Xuanjun (Jason) Gong

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Education

University of California, Davis **Davis, CA**

Doctor of Philosophy in Communication, 2019-2024

PI: Dr. Richard Huskey

University of California, Davis **Davis, CA**

Master of Science in Statistics (Data Science Track), 2019-2023

University of Illinois at Urbana-Champaign **Urbana, IL**

Master of Science in Advertising, Aug 2019

Advisor: Dr. Brittany Duff

Zhejiang Gongshang University **Hangzhou, China**

Bachelor of Art in Advertising, June 2017

Research interests

Selective Media Exposure, Information Diffusion, Computational Methods, Behavioral Modeling, Psychophysiological/Neuroscientific Measures

Journal papers

Gong, X., Huskey, R. (conditional acceptence) 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., 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*, 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.

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.

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.

Book chapter

Gong, X., & Huskey, R. (conditional acceptance). Computational Modeling Entertainment Media Choice and Decision Making in Communication Science. In Bowman, N. D. (Ed.), DeGruyter Handbook of Entertainment. (Volume 1.). Berlin, Germany: DeGruyter.

Grant

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

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

Reward

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

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

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

Top 5 Paper Award (2021) - *International Communication Association*

Conference papers

Gong, X., Andrews, M., Weisman, W., Huskey, R., Pe˜na, J., Klein, V., Sarieva, S., Kang., R., Schm¨alzle, 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 8 Paper, 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 4 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 Conference.* **Graduate Student Reward**

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 Conference.*

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 Conference.* **Top 5 Paper, 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 Conference.*

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 Conference.*

Gong, X., Yegiyan, N. (May, 2020). When To Switch? An Information Foraging Model of Media Switching Behaviors. *Annual International Communication Association Conference, Virtual Conference.*

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 Records)
CMN 001: Introduction to Public Speaking (Summer 2022). 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

Additional Information

- **Languages:** Mandarin Chinese (Native); English (Fluent).
- **Technical:** Python, R, Matlab, SQL