

KUN XU

Email: kun.xu@ufl.edu

Phone: 330-389-2118

Website: <https://xkunnet.github.io>

ACADEMIC APPOINTMENTS

University of Florida

Associate Professor of Emerging Technologies

Fall 2024 - Present

Director, Media Effects and Technology Lab & UFCJC Research Lab

Fall 2024 - Present

Assistant Professor of Emerging Technologies

Fall 2019 - Summer 2024

Department of Media Production, Management, and Technology

College of Journalism and Communications

UF Global Fellow; UF Trust Scholar; Affiliated faculty at UF AI² Center

Temple University

Spring 2019

Adjunct Professor

Department of Media Studies and Production

Klein College of Media and Communication

RESEARCH INTERESTS

Topic areas: human-robot interaction, human-computer interaction, virtual reality, augmented reality, social/spatial presence, explainable artificial intelligence, psychological processing of media

Methods & Analyses: lab experiment, multivariate analyses, structural equation modeling, multilevel modeling, machine learning, geographic information systems, visual analyses

EDUCATION

Temple University

2018

Ph.D., Media and Communication

Committee: Matthew Lombard (Chair), Tony Liao, Nancy Morris, Shanyang Zhao

Kent State University

2013

M.A., Communication Studies

Committee: Paul Haridakis (Co-chair), Meichen Lin (Co-chair), Janet Meyer

Shanghai International Studies University

2011

B.A., International Journalism, German (minor)

Certificates

University of Michigan

2023

Certificate of Machine Learning in Uncovering Hidden Structure in Data

University of North Carolina at Chapel Hill

2019

Certificate of Machine Learning in Automated Text Analysis

Temple University

2017

Certificate of Teaching in Higher Education

PUBLICATIONS

*denotes graduate student at the time of collaboration

Peer-Reviewed Journal Articles

- 33 **Xu, K.**, & Shi, J. (2024). Visioning a two-level human-machine communication framework: Initiating conversations between explainable AI and communication. *Communication Theory*. SSCI.
- 32 **Xu, K.**, *Chen, X., *Liu, F., & Huang, L. (2024). What did you hear and what did you see? Understanding the transparency of facial recognition and speech recognition systems during human-robot interaction. *New Media & Society*. Online First. SSCI.
- 31 Etzrodt, K., Kim, J., van der Goot, M. J., Prahl, A., Choi, M., Craig, M. J. A., Dehnert, M., Engesser, S., Frehmann, K., Grande, L., Leo-Liu, J., Liu, D., Mooshammer, S., Rambukkana, N., Rogge, N., Sikström, P., Son, R., Wilkenfeld, N., **Xu, K.**, Zhang, R., Zhu, Y., & Edwards, C. (2024). What HMC teaches us about authenticity. *Human-Machine Communication*, 8, 227-251.
- 30 Kim, J., Jin, X., **Xu, K.**, Chen, X., & Yang, H. (2024). What do people say about Replika, an AI chatbot, on social media? Investigating diverse perspectives on the implications of Replika through a topic modeling analysis. *The Social Science Journal*. SSCI.
- 29 Kim, J., Kelly, S., & **Xu, K.** (2024). Understanding the influence of student expectations of instructor immediate behaviors on AI-based education: The moderating role of social presence of AI instructors. *Communication Quarterly*, 72, 421-438.
- 28 **Xu, K.** (2023). A mini imitation game: How individuals model social robots via behavioral outcomes and social roles. *Telematics & Informatics*, 78, 101950. SSCI.
- 27 **Xu, K.**, *Chen, M., & You, L. (2023). The hitchhiker's guide to a credible and socially present robot: Two meta-analyses of the power of social cues in human-robot interaction. *International Journal of Social Robotics*, 15, 269-295. SCI.
- 26 Kim, J., Merrill, K., Jin, X., Collins, C., & **Xu, K.** (2023). Trust, perceived usefulness, and intentions to adopt robotic health advisors for physical and relational health issues. *The Social Science Journal*. SSCI.
- 25 Kim, J., Merrill, K., **Xu, K.**, & Collins, C. (2023). My health advisor is a robot: Understanding intentions to adopt a robotic health advisor. *International Journal of Human-Computer Interaction*. SSCI & SCI.
- 24 *Liu, W., **Xu, K.**, & Yao, M. (2023). Can you tell me about yourself? The impacts of chatbot names and communication contexts on users' willingness to self-disclose information in human-machine conversations. *Communication Research Reports*.
- 23 **Xu, K.**, *Chen, X., & Huang, L. (2022). Deep mind in social responses to technologies: A new approach to explaining the Computers Are Social Actors phenomena. *Computers in Human Behavior*, 134, 107321. SSCI.
- 22 **Xu, K.**, Chan-Olmsted, S., *Liu, F. (2022). Smart speakers require smart management: Two routes from user gratifications to privacy settings. *International Journal of Communication*, 16, 192-214. SSCI.
- 21 Kim, J., Merrill, K., **Xu, K.**, & Kelly, S. (2022). Perceived credibility of an AI instructor in online education: The role of social presence and voice features. *Computers in Human Behavior*, 136, 107383. SSCI.
- 20 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. (2022). Embracing AI-based education: Perceived social presence of human teachers and expectations about machine teachers in online education. *Human-Machine Communication*, 4, 169-185.
- 19 Kim, J., **Xu, K.**, Merrill, K. (2022). Man vs machine: Human responses to an AI newscaster and the role of social presence. *Social Science Journal*. SSCI.

