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Bio

S. Shyam Sundar (PhD, Stanford University) is Evan Pugh University Professor and James P. Jimirro Professor of Media Effects. He is the founding director of the Media Effects Research Laboratory at Penn State University's College of Communications. He is also Director of the Center for Socially Responsible Artificial Intelligence, an interdisciplinary consortium at Penn State devoted to the development and application of AI with an emphasis on its social and ethical implications, enhancing social good and mitigating threats from its misuse. Prof. Sundar is a theorist as well as an experimentalist. His theoretical contributions include several original models on the social and psychological consequences of communication technology— Modality-Agency-Interactivity-Navigability (MAIN) Model, Uses and Gratifications 2.0, Interactivity Effects Model, Agency Model of Customization, Motivational Technology Model, Online Source Typology and the Theory of Interactive Media Effects (TIME), along with its extension to Human-AI Interaction (HAII-TIME). His experiments investigate social and psychological effects of human-computer interaction (HCI) and computer-mediated communication (CMC) with a specific focus on technological elements such as multi-modality and interactivity that are unique to modern digital media. His research portfolio includes extensive examination of user responses to online sources, including machine sources such as chatbots, smart speakers, and other forms of artificial intelligence (AI). Sundar was identified as the most published author of Internet-related research in the field during the medium's first decade. His research is supported by the National Science Foundation (NSF), Korea Science and Engineering Foundation, MacArthur Foundation, Facebook, Inc., and Lockheed Martin Information Systems and Global Services, among others. A frequently cited source on technology, Sundar has testified before the U.S. Congress as an expert witness and delivered talks at universities in several countries. He is editor of the first-ever *Handbook of the Psychology of Communication Technology*, published by Blackwell Wiley in 2015. He has served as editor-in-chief of the *Journal of Computer-Mediated Communication* and on the editorial boards of over 20 other journals. He is a Fellow of the International Communication Association (ICA), and was elected chair of its Communication & Technology division, 2008-2010. He is a recipient of the Frederick Williams Prize awarded by the division for

contribution to the study of communication technology. He is also winner of the Paul J. Deutschmann award for excellence in research from the Association for Education in Journalism and Mass Communication (AEJMC).

Appointments

7/2024—present: Evan Pugh University Professor, Penn State University.

9/2021—present: Director, Center for Socially Responsible Artificial Intelligence, Penn State University.

9/2018—present: James P. Jimirro Professor of Media Effects, Department of Film/Video & Media Studies, Donald P. Bellisario College of Communications, Penn State University.

9/2024—present: Distinguished Professor (visiting appointment), Department of Immersive Media Engineering, Sungkyunkwan University, Seoul, South Korea.

7/2009—9/2018: Distinguished Professor, Department of Film/Video & Media Studies, College of Communications, Penn State University.

9/2013—8/2015: Visiting Professor, Department of Interaction Science, Sungkyunkwan University, Seoul, South Korea.

5/2009—8/2013: World Class University (WCU) Professor (visiting appointment), Department of Interaction Science, Sungkyunkwan University, Seoul, South Korea.

7/2007—6/2009: Professor, College of Communications, Penn State University.

7/2001--6/2007: Associate Professor, Department of Film/Video & Media Studies, College of Communications, Penn State University.

7/2001-present: Co-Director, Media Effects Research Laboratory, College of Communications, Penn State University.

1/1997-6/2001: Director, Media Effects Research Laboratory, College of Communications, Penn State University.

7/1995--6/2001: Assistant Professor, Department of Film/Video & Media Studies, College of Communications, Penn State University.

(*affiliate faculty appointments at Penn State*: Advertising Department, Architecture Department, Communications Arts & Sciences Department, Center for Democratic Deliberation, Center for Human-Computer Interaction, Immersive Environments Laboratory, Institute for Computational and Data Sciences, North-East Visualization and Analytics Center).

Education

Stanford University, Ph.D. in Communication with minor in Psychology, 1995.

University of Alabama, M.A. in Communication with emphasis in Journalism, 1991.

Bangalore University, B.S. in Communication, 1989.

Bangalore University, B.E. in Mechanical Engineering, 1988.

Publications

Cloarec, J., Plangger, K., Segijn, C. M., Sundar, S. S., & Wen, T. J. (2026). Agentic AI personalization in advertising: Realizing the true potential of N = 1. *Journal of Advertising*. doi: 10.1080/00913367.2026.2744238

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Kim, D., Ju, S., Lee, H. M., Kang, M., Kim, M., Park, Y., Song, H., Sundar, S. S., & Han, J. (2026). Using LLM for conversational assessment of mental health: Testing the

role of message contingency and user agency. In *Proceedings of the Extended Abstracts of the 2026 CHI Conference on Human Factors in Computing Systems (CHI EA'26)*, Article No. 714. doi: 10.1145/3772363.3799023

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Sundar, S. S., Bellur, S., & Lee, H. M. (2024). Concept explication: At the core of it all. *Asian Communication Research*. doi: 10.20879/acr.2024.21.002

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Sun, Y., Chen, J., & Sundar, S. S. (2024). Chatbot ads with a human touch: A test of anthropomorphism, interactivity, and narrativity. *Journal of Business Research*, *172*, 114403. doi: 10.1016/j.jbusres.2023.114403

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Jia, H., & Sundar, S. S. (2024). Vivid and engaging: Effects of interactive data visualization on perceptions and attