A., & Ulusoy, E. (2023). Computationally modeling mood management theory: a drift-diffusion model of people's preferential choice for valence and arousal in media. *Journal of Communication*, jqad020. doi: https://doi.org/10.1093/joc/jqad020

Huskey, R., Keene, J. R., Wilcox, S., **Gong, X.**, Adams, R., & Najera, C. J. (2022). Flexible and modular brain network dynamics characterize flow experiences during media use: A functional magnetic resonance imaging study. *Journal of Communication, 72*(1), 6-32. doi: https://doi.org/10.1093/joc/jqab044

Xue, H., **Gong, X.**, & Stevens, H. (2022). COVID-19 Vaccine Fact-Checking Posts on Facebook: Observational Study. *Journal of Medical Internet Research, 24*(6), e38423. doi: https://doi.org/10.2196/38423

Manuscript in progress

Huskey, R., Boydstun, A., Eden, A., Coronel, J., **Gong, X.**, Ulusoy, E., Riggs, E. (Data collection undergoing – manuscript in development) Investigating the decision-making processes and brain activities for negativity bias of news selection: An fMRI study.

Gong, X., Huskey, R., (Manuscript in development). A computational modeling framework for advertisement effectiveness: the value-based decision-making framework. *Journal of Advertising*.

Gong, X., Huskey, R., Duff. B., (Data collection complete - manuscript in development). Media Multitasking as an Exploratory (vs. Exploitative) Behavior. *Media Psychology*.

Gong, X., Andrews, M., Weisman, W., Huskey, R., Peña, J., Klein, V., Sarieva, S., Kang., R., Schmälzle, R., & Hancock, J. (Data collection complete - manuscript in development) Intersubject synchrony and collaborative task performance: A hyperscanning paradigm using AR Tangram and the Muse EEG.

Grant Activity

UC Davis Academic Senate Small Grant (2023) - *UC, Davis* - $4,000
Exploration and Reinforcement Mechanisms of Sequential Media Selection
Collaborator; PI: Richard Huskey

Travel Grant (2023) - *International Communication Association - Communication Science and Biology* - $343

Scientific Research Project (2022) - *Grammy Museum Grant Program* - not awarded
Co-PI

Small Research Grant (2020) - *Department of Communication, UC, Davis* - $800
A Drift Diffusion Modeling Approach for Testing Mood Management Theory
Collaborator; PI: Richard Huskey

Graduate Student Fellowship (2019-2020) - *UC, Davis* - $54,295

Awards

Top Paper Award (2023) - *International Communication Association*

Top Paper Award (2021) - *National Communication Association Annual Conference*

Graduate Student Award (2021) - *Cognitive Neuroscience Society*

Top Paper Award (2021) - *International Communication Association*

Services

Journal Review
National Science Review
Journal of Media Psychology

Conference Review

International Communication Association (2019-2023)
National Communication Association (2019-2023)

Departmental Service

Brownbag research seminar manager (2019-2020)

Conference papers

Gong, X., Huskey, R. (Nov, 2023) Mechanisms of people's book reading: exploration and reinforcement learning. *Annual Meeting of the National Communication Association, Maryland.*

Gong, X., Huskey, R. (Nov, 2023) Media multitasking as an exploratory (vs. explotive) behavior. *Annual Meeting of the National Communication Association, Maryland.*

Gong, X., Andrews, M., Weisman, W., Huskey, R., Peña, J., Klein, V., Sarieva, S., Kang., R., Schmälzle, R., & Hancock, J. (May, 2023). Intersubject synchrony and collaborative task performance: A hyperscanning paradigm using AR Tangram and the Muse EEG. *Annual Meeting of the International Communication Association, Toronto.*

Gong, X. & Huskey, R. (May, 2023). Media selection is highly predictable, in principle. *Annual Meeting of the International Communication Association, Toronto.* **Top Paper Award, Communication Science and Biology Interest Group**

Gong, X. & Huskey, R. (Nov, 2022). Computational methods and formal modeling in media selection research. *Annual Meeting of the National Communication Association, New Orleans.*

Gong, X. & Huskey, R., Hopp, F. (Nov, 2022). Media selection is highly predictable, In principle. *Annual Meeting of the National Communication Association, New Orleans.*