- 18 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. (2021). I like my relational machine teacher: An AI instructor's communication styles and social presence in online education. *International Journal of Human-Computer Interaction*, 37, 1760-1770. SSCI & SCI.
- 17 Lombard, M., & **Xu, K. (corresponding author)** (2021). Social responses to media technologies in the 21st century: The Media are Social Actors paradigm. *Human-Machine Communication*, 2, 29-55.
- 16 **Xu, K.** (2020). Language, modality, and mobile media use experiences: Social responses to smartphones in a task-oriented context. *Telematics and Informatics*, 48, 101344. SSCI.
- 15 **Xu, K.**, & Liao, T. (2020). Explicating cues: A typology for understanding emerging media technologies. *Journal of Computer-Mediated Communication*, 25(1), 32-43. SSCI.
- 14 **Xu, K.**, *Liu, F., Mou, Y., Wu, Y., Zeng, J., & Schafer, M. (2020). Using machine learning to learn machines: A cross-cultural study of users' responses to machine-generated art works. *Journal of Broadcasting and Electronic Media*, 64, 566-591. SSCI.
- 13 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. (2020). My teacher is a machine: Understanding students' perception of AI teaching assistants in online education. *International Journal of Human-Computer Interaction*, 36, 1902-1911. SSCI & SCI.
- 12 Liao, T., & **Xu, K.** (2020). A process approach to understanding multiple open-source innovation contests: Assessing the contest structures, execution, and participant responses in the Android Developer Challenges. *Information and Organization*, 30, 100300. SSCI.
- 11 Liao, T., Yang, H., Lee, S., **Xu, K.**, Bennett, S. (2020). Augmented criminality: How people process in-situ augmented reality crime information in relation to space/place. *Mobile Media and Communication*, 8, 360-378. SSCI.
- 10 Mou, Y., Shi, C., Shen, T., & **Xu, K.** (2020). A systematic review of the personality of robot: Mapping its conceptualization, operationalization, contextualization, and effects. *International Journal of Human-Computer Interaction*, 36, 591-605. SSCI.
- 9 Steiner, E., & **Xu, K.** (2020). Binge-watching motivates change: How the uses and gratifications of streaming video viewers are challenging traditional audience research. *Convergence: The International Journal of Research into New Media Technologies*, 26(1), 82-101. SSCI.
- 8 Wu, Y., Mou, Y., Li, Z., & **Xu, K.** (2020). Investigating American and Chinese subjects' explicit and implicit perceptions of AI-generated artistic work. *Computers in Human Behavior*, 104, 106086. SSCI.
- 7 **Xu, K.** (2019). First encounter with robot Alpha: How individual differences interact with vocal and kinetic cues in users' social responses. *New Media & Society*, 21, 2522-2547. SSCI.
- 6 Mou, Y., **Xu, K.**, & Xia, K. (2019). Unpacking the black box: Examining the (de)gender categorization effect in human-machine communication. *Computers in Human Behavior*, 90, 380-387. SSCI.
- 5 **Xu, K.** (2018). Painting Chinese mythology: Varying touches on the magazine covers of Time, The Economist, Der Spiegel, and China Today. *International Communication Gazette*, 80, 135-157. SSCI.
- 4 **Xu, K.** (2018). Location speaks: Using GIS approach and Weibo check-in data to understand information communication in China. *China Media Research*, 14, 29-43.
- 3 **Xu, K.**, & Lombard, M. (2017). Persuasive computing: Feeling peer pressure from multiple computer agents. *Computers in Human Behavior*, 74, 152-162. SSCI.

- 2 Mou, Y. & **Xu, K.** (2017). The media inequality: Comparing the initial human-human and human-AI social interactions. *Computers in Human Behavior*, 72, 432-440. SSCI.
- 1 **Xu, K.**, Lin, M., & Haridakis, P. (2015). Being addicted to Chinese Twitter: Exploring the roles of users' expected outcomes and deficient self-regulation in social network service addiction. *China Media Research*, 11(2), 1-16.

Published Proceedings

- 5 Yerebakan, M. O., Hao, S., **Xu, K.**, Gheisari, M., Jeelani, I., Hu, B. (2021). Effect of illumination on human drone interaction tasks: An exploratory study. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 65(1), 1485-1489. Sage.
- 4 **Xu, K.** (2018). Action speaks louder than words: A preliminary study of users' social responses to social robots' movements and voices. *Proceedings of the 18th Conference of the International Society for Presence Research*. ISBN: 978-0-9792217-6-7
- 3 **Xu, K.**, & Lombard, M. (2018). Media are social actors: The role of social cues. *Proceedings of the 18th Conference of the International Society for Presence Research*. ISBN: 978-0-9792217-6-7
- 2 Lombard, M., Selverian, M., Steiner, E., **Xu, K.**, & Yang, H. (2018). Implications of presence portrayals in popular culture: Challenges for the future of technology and humanity. *Proceedings of the 18th Conference of the International Society for Presence Research*. ISBN: 978-0-9792217-6-7
- 1 Liao, T., Yang, H., Lee, S., **Xu, K.**, Feng, P., & Bennett, S. (2017). Augmented criminality: How mobile augmented reality crime overlays affect people's sense of place. *AoIR Selected Papers of Internet Research*, 6.

