KUN XU

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ACADEMIC APPOINTMENTS

University of Florida (Fall 2019 – present)
Assistant Professor of Emerging Media
UF Global Fellow, UF Trust Consortium Scholar
Department of Media Production, Management, and Technology,
College of Journalism and Communications

Temple University (Fall 2016 – Spring 2019)
Course Instructor & Adjunct Professor
Department of Media Studies and Production
Klein College of Media and Communication

RESEARCH AREAS

Human-computer interaction, human-robot interaction, (tele)presence, virtual/augmented reality, media psychology, lab experiment, multivariate/modeling techniques, computational methods

EDUCATION

Temple University, Klein College of Media and Communication, Philadelphia, PA
Ph.D., Media and Communication, 2018
Dissertation Committee: Matthew Lombard (Chair), Tony Liao, Nancy Morris

Kent State University, School of Communication Studies, Kent, OH
M.A, Communication Studies, 2013
Thesis Committee: Paul Haridakis (Co-chair), Meichen Lin (Co-chair), Janet Meyer

Shanghai International Studies University, Shanghai, China
B.A., International Journalism, German (minor), 2011

Certificates:
University of North Carolina at Chapel Hill, the Odum Institute, Chapel Hill, NC
Certificate of Machine Learning, 2019

Temple University, College of Education, Philadelphia, PA
Certificate of Teaching in Higher Education, 2017

PUBLICATIONS

Peer-Reviewed Journal Articles

* denotes graduate student at the time of collaboration

Xu, K., *Chen, M., & You, L. (Accepted). 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. SCI. 5-year impact factor: 4.31.

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: 10.10.

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: 2.22.

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: 10.10.

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.

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: 2.50.

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. 5-year impact factor: 4.50.

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.

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: 8.46.

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: 10.17.

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: 3.60.

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. 5-year impact factor: 4.50.

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: 7.49.

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: 4.11.

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: 4.50.

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: 2.58.

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: 10.10.

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: 7.24.

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: 10.10.

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: 2.03.

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.

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: 10.10.

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: 10.10.

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

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.

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

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

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

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

Xu, K., *Liu, F., *Chen, X., & Lombard, M. (in press). The Media are Social Actors paradigm and beyond: Theory, evidence, and future research. In S. Nah (Ed.), *Research handbook on artificial intelligence and communication.* Edward Elgar.

Xu, K., & Jeong, D. (in press). Social presence. In A. Guzman, R. McEwen, & S. Jones (Eds.), *The handbook of human-machine communication*. Sage.

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.

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

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.*

Mou, Y., & **Xu, K.** (2018). [What is human-machine communication? A global vision for an emerging communication area]. *Jianghuai Forum, 2,* 149-154.

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 or Under Review

- Co-PI, Meta Grant, 2022 People's expectations and experiences with digital privacy request for proposals. $100,000, 2022

- PI, UF Trust Consortium Scholarship, *University of Florida.* $5000, 2021

- PI, UF Global Fellowship, *University of Florida Global Fellows Program*. $5000, 2021

- PI, The Dean's Seed Money Award, *Division of Graduate Studies and Research, University of Florida College of Journalism and Communications*. $5000, 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

- Co-PI, Meta Grant, 2022 Foundational integrity research request for proposals. $50,000, 2022 (under review)

- Co-PI, National Science Foundation: Smart and Connected Communities (S&CC). $150,000, 2022

- PI, Google Research Scholar Program. $60,000, 2021

- Co-investigator, Facebook Award Explorations of AR, VR, and Smart Devices. $75,000, 2020

CONFERENCE PRESENTATIONS

Kim, J., Kelly, S., **Xu, K.**, & Merrill, Jr. K. (2022). 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.

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 to be presented at the Communication and the Future Division at the Annual Conference of the National Communication Association, New Orleans, LA, USA.

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). I trusted my robotic health advisor: Understanding people's trust and intentions. Paper presented at the Communication and the Future Division of the Annual Conference of National Communication Association, New Orleans, LA.

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 to be 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 to be presented at the Annual Conference of the International Communication Association, Paris, France.

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.

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., 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)

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)

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.**, & 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.

