

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 (2024 – present)

Assistant Professor of Emerging Technologies (2019 – 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

RESEARCH INTERESTS

Topical areas: human-robot interaction (HRI), human-computer interaction (HCI), virtual/augmented reality (VR/AR), presence, explainable artificial intelligence (XAI), 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, Klein College of Media and Communication, Philadelphia, PA

Ph.D., Media and Communication

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

Kent State University, School of Communication Studies, Kent, OH

M.A., Communication Studies

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

Shanghai International Studies University, Shanghai, China

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

Certificates:

University of Michigan, Ann Arbor, MI

Certificate of Machine Learning in Uncovering Hidden Structure in Data

University of North Carolina at Chapel Hill, Chapel Hill, NC

Certificate of Machine Learning in Automated Text Analysis

Temple University, College of Education, Philadelphia, PA

Certificate of Teaching in Higher Education

PUBLICATIONS

* denotes graduate student at the time of collaboration

Peer-Reviewed Journal Articles

32. **Xu, K.**, & Shi, J. (2024). Visioning a two-level human-machine communication framework: Initiating conversations between explainable AI and communication. *Communication Theory*. Online First.
31. **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.
30. 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.
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.
28. **Xu, K.** (2023). A mini imitation game: How individuals model social robots via behavioral outcomes and social roles. *Telematics & Informatics*, 78, 101950. SSCI. 5-year impact factor: 8.9.
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. 5-year impact factor: 4.9.
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. 5-year impact factor: 2.1.
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. 5-year impact factor: 4.7.
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*, 40, 122-133.
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. 5-year impact factor: 10.2.
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. 5-year impact factor: 2.1.

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. 5-year impact factor: 10.2.
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. 5-year impact factor: 2.1.
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. 5-year impact factor: 4.7.
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. 5-year impact factor: 8.9.
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. 5-year impact factor: 8.7.
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. 5-year impact factor: 3.20.
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. 5-year impact factor: 4.7.
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. 5-year impact factor: 8.4.
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. 5-year impact factor: 4.8.
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. 5-year impact factor: 4.7.
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. 5-year impact factor: 2.9.
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. 5-year impact factor: 10.2.
 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. 5-year impact factor: 6.9.
 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-year impact factor: 10.2.
 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. 5-year impact factor: 2.2.
 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. 5-year impact factor: 10.2.
 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. 5-year impact factor: 10.2.
 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 A. Edwards & L. Fortunati (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

Funded

- Co-PI, Meta Grant, People's expectations and experiences with digital privacy. \$100,000, 2022.
- PI, UF Trust Consortium Scholarship, *University of Florida*. \$5,000, 2022
- PI, UF Global Fellowship, *University of Florida Global Fellows Program*. \$5,000, 2021
- PI, The Dean's Seed Money Award, *Division of Graduate Studies and Research, University of Florida College of Journalism and Communications*. \$5,000, 2019-2020

- PI, Dissertation Completion Grant, The Graduate Board Fellowship Committee of Temple University. \$11,000, Fall 2018
- PI, Summer Research Grant, *The Graduate Board Fellowship Committee of Temple University*. \$4,000, Summer 2016

Unfunded or under review

- Co-PI, US Department of Agriculture (USDA). Robotic systems for protected environment organic crop disease management: Needs assessment through stakeholder engagement. \$50,000. 2023 (unfunded)
- Co-PI, Meta Grant. 2022 Foundational integrity research request for proposals. \$100,000, 2022 (unfunded)
- Co-PI, National Science Foundation. Smart and Connected Communities (S&CC). \$150,000, 2022 (unfunded)
- PI, Google Research Scholar Program. \$60,000, 2021 (unfunded)
- Co-investigator, Facebook Award Explorations of AR, VR, and Smart Devices. \$75,000, 2020 (unfunded)