Book Chapters and Translation

- 5 Lombard, M., **Xu, K.**, & Melissa, S. (2024). Future presence: Living with humanlike robots. In L. Fortunati, & A. Edwards (Eds.) *De Gruyter handbook of robots in society and culture*. De Gruyter: Berlin.
- 4 **Xu, K.**, *Liu, F., *Chen, X., & Lombard, M. (2023). The Media are Social Actors paradigm and beyond: Theory, evidence, and future research. In S. Nah (Ed.), *Research handbook on artificial intelligence and communication*, pp. 337-354. Edward Elgar.
- 3 **Xu, K.**, & Jeong, D. (2023). Social presence. In A. Guzman, R. McEwen, & S. Jones (Eds.), *The handbook of human-machine communication*, pp. 287-293. Sage.
- 2 Lombard, M., Lee, S., Sun, W., **Xu, K.**, & Yang, H. (2017). Presence theory. In P. Roessler, C. Hoffner, & L. Van-Zoonen (Eds.), *International encyclopedia of media effects*, pp. 1-13. Wiley-Blackwell.
- 1 Wallace, M., & Knobel, B. (2017). *Heat and light: Advice for the next generation of journalists*. (C. Hua, & **K. Xu**, Trans.). PRC: China Renmin University Press Co., LTD.

Publications in Foreign Language

- 3 Mou, Y., Xia, K., Novozhilova, E., & **Xu, K.** (2019). [Information processing, attitudes, and perception regarding AI-generated content: An experimental study of dual process theory.] *Journalism Research*, 8.
- 2 Mou, Y., & **Xu, K.** (2018). [What is human-machine communication? A global vision for an emerging communication area]. *Jianghuai Forum*, 2, 149-154.

- 1 Mou, Y., & **Xu. K.** (2017). [Human-machine communication: An emerging communication realm]. In B. Li., & Y., Mou. (Eds.), *Future media: Opportunities and challenges*, pp. 42-51. Shanghai: Shanghai Jiao Tong University Press.

RESEARCH GRANTS

Co-PI, Meta Grant, People's expectations and experiences with digital privacy. \$100,000.	2023
PI, UF Trust Consortium Scholarship, University of Florida. \$5,000.	2022-2023
PI, UF Global Fellowship, UF Global Fellows Program. \$5,000.	2021-2022
PI, Dean's Seed Money Award, UF College of Journalism and Communications. \$5,000	2019-2020
PI, Dissertation Completion Grant, Temple University. \$11,000	2018
PI, Summer Research grant, Temple University. \$4,000	2016

HONORS & AWARDS

World's Top 2% Scientists Released by Stanford University and Elsevier	2024
Top Faculty Paper Award in the Division of Communication and the Future at the National Communication Association (NCA), New Orleans, LA, USA	2023
Denis McQuail Award for the best article advancing communication theory in previous two years, the Amsterdam School of Communication Research, "Social responses to media technologies in the 21st Century: The Media are Social Actors paradigm"	2022
The Yuhua (Jake) Liang Top Paper Award at the HMC Preconference of the International Communication Association (ICA), Paris, France	2022
Top Faculty Paper Award in the Division of Communication and the Future at the National Communication Association (NCA), Seattle, WA, USA	2021
Annual Faculty Research Award , College of Journalism and Communications, UF	2021
UF Trust Consortium Scholar , UF Consortium on Trust in Media & Technology	2021-2022
Global Fellow Award , Office of Global Research & International Center, UF	2020-2021
Top Paper Award in the Division of Communication and Technology at the International Communication Association (ICA), Prague, Czech Republic	2018
Best Paper Award at the Annual Conference of the Chinese Association for History of Journalism and Mass Communication (CAHJC), China	2018
Top Paper Award at the Global Communication Forum at the International Communication Association Regional Conferences, Shanghai, China	2017
Top Paper Award at the Global Communication Forum at the International Communication Association Regional Conferences, Shanghai, China	2016
Second Place Winner of Shanghai Short Film Competition, Director and Producer, Shanghai International Film Festival, Shanghai, China	2010