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 Invited Talks

- *"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 Invited Talks

- "*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, 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

HONORS, FELLOWSHIPS, & TRAVEL GRANTS

Honors

- 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 McQuail Award for the Best Article 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
- Global Fellow Award, Office of Global Research & International Center, University of Florida, 2020-2021
- UF Trust Consortium Scholar, Consortium on Trust in Media & Technology, University of Florida, 2021-2022
- Top Faculty 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

Fellowships and Assistantships

- University of Florida Global Fellowship, Office of Global Research & International Center, University of Florida, 2020-2021
- University Fellowship, the Graduate School of Temple University, 2015-2016
- Teaching Assistantship, Klein College of Media and Communication, Temple University, 2014-2015; 2016-2017; Summer 2017; 2017-2018
- University Fellowship, College of Journalism and Communication, Shanghai International Studies University, 2007-2008; 2008-2009; 2009-2010

Travel Grants

- Travel Grant, International Radio and Television Society Foundation, Las Vegas, 2020
- Travel Grant, International Communication Association, Washington D.C., 2019
- Graduate Student Travel Grant, the Division of Communication and Technology at the International Communication Association, Washington D.C., 2019
- Travel Grant, International Communication Association, Czech Republic, 2018
- Graduate Student Travel Grant, The Communication and Technology Division of the International Communication Association and the Underwood Institute, 2018
- Travel Grant, International Communication Association, San Diego, U.S., 2017

MEDIA PUBLICATIONS AND COVERAGE

- 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 (advanced graduate level), MMC 6936, Fall 2022
- Media User Experience, RTV 4930, Fall 2022
- Media and Society (~60 students), RTV 3405, Spring 2022
- Computer Mediated Communication (graduate level), MMC 6936, Spring 2022
- Human-Machine Communication (advanced graduate level), MMC 6936, Fall 2021
- Media and Society (~40 students), RTV 3405, Fall 2021
- Computer Mediated Communication (graduate level), MMC 6936, Spring 2021
- Media and Society (~200 students, two sections), RTV 3405, Spring 2021
- Human Machine Communication (advanced graduate level), MMC 6936, Fall 2020
- Media and Society (~70 students, online), RTV 3405, Fall 2020
- Computer Mediated Communication (graduate level), MMC 6936, Spring 2020
- Media and Society (~130 students), RTV 3405, Spring 2020

- Media and Society (~130 students), RTV 3405, Fall 2019

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
- Mobile Media (two sections), MSP 4541, Spring 2018
- Mobile Media (two sections), MSP 4541, Fall 2017
- Technology and Culture, MSP 3421, Summer 2017
- Mobile Media, MSP 4541, Spring 2017
- Technology and Culture, MSP 3421, Spring 2017
- Mobile Media, MSP 4541, Fall 2016
- 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, Spring 2015
- Introduction to Media Theories, MSP 1011, Temple University, Fall 2014
- Communication Leadership, STRC 1112, Temple University, Fall 2014

ACADEMIC SERVICE

Conference Organizer

- 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

Editorial Board

- The International Journal of Telepresence, 2021-present

Journal/Conference Review Service

- ACM CHI Conference on Human Factors in Computing Systems, October 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
- *Journal of Social and Personal Relationships*, 2021
- *Journal of Computer-Mediated Communication*, 2019, 2020, 2021, June 2022
- *Journal of Communication Pedagogy,* 2020
- *Telematics and Informatics,* 2021, July 2022
- *New Media & Society*, February 2018, April 2018, 2019, March 2020, August 2020, January 2021, December 2021, September 2022
- *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 The IEEE Systems Man and Cybernetics on 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 Committee Service

- University commencement ceremony marshal, Fall 2022
- 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, 2019-present

Student Committee Advising Service

Doctoral students:
- Chair, Jiayue Lynn Li, College of Journalism and Communications, UF
- Co-chair, Fanjue Liu, College of Journalism and Communications, UF
- Co-chair, Xiaobei Chen, College of Journalism and Communications, UF
- Committee Member, Weizi Liu, College of Media, University of Illinois, Urbana-Champaign.
- Committee Member, Andrew Maxim, Department of Computer and Information Science and Engineering, UF
- Committee Member, Heidi Makady, College of Journalism and Communications, UF
- 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, Loren Ruffin, College of Journalism and Communications, UF
- Chair, Yunxiao Chen, College of Journalism and Communications, UF
- Committee Member, Junyi Wu, College of Journalism and Communications, UF, graduated 2021

Student Mentoring Service

- Mentoring doctoral students' course instruction on RTV 3405 Media & Society

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
- Chinese Communication Association Member, 2014-present
- Association of Chinese Communication Studies Member, 2016-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, RStudio, Rmarkdown, Stata, HLM, LISREL, AMOS, Python, ArcGIS, Gephi
- *Multimedia editing:* Avid, PageMaker, Final Cut Pro, GarageBand
- *Language*: English, Mandarin, German

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 & Logistics Technology, College of Technology, University of Houston, tcliao@central.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