HONORS & AWARDS

- **Top Faculty Paper Award** in the Division of Communication and the Future at the National Communication Association (NCA), New Orleans, LA, USA, 2022
- **The Yuhua (Jake) Liang Top Paper Award** at the HMC Preconference of the International Communication Association (ICA), Paris, France, 2022
- **2022 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”
- **Top Faculty Paper Award** in the Division of Communication and the Future at the National Communication Association (NCA), Seattle, USA, 2021
- **Annual Faculty Research Award**, College of Journalism and Communications, University of Florida, 2021
- **UF Trust Consortium Scholar**, Consortium on Trust in Media & Technology, University of Florida, 2021-2022
- **Global Fellow Award**, Office of Global Research & International Center, University of Florida, 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
- Distinguished Master Student Award, School of Communication Studies, Kent State University, 2012
- Second Place Winner of Shanghai Short Film Competition, Director and Producer, Shanghai International Film Festival, 2010

CONFERENCE PRESENTATIONS (*N* = 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, Golden Coast, Australia.
- 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, Golden Coast, Australia.
- 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, Golden Coast, Australia.
- 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, Stanford, U.S.A.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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)
- 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)

- 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.
- 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)
- 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.
- 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).
- 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.
- 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)
- 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)
- 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)
- 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.
- 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)
- 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.

- 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.
- 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.
- 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.
- 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.
- Mou, 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.

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.

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.

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.

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

- “*Media Are Social Actors: Theory Development and Empirical Evidence*”, Fudan University, July 2024
- “*Social cues in human-robot interaction: Theory construction and empirical evidence*”, Shanghai Jiao Tong University, June 2023
- “*Human-computer relationship in a cross-cultural context: ChatGPT vs. ERNIE Bot*”, Beijing Normal University, April 2023
- “*Cue the future: Three theoretical frameworks about human-AI communication*”, University of Southern California, January 2023
- “*Lab experiment design: Basic principles and trade-offs*”, Peking University, September 2022
- “*The role of cues in human-computer interaction: Effects and potential applications*”, Peking University, November 2021
- “*Computer-Mediated Communication and Human-Computer Interaction*”, Hong Kong Baptist University, November 2021
- “*Technology-Mediated Social Behavior*”, Beijing Normal University, December 2020
- “*Computer-Mediated Communication and Human-Computer Interaction*”, Hong Kong Baptist University, November 2020
- “*Introduction to Research Methods*”, HOSA-Future Health Professionals, sponsored by educational institution HOSA and SKT, Shanghai, October 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, February 2020
- “*Media are social actors: The role of social cues*”, the 18th Conference of International Society for Presence Research, Prague, Czech Republic, May 2018

Internal Guest Talks

- “*Humans, AI, & Society*”, Principles of Journalism, JOU 3015, Department of Journalism, University of Florida, April 2024
- “*Q&A on UI & UX*”, Gator User Design Panel, Digital World Institute, University of Florida, February 2024
- “*Persuasive technology*”, Persuasion Theory & Research, PUR 5507, University of Florida, November 2023
- “*Technology*”, Research Friday Panel, University of Florida, October 2023
- “*Persuasive computing: Examples of computer agents and social robots*”, Persuasion Theory & Research, PUR 5507, University of Florida, November 2022
- “*Presence, CASA, and social robots*”, Mass Communication Perspectives, MMC 6402, University of Florida, November 2022
- “*Cues, presence, and two ideas in human-computer interaction*”, Cancer Communication & Technology Working Group, University of Florida, January 2022
- “*Persuasive computing: Examples of chatbots and smartphones*”, Persuasion Theory & Research, PUR 5507, University of Florida, November 2021
- “*Power of Cues: Three Theoretical Frameworks in Human-Machine Communication*”, GSMCA Brown Bag Presentation, University of Florida, April 2021
- “*Digital Media Theory*”, Mass Communication Theory, MMC 6400, University of Florida, November 2020
- “*Cue the Future: Bridging Computer-Mediated Communication and Human-Computer Interaction*”, Mass Communication Perspectives, MMC 6402, University of Florida, October 2020
- “*Authorship, Editing, and Peer Reviews*”, Colloquium, MMC 6929, University of Florida, Fall 2019
- “*Digital Media Theory*”, Mass Communication Theory, MMC 6400, University of Florida, Fall 2019
- “*Semiotic and Visual Analyses*”, Media Criticism, MSP 4153, Temple University, Spring 2018
- “*Artificial Intelligence and Society*”, Technology and Culture, MSP 3421, Temple University, Spring 2017
- “*Robots and Society*”, Technology and Culture, MSP 3421, Temple University, Fall 2016
- “*Quantitative Research Methods*”, Qualitative Advertising Research, ADV 3043, Temple University, Spring 2014
- “*Cultivation Theory*”, Introduction to Media Theory, MSP 1011, Temple University, Spring 2015