CONFERENCE PRESENTATIONS

- 59 **Xu, K.**, & Shi, J. (2024). Explainable AI research is (partly) communication research: Initiating conversations between the two fields. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia.
- 58 **Xu, K.** (2024). Understanding social responses to emerging technologies: Linking and distinguishing key concepts. Panel on “explicating social other-ness: Implications of emerging communication technologies” at the Annual Conference of the International Communication Association, Gold Coast, Australia.
- 57 Pandita, S., Ratan, R., Kim, T., Jang, D., Lim, C., **Xu, K.**, ... & Aymerich-Franch, L. (2024). The development and validation of the motivations for avatar-mediated meetings (MAMM) scale. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia.
- 56 Chen, Y., Li, J., **Xu, K.**, & Chan-Olmsted, S. (2024). A double-edged sword: How AI-powered tracking technologies facilitate presence experiences but evoke privacy concerns in VR environments. Paper presented at the Meaningful XR conference, CA, U.S.A.
- 55 Li, J., & **Xu, K.** (2024). Schrödinger’s robot: Social robots as the superposition of artificiality and sociality. Paper presented at the CIRC preconference of the Annual Conference of the International Communication Association, Brisbane, Australia.
- 54 **Xu, K.**, Liu, F., & Chen, X. (2023). A mini imitation game: How individuals model social robots via behavioral outcomes and social roles. Paper presented at the Annual Conference of the International Communication Association, Toronto, Canada.
- 53 Kim, J., Jin, X., **Xu, K.**, & Chen, X. (2023). What do people talk about Replika? Investigating how Replika is discussed and interpreted among groups with different interests. Paper presented at the Annual Conference of the International Communication Association, Toronto, Canada.
- 52 Kim, J., Kelly, S., **Xu, K.**, & Merrill, Jr. K. (2023). Teachers are supposed to behave like...: The moderating role of social presence in perceptions of AI-based education. Paper presented the annual conference of Southern States Communication Association, St. Petersburg, FL, USA.
- 51 Lombard, M., Ahn, S. J., Edwards, A., Liao, T., Lin, T., & **Xu, K.** (2023). Enhancing lab research: How to establish and manage a successful communication and technology lab. Blue Sky Workshop at the Annual Conference of the International Communication Association, Toronto, Canada.
- 50 Shi, J., **Xu, K.**, & Chen, X. (2023). Tweaking the messages and opening the black box: Combining persuasive AI and explainable AI for mental help-seeking. Paper presented at the Annual Conference of the International Communication Association, Toronto, Canada.
- 49 **Xu, K.**, Chen, X., & Huang, L. (2022). Deep mind in social responses to technologies: A new approach to explaining the CASA phenomena. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 48 **Xu, K.**, Chan-Olmsted, S., Son, R., Chang, H., Kyles, T., & Ruffin, L. (2022). Do you trust your smart speaker? The effects of individual differences, motives, and value creation. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 47 Feng, P., & **Xu, K.** (2022). An exploration of Hollywood movie trailers’ editing pattern evolution over time. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 46 Kim, J., Merrill, K., Jin, X., Collins, C., & **Xu, K.** (2022). (**Top Paper Award**) I trust my robotic health advisor: Understanding people’s trust and intentions. Paper presented at the Communication and the Future Division at the Annual Conference of the National Communication

Association, New Orleans, LA, USA.

- 45 Kim, J., Merrill, K., **Xu, K.**, & Collins, C. (2022). My health advisor is a robot: Understanding people's intentions to adopt a robotic health advisor. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 44 Liao, T., & **Xu, K.** (2022). (**Top Paper Award**) Is it time for augmented reality theory? Human-machine communication when humans wear machines. Paper presented at the Human-Machine Communication Preconference of the International Communication Association, Paris, France.
- 43 Liu, F., Makady, H., & **Xu, K.** (2022). (**Top Paper Panel**) Mapping the landscape of human-machine communication research: A systematic review of empirical research from 2010-2021. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 42 Liu, W., **Xu, K.**, & Yao, M. (2022). Predicting user self-disclosure to a chatbot: The roles of social cues and contexts. Paper presented at the Annual Conference of the International Communication Association, Paris, France.
- 41 **Xu, K.**, Chan-Olmsted, S., & Liu, F., (2021). Smart speakers require smart management: How user gratifications affect privacy settings via social presence and privacy concerns. Paper presented at the Annual Conference of the International Communication Association, Denver, CO. (online due to the pandemic)
- 40 Chen, M., You, L., & **Xu, K.** (2021). How to build a credible and socially present robot? A meta-analysis of the power of social cues in human-robot interaction. Paper presented at the Annual Conference of the International Communication Association, Denver, CO. (online due to the pandemic)
- 39 Kim, J., Merrill, K., **Xu, K.**, & Kelly, S. (2021). (Top Faculty Paper Award) Perceived credibility of an AI instructor in online education: The role of social presence and voice features. Paper presented at the Division of Communication and Future at the Annual Conference of the National Communication Association, Seattle, WA.
- 38 Kim, J., Merrill, K., **Xu, K.**, & Sellnow. (2021). I like my relational machine teacher: An AI teacher's communication styles and social presence in online education. Paper presented at the Annual Conference of the International Communication Association, Denver, CO. (online due to the pandemic)
- 37 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. D. (2021). From a human teacher to a machine teacher: Importance of social presence in online education. Paper presented at the Annual Conference of Central States Communication Association, Cincinnati, OH.
- 36 Yerebakan, M. O., Hao, S., **Xu, K.**, Gheisari, M., Jeelani, I., & Hu, B. (2021). Effect of illumination on human drone interaction tasks: An exploratory study. Paper presented at the Annual Conference of Human Factors and Ergonomics Society (HFES).
- 35 **Xu, K.** (2020). From CASA to MASA: Implications of cues in human-robot interaction and human-phone interaction. Paper presented at the Artificial Intelligence Research (AIR) Conference, Los Angeles, CA.
- 34 **Xu, K.** (2020). Language, modality, and mobile media use experiences: Social responses to smartphone cues in a task-oriented context. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia. (online due to the pandemic)
- 33 **Xu, K.**, Liu, F., Mou, Y., Wu, Y., Zeng, J., & Schafer, M. (2020). Using machine learning to learn machines: A cross-cultural study of users' responses to machine-generated art works. Paper