Gong, X. Xue, H., Huskey, R., Shen, C., Frey, S. (May, 2022). Identify the integration and segregation dynamics of social network dynamics and its influence on the collective attention, learning, and innovation. *Annual Meeting of the International Communication Association Conference, Paris.*

Gong, X., Huskey, R. (May, 2022). Media decision making study. *Annual Meeting of the International Communication Association Conference, Paris.*

Gong, X., Huskey, R. (May, 2022). Modeling human music mobility. *Annual Meeting of the International Communication Association Conference, Paris.*

Gong, X., Huskey, R., Eden, A., & Ulusoy, E. (Nov, 2021). Computationally modeling mood management theory: A drift-diffusion model of people's preference for valence and arousal. *National Communication Association, Seattle.* **Top Paper Award, Communication and Social Cognition Division.**

Gong, X., Huskey, R. (Sep, 2021). Online behavioral experimentation: A tutorial and recommendations. *Conference of the German Communication Association's Methods Division, Virtual.*

Gong, X. & Huskey, R. (Mar, 2021). Fronto-parietal and reward networks are integrated during the psychological state of flow. *Annual Meeting of the Cognitive Neuroscience Society, Virtual.* **Graduate Student Award**

Gong, X., Huskey, R., Eden, A. & Ulusoy, E. (May, 2021). People prefer negatively-valenced movies in a two-alternative movie decision task: A drift diffusion modeling approach for testing mood management theory. *Annual Meeting of the International Communication Association Conference, Virtual.*

Huskey, R., Keene, J., Wilcox, S., **Gong X.**, Adams, R. & Najera, C. (May, 2021). Flexible and modular brain network dynamics characterize flow experiences during media use: A mechanistic inquiry into content dynamics and well-being. *Annual Meeting of the International Communication Association Conference, Virtual.* **Top Paper Award, Communication Science and Biology Interest Group**

Huskey, R., Keene, J. R., Wilcox, S., **Gong, X.**, Adams, R., & Najera, C. J. (May, 2021). A multi-layer network neuroscience investigation of the psychological state of flow. *Annual Meeting of the Social and Affective Neuroscience Society, Virtual.*

Gong, X., Duff, B. (May, 2020). An exploration account of media multitasking: the exploration-exploitation model to explain media multitasking behavior. *Annual International Communication Association Conference, Virtual.*

Gong, X., Yegiyan, N. (May, 2020). When to switch? An information foraging model of media switching behaviors. *Annual International Communication Association Conference, Virtual.*

Ren, Y., Lee Y., Yao, J., **Gong, X.**, Ahn, R., Yun, J., & Duff, B. (May, 2019). An examination of how boredom proneness influences media multitasking behavior. *Annual International Communication Association Conference, Washington.*

Yao, J., Ren, Y., Lee, Y., **Gong, X.**, Ahn, R., Yun, J., Duff, B., & Wise, K. (2019). How multitasking preference and media multitasking behavior influence general advertising perceptions. *American Academy of Advertising Annual Conference, Dallas.*

Teaching experience

Associate Instructor (Instructor of Record)
CMN 001: Introduction to Public Speaking (Summer 2022/2023). University of California, Davis

Graduate Teaching Assistant
CMN 120: Interpersonal Communication, Instructor: Virginia Hamilton (Spring 2023). University of California, Davis
CMN 110: Communication Networks, Instructor: Cuihua (Cindy) Shen (Winter 2022). University of California, Davis
CMN 12Y: Data Visualization in Social Science, Instructor: Seth Frey (Spring 2022). University of California, Davis
CMN 140: Introduction to the Mass Media, Instructor: Richard Huskey (Fall 2021/Fall 2022). University of California, Davis
CMN 001: Introduction to Public Speaking, Instructor: Alisa Shubb (Fall 2020). University of California, Davis
ADV 409: Media Entrepreneurship, Instructor: Steve Raquel (Fall 2018). University of Illinois at Urbana-Champaign

Undergraduate advising

Teaden Gurung (June 2022). Mentorships for Undergraduate Research. Guidance on the development of EEG data collection and analysis pipeline.

Additional information

Languages: Mandarin Chinese (Native); English (Fluent).

Programming Languages: Python, R, Matlab, SQL, Spark, Slurm, Bash, JavaScript

References

Richard Huskey, Ph.D.

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Department of Communication
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