MEDIA PUBLICATIONS AND COVERAGE

- You, we, and I, robot: How social cognitive theory explains how humans learn from machines. Mentioned on [Medium](#). June 2, 2024.
- You, we, and I, robot: How social cognitive theory explains how humans learn from machines. Mentioned on [UFCJC Research & Insights](#). June 2, 2024.
- How to build a trustworthy robot. Mentioned on [Medium](#). October 2, 2023.
- How to build a trustworthy robot. Mentioned on [UFCJC Research & Insights](#). October 2, 2023.
- The psychological mechanisms behind users’ social response to emerging technologies. Mentioned on [UFCJC Research & Insights](#). May 20, 2022.
- The psychological mechanisms behind users’ social response to emerging technologies. Mentioned on [Medium](#). May 20, 2022.
- Man vs. machine: Human responses to AI. Mentioned on [Medium](#). Feb 10, 2022.

- Man vs. machine: Human responses to AI. Mentioned on [UFCJC Research & Insights](#). Feb 10, 2022.
- Smart speakers require smart management. Mentioned on [Medium](#). Jan 13, 2022.
- Smart speakers require smart management. Mentioned on [UFCJC Research & Insights](#). Jan 13, 2022.
- Language, modality, and mobile media use experiences: Social responses to smartphone cues in a task-oriented context. Mentioned on [Medium](#). May 15, 2021.
- Language, modality, and mobile media use experiences: Social responses to smartphone cues in a task-oriented context. Mentioned on [UFCJC Research & Insights](#). May 15, 2021.
- Does the popularity of Clubhouse mean the “good old days” are back? Authored on [Medium](#). February 8, 2021.
- Does the popularity of Clubhouse mean the “good old days” are back? Authored on [UFCJC Research & Insights](#). February 8, 2021.
- AI teachers must be effective and communicate well to be accepted, new study finds. Mentioned on [UCF Today](#). October 30, 2020.
- 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), Summer, 2020
- First encounter with Robot Alpha: How individuals respond to social robot’s vocal cues and gestural cues. Mentioned on [Medium](#). September 7, 2019.
- First encounter with Robot Alpha: How individuals respond to social robot’s vocal cues and gestural cues. Mentioned on [UFCJC Research & Insights](#). September 7, 2019.
- Explicating cues: A typology for understanding emerging technologies. Mentioned on [Medium](#). January 14, 2020.
- Explicating cues: A typology for understanding emerging technologies. Mentioned on [UFCJC Research & Insights](#). January 14, 2020.

TEACHING

Department of Media Production, Management, and Technology, University of Florida

- Human-Machine Communication (graduate level), MMC 6936, Fall 2020, Fall 2021, Fall 2022, Fall 2023
- 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 class), RTV 3405, Fall 2019 – Spring 2022

Department of Media Studies & Production, 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 2017, Fall 2017, Spring 2018
- Future of Your TV, MSP 0821, Fall 2016

Teaching Assistant

- Intercultural Communication, STRC 3801, Temple University, Spring 2015
- Introduction to Media Theories, MSP 1011, Temple University, Fall 2014, Spring 2015
- Communication Leadership, STRC 1112, Temple University, Fall 2014

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, and Dr. Tony Liao, online, March, 2024
- Panel chairs, International Communication Association, 2023, 2024
- The 18th Conference of the International Society for Presence Research, Orlando, FL (moved online due to the COVID-19 pandemic), October 2020
- The 17th Conference of the International Society for Presence Research, Prague, Czech Republic, May 2018
- The Presence Preconference of the International Communication Association, Kyoto, Japan, May 2016