- presented at the Annual Conference of the International Communication Association, Gold Coast, Australia. (online due to the pandemic)
- 32 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. (2020). My teacher is a machine: Understanding students' perceptions about artificial intelligence in online education. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia. (online due to the pandemic)
 - 31 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. D. (2020). I like my relational machine teacher: The mediating role of social presence. Paper presented at the ACM/IEEE International Conference of Human-Robot Interaction, Cambridge, U.K.
 - 30 Novozhilova, E., Mou, Y., **Xu, K.**, Zeng, J., & Schafer, M. (2020). Perceiving AI-generated content: A comparison among American, Chinese, and German respondents. Paper presented at the Annual Conference of the International Communication Association, Gold Coast, Australia. (online due to the pandemic)
 - 29 **Xu, K.** (2019). First encounter with robot Alpha: How individual differences interact with vocal and kinetic cues in users' social responses. Paper presented at the Annual Conference of the National Communication Association, Baltimore, MD.
 - 28 **Xu, K.** (2019). Is effective gaming an individual behavior? The effects of socioeconomic environments across regions with hierarchical linear models. Paper presented at the Annual Conference of the National Communication Association, Baltimore, MD.
 - 27 **Xu, K.** (2019). Lost in chatbots: Group identity and social presence as sequential mediators in group communication with machines. Paper presented at the Annual Conference of the International Communication Association, Washington D.C.
 - 26 Kim, J., Merrill, K., **Xu, K.**, & Sellnow, D. D. (2019). The role of social presence in enhancing online learning experiences with machine teachers. Paper presented at the Annual Conference of Media Psychology, Chemnitz, Germany.
 - 25 Kim, J., **Xu, K.**, & Merrill, K. (2019). Investigating social presence among human and robot news anchors. Paper presented at the 14th Annual ACM/IEEE International conference on Human-Robot Interaction.
 - 24 ou, Y., Wu, Y., Li, Z., & **Xu, K.** (2019). (**Top Paper Panel**). American and Chinese subjects' explicit and implicit perceptions of AI-generated content: A mixed-methods approach. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.
 - 23 Mou, Y., Shi, C., Shen, T., & **Xu, K.** (2019). Heart of the machine: Conceptualization, operationalization, and effects of personality of robot. Paper presented at the Annual Conference of the International Communication Association, Washington D.C.
 - 22 **Xu, K.**, & Liao, T. (2018). (Top Faculty Paper Award). Cue the future: Bridging computer-mediated communication and human-computer interaction. Paper presented at the Division of Communication and Technology at the Annual Conference of the International Communication Association, Prague, Czech Republic.
 - 21 **Xu, K.** (2018). Action speaks louder than words: A preliminary study of users' social responses to social robots' movements and voices. Paper presented at the 18th Conference of International Society for Presence Research, Prague, Czech Republic.
 - 20 **Xu, K.**, & Lombard, M. (2018). Media are social actors: The role of social cues. Paper presented at the 18th Conference of International Society for Presence Research, Prague, Czech Republic.

- 19 Lombard, M., Selverian, M., Steiner, E., **Xu, K.**, & Yang, H. (2018). Implications of presence portrayals in popular culture: Challenges for the future of technology and humanity. Paper presented at the 18th Conference of International Society for Presence Research, Prague, Czech Republic.
- 18 Xia, K., Novozhilova, E., Mou, Y., & **Xu, K.** (2018). (Best Paper Award) Information processing, attitude, and cognition of the AI created content. Paper presented at the Annual Conference of the Chinese Association for History of Journalism and Mass Communication (CAHJC), China.
- 17 Mou, Y., Shi, C., Shen, T., & **Xu, K.** (2018). Heart of the machine: Conceptualization, operationalization, evaluation, and contextualization of machine personality. Paper presented at the Human-Machine Communication Preconference of the International Communication Association, Prague, Czech Republic.
- 16 **Xu, K.** (2017). A trinity of communication modes: The Convergence of CMC and HCI on cues and social presence. Paper presented at the Annual Conference of the International Communication Association, San Diego, CA.
- 15 **Xu, K.**, & Lombard, M. (2017). Only if you are human enough: Feeling peer pressure from multiple computer agents. Paper presented at the Annual Conference of the International Communication Association, San Diego, CA.
- 14 Mou, Y., & **Xu, K.** (2017). De-sex-categorization effect in human-machine communication. Paper presented at the Human-Machine Communication Preconference of the International Communication Association, San Diego, CA.
- 13 Mou, Y., & **Xu, K.** (2017). (**Top Paper Award**). De-sex-categorization in human-machine communication. Paper presented at the Global Communication Forum at ICA Regional Conferences. Shanghai, China.
- 12 **Xu, K.** (2016). Location speaks: Using GIS approach and Weibo check-in data to understand information communication in China. Paper presented at the Annual Conference of the International Communication Association. Fukuoka, Japan.
- 11 **Xu, K.** (2016). Persuasive computing: Bridging SIDE and the CASA paradigm. Paper presented at the Human-Machine Communication Postconference at the International Communication Association, Fukuoka, Japan.
- 10 **Xu, K.**, & Lombard, M. (2016). Media are social actors: Expanding the CASA paradigm in the 21st Century. Paper presented at the Annual Conference of the International Communication Association, Fukuoka, Japan.
- 9 Liao, T., Lombard, M., Lee, S., Sun, W., **Xu, K.**, & Yang, H. (2016). Academically Capturing Pokémon Go: Understanding the Social Practices and Implications of Mobile AR Gaming. Paper presented at the Gaming Studies Preconference of the National Communication Association, Philadelphia, PA.
- 8 Liao, T., Yang, H., Lee, S., **Xu, K.**, Feng, P., & Bennett, S. (2016) Augmented Criminality: How Mobile Augmented Reality Crime Overlays Affect People's Sense of Place. Paper presented at the Association of Internet Researchers AoIR 2016. Berlin, Germany.
- 7 Liao, T., Yang, H., Lee, S., **Xu, K.**, Feng, P., & Bennett, S. (2016). Augmented criminality: Examining how Mobile Augmented Reality Crime Overlays affect Fear, Emotion, and Perceptions of Crime. Paper presented at the Annual Conference of the International Communication Association, Fukuoka, Japan.
- 6 Lombard, M., Kim, J., Lee, S., Liao, T., Sun, W., **Xu, K.**, & Yang, H. (2016). Presence and Pokémon: Unpacking the Appeal. Paper presented at the Gaming Studies Preconference of the

National Communication Association, Philadelphia, PA.

- 5 **Xu, K.**, & Steiner, E. (2016). Binge-watching motivates change: How the uses and gratifications of streaming video viewers are challenging traditional audience research. Paper presented at the Annual Conference of the International Communication Association, Fukuoka, Japan.
- 4 Mou, Y., & **Xu, K.** (2016). (**Top Paper Award**). Human-machine communication: An emerging communication realm. Paper presented at the Global Communication Forum at ICA Regional Conferences. Shanghai, China.
- 3 **Xu, K.** (2015). Exploring and explicating the myths of a multifaceted China: Comparing China's national image through the lens of self-presentation and mainstream western magazine covers. Paper presented at the Annual Conference of the International Communication Association, San Juan, Puerto Rico.
- 2 **Xu, K.** (2014). Being addicted to China Weibo: Exploring the roles of Users' expected outcomes and deficient self-regulation in social network service addiction. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.
- 1 Lombard, M., Selverian, M., **Xu, K.**, & Yang, H. (2014). Future presence: Hopes, fears, and predictions based on popular culture portrayals. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL.

INVITED TALKS

External Guest Talks

- "Q&A on Computers Are Social Actors paradigm", Hong Kong Baptist University, HKSAR 2024
- "Understanding and learning from social robots: Two experimental studies", University of Central Florida, USA 2024
- "Media Are Social Actors: Theory development and empirical evidence", Fudan University, China 2024
- "Social cues in human-robot interaction: Theory construction and empirical evidence", Shanghai Jiao Tong University, China 2023
- "Human-computer relationship in a cross-cultural context: ChatGPT vs. ERNIE Bot", Beijing Normal University, China 2023
- "Cue the future: Three theoretical frameworks about human-AI communication", University of Southern California (USC), U.S.A. 2023
- "Lab experiment design: Basic principles and trade-offs", Peking University, China 2022
- "The role of cues in human-computer interaction: Effects and potential applications", Peking University, China 2021
- "Computer-Mediated Communication and Human-Computer Interaction", Hong Kong Baptist University, HKSAR 2021
- "Technology-Mediated Social Behavior", Beijing Normal University, China 2020
- "Computer-Mediated Communication and Human-Computer Interaction", Hong Kong Baptist University, HKSAR 2020
- "Introduction to Research Methods", HOSA-Future Health Professionals, sponsored by educational institution HOSA and SKT, Shanghai, China 2020

“From CASA to MASA: Implications of Cues in Human-Robot Interaction and Human-Phone Interaction”, Artificial Intelligence Research (AIR) Conference, University of California Los Angeles (UCLA), U.S.A. 2020

“Media are social actors: The role of social cues”, the 18th Conference of International Society for Presence Research, Prague, Czech Republic 2018

Internal Guest Talks

“Persuasive technology”, Persuasion Theory & Research, PUR 5507, University of Florida 2024

“Research methods”, Colloquium, MMC 6929, University of Florida 2024

“Humans, AI, & Society”, Principles of Journalism, JOU 3015, University of Florida 2024

“Q&A on UI & UX”, Gator User Design Panel, Digital World Institute, University of Florida 2024

“Persuasive technology”, Persuasion Theory & Research, PUR 5507, University of Florida 2023

“Technology”, Research Friday Panel, University of Florida 2023

“Persuasive computing: Examples of computer agents and social robots”, Persuasion Theory & Research, PUR 5507, University of Florida 2022

“Presence, CASA, and social robots”, Mass Communication Perspectives, MMC 6402, University of Florida 2022

“Cues, presence, and two ideas in human-computer interaction”, Cancer Communication & Technology Working Group, University of Florida 2022

“Persuasive computing: Examples of chatbots and smartphones”, Persuasion Theory & Research, PUR 5507, University of Florida 2021

“Power of Cues: Three Theoretical Frameworks in Human-Machine Communication”, GSMCA Brown Bag Presentation, University of Florida 2021

“Digital Media Theory”, Mass Communication Theory, MMC 6400, University of Florida 2020

“Cue the Future: Bridging Computer-Mediated Communication and Human-Computer Interaction”, Mass Communication Perspectives, MMC 6402, University of Florida 2020

“Authorship, Editing, and Peer Reviews”, Colloquium, MMC 6929, University of Florida 2019

“Digital Media Theory”, Mass Communication Theory, MMC 6400, University of Florida 2019

“Semiotic and Visual Analyses”, Media Criticism, MSP 4153, Temple University 2018

“Artificial Intelligence and Society”, Technology and Culture, MSP 3421, Temple University 2017

“Robots and Society”, Technology and Culture, MSP 3421, Temple University 2016

“Understanding Quantitative Research Methods”, Qualitative Advertising Research, ADV 3043, Temple University 2014

“Cultivation Theory”, Introduction to Media Theory, MSP 1011, Temple University 2015

MEDIA PUBLICATIONS AND COVERAGE

Decoding the digital dialogue: A two-step framework for human-AI interaction. Mentioned on Medium

June 30, 2024

You, we and I, robot: How social cognitive theory explains how humans learn from machines. Mentioned on Medium	<i>June 2, 2024</i>
How to build a trustworthy robot. Mentioned on Medium	<i>October 2, 2023</i>
The psychological mechanisms behind users' social response to emerging technologies. Mentioned on Medium.	<i>May 20, 2022</i>
Man vs. machine: Human responses to AI. Mentioned on Medium.	<i>Feb 10, 2022</i>
Smart speakers require smart management. Mentioned on Medium.	<i>Jan 13, 2022</i>
Language, modality, and mobile media use experiences Mentioned on Medium.	<i>May 15, 2021</i>
Does the popularity of Clubhouse mean the “good old days” are back? Sole Authored on Medium.	<i>Feb 8, 2021</i>
AI teachers must be effective and communicate well to be accepted, new study finds. Mentioned on UCF Today.	<i>Oct 30, 2020</i>
Staying positive and productive: Tips from an International professor on managing the job search in the coronavirus age. Newsletter of the AEJMC Graduate Student Interest Group (GSIG)	<i>Aug 2020</i>
First encounter with Robot Alpha: How individuals respond to social robot's vocal cues and gestural cues. Mentioned on Medium.	<i>Sept 7, 2019</i>
Explicating cues. Mentioned on Medium.	<i>Jan 14, 2020</i>

TEACHING

University of Florida

Human-Machine Communication (graduate level), MMC 6936	Fall 2020, Fall 2021, Fall 2022 Fall 2023, Fall 2024
Computer-Mediated Communication (graduate level), MMC 6936	Spring 2020, Spring 2021, Spring 2022, Spring 2023, Spring 2024
Media User Experience, RTV 4930	Fall 2022 - Fall 2024
Media and Society (large size), RTV 3405	Fall 2019 - Spring 2022

Temple University

Internet Studies and Web Authoring (online), MSP 2741	Spring 2019
Media and Cultural Differences, MSP 3471	Spring 2019
Technology and Culture, MSP 3421	Spring 2017, Summer 2017
Mobile Media, MSP 4541	Fall 2016 - Spring 2018
Future of Your TV, MSP 0821	Fall 2016

ACADEMIC SERVICE

Conference Organization & Leadership

International Liaison, Human-Machine Communication Interest Group, International Communication Association	May 2023-present
2nd Annual “International Meet the Lab” event organization with Dr. James Cummings, Dr. Sunny Liu, Dr. Astrid Rosenthal-von der Pütten, Dr. Tony Liao	March, 2024
Panel chairs, International Communication Association	2023-present

The 18th Conference of the International Society for Presence Research (ISPR), Orlando, FL, U.S.A.
(moved online due to the COVID-19 pandemic) October 2020
The 17th Conference of the International Society for Presence Research (ISPR), Prague, Czech Republic
May 2018
The Presence Pre-conference of the International Communication Association, Kyoto, Japan
May 2016

Editorial Service

Social Media + Society, Special issue: "Social robots as social media", co-edit with Andrea Guzman
2024-2025