Journal/Conference Review Service

- *Journal of Media Psychology*, 2024
- *Digital Journalism*, 2024
- *Asian Journal of Communication*, 2024
- *International Journal of Social Robotics*, March 2024
- *Annals of the International Communication Association*, November 2023
- *Nature Human Behavior*, June 2023
- *ACM/IEEE International Conference on Human Robot Interaction*, November 2023
- *Environmental Communication*, June 2023
- *Journal of Advertising*, March 2023
- *Online Media and Global Communication*, April 2023
- *ACM CHI Conference on Human Factors in Computing Systems*, 2022
- *International Journal of Communication*, June 2022
- *Journal of Business Research*, September 2022
- *Media Psychology*, July 2022
- *International Journal of Human-Computer Studies*, January 2022
- *Human Communication Research*, July 2021, September 2021
- *Human-Machine Communication*, 2020, March 2022, September 2022, June 2023, August 2023
- *Journal of Social and Personal Relationships*, 2021
- *Journal of Computer-Mediated Communication*, 2019, 2020, 2021, 2022, 2023, 2024
- *Journal of Communication Pedagogy*, 2020
- *Telematics and Informatics*, 2021, 2022, March 2023

- *New Media & Society*, February 2018, April 2018, 2019, March 2020, August 2020, January 2021, December 2021, 2022, 2024
- *Computers in Human Behavior*, 2016, January 2017, March 2017, August 2017, 2019, 2021
- *Journal of Broadcasting and Electronic Media*, 2019, 2020
- *Cyberpsychology, Behavior, and Social Networking*, July 2018, October 2018
- *Information Systems Research*, 2020
- *Communication Studies*, 2018, 2020
- *Frontiers in Communication*, 2020
- *Continuum: Journal of Media & Cultural Studies*, 2017
- *China Media Research*, 2016
- Conference of Meaningful XR, 2024
- Conference of The 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]

University and College Service

- Search committee chair for the emerging media position in the 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, 2023-present
- Faculty welfare and development committee, College of Journalism and Communications, UF, 2022-present
- 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 and Zoom interviews, 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
- Committee Member, Benjamin Vollmer, College of Journalism and Communications, UF
- Committee Member, Andrew Maxim, Department of Computer and Information Science and Engineering, UF
- Committee Member, Yeonso Jo, Department of Tourism, Hospitality, and Event Management, UF
- Committee Member, Weizi Liu, School of Information Science, University of Illinois, Urbana-Champaign, graduated 2024
- Committee Member, Mustafa Ozkan Yerebakan, Department of Industrial and Systems Engineering, UF, graduated 2024
- Committee Member, Heidi Makady, College of Journalism and Communications, UF, graduated 2023
- Committee Member, Yoo Jin Chung, College of Journalism and Communications, UF, graduated 2022
- Committee Member, 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
- Committee Member, Gwiwon Nam, College of Journalism and Communications, UF, graduated 2023
- Chair, Loren Ruffin, College of Journalism and Communications, UF, graduated 2023
- Committee Member, Junyi Wang, College of Journalism and Communications, UF, graduated 2021

Student Mentoring Service

- Mentoring doctoral students' course instruction on RTV 3405 Media & Society. One of the mentees, Chelsea Moss, won the University Graduate Student Teaching Award in 2023.

Reception and Presentation Service

- Presenting robot *NAO* for UF's Science Journalist in Residence (SJR) Committee
- Presenting robot *NAO* for UF Trust Scholarship Program

Membership and Professional Affiliations

- Association for Computing Machinery: Special Interest Group on Computer-Human Interaction (ACM SIGCHI), 2021-present
- International Society for Presence Research Member, 2014-present
- International Communication Association Member, 2014-present
- National Communication Association Member, 2014-present

PROFESSIONAL EXPERIENCES

- Southern Weekly, Translator, 2013-2014
- Thomson Reuters News Agency, TV Department, Cameraman, 2010
- Shanghai Foreign Affairs Office, News and Culture Department, News assistant, 2010
- Shanghai Media Group, TV News Center, News editor, 2010
- Bureau of 2010 Shanghai World Expo, News assistant, 2009-2010
- News Express (Campus Journal), Journalist and columnist, 2007-2009
- Shanghai Archives, Commentator, 2008

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, lombard@temple.edu

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