Journal Review Service

Annals of the International Communication Association 2023
Asian Journal of Communication 2024
China Media Research 2016
Communication Studies 2018, 2020
Computers in Human Behavior 2016, January 2017, March 2017, August 2017, 2019, 2021
Continuum: Journal of Media & Cultural Studies 2017
Cyberpsychology, Behavior, and Social Networking July 2018, October 2018
Digital Journalism 2024
Environmental Communication June 2023
Frontiers in Communication 2020
Human Communication Research July 2021, September 2021
Human-Machine Communication 2020, March 2022, September 2022,
June 2023, August 2023, August 2024
Information Systems Research 2020
International Journal of Communication June 2022
International Journal of Human-Computer Studies January 2022
International Journal of Social Robotics March 2024
Journal of Advertising March 2023
Journal of Broadcasting and Electronic Media 2019, 2020
Journal of Business Research September 2022
Journal of Computer-Mediated Communication 2019, 2020, 2021, 2022, 2023, 2024
Journal of Communication Pedagogy 2020
Journal of Social and Personal Relationships 2021
Media Psychology July 2022
Nature Human Behavior June 2023
New Media & Society February 2018, April 2018, 2019, March 2020, August 2020,
January 2021, December 2021, 2022, 2024
Online Media and Global Communication April 2023
Telematics and Informatics 2021, 2022, March 2023

Conference Review Service

ACM CHI Conference on Human Factors in Computing Systems 2022, 2024
ACM/IEEE International Conference on Human-Robot Interaction 2023
Meaningful XR Conference 2024
IEEE Transactions on Systems, Man, and Cybernetics, Augmented and Virtual Reality 2021

Conferences of the International Society for Presence Research (ISPR)	2016-present
The International Communication Association	2013-present
The National Communication Association	2014-present
The Eastern Communication Association	2016

External Grant Review Service

Hong Kong Baptist University Start-up Grant Tier 2 2019/20 [RC-SGT2/19-20/COMM/001]	2016
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University, College, & Department Service

Chair of the search committee for the Assistant Professor in Emerging Media position, Department of Media Production, Management, and Technology, UF	2024
Search committee for the science communication position in the STEM Translational Communication Center (STCC), UF	2024
Task force on updating department bylaws, Department of Media Production, Management, and Technology, UF	2024
Authored an article on “AI and non-human agents” for Dean’s Report	2024
University commencement ceremony marshal	2022, 2023
Volunteer, Office of Asian Pacific Islander Desi Student Engagement, UF	2023-present
Faculty welfare and development committee, College of Journalism and Communications, UF	2022-2024
Budget and long-term planning committee, College of Journalism and Communications, UF	2020-2022
Task force on integration of curriculum and other activities, Department of Media Production, Management, and Technology, UF	2021-2022
Ph.D. student admission review	2019-present

Student Committee Advising Service

Doctoral students

Chair, Jiayue Lynn Li, College of Journalism and Communications, UF	
Chair, Xiaobei Chen, College of Journalism and Communications, UF	
Co-Chair, Fanjue Liu, College of Journalism and Communications, UF	graduated 2024
Committee, Benjamin Vollmer, College of Journalism and Communications, UF	
Committee, Yeonsoo Jo, Department of Tourism, Hospitality, and Event Management, UF	
Committee, Andrew Maxim, Department of Computer and Information Science and Engineering (CISE), UF	
Committee, Weizi Liu, School of Information Sciences, University of Illinois Urbana-Champaign (UIUC)	graduated 2024
Committee, Mustafa Ozkan Yerebakan, Department of Industrial and Systems Engineering, UF	graduated 2024
Committee, Heidi Makady, College of Journalism and Communications, UF	graduated 2023
Committee, Yoo Jin Chung, College of Journalism and Communications, UF	graduated 2022
Committee, Larissa Neuburger, Department of Tourism, Hospitality, and Event Management, UF	graduated 2021

Master students

Chair, Yunxiao Chen, College of Journalism and Communications, UF	graduated 2023
Chair, Loren Ruffin, College of Journalism and Communications, UF	graduated 2023
Committee, Gwiwon Nam, College of Journalism and Communications, UF	graduated 2023
Committee, Junyi Wang, College of Journalism and Communications, UF	graduated 2021

SKILLS

Data Analysis	SPSS, Mplus, R, Stata, HLM, Lisrel, Python, ArcGIS, Gephi
Multimedia editing	Avid, Final Cut Pro, GarageBand
Language	English, Mandarin, German (basic)

REFERENCES

Matthew Lombard, Associate Professor, Department of Media Studies and Production, Klein College of Media and Communication, Temple University, matthew.lombard@temple.edu

Tony Liao, Associate Professor, Department of Information Science Technology, Cullen College of Engineering, University of Houston, tcliao@uh.edu

Nancy Morris, Professor, Department of Media Studies and Production, Klein College of Media and Communication, Temple University, nancy.morris@temple.edu

Fabienne Darling-Wolf, Professor, Department of Journalism, Klein College of Media and Communication, Temple University, fdarling@temple.edu

Mike Yao, Professor, Director of the Institute of Communications Research, College of Media, University of Illinois Urbana-Champaign, mzyao@illinois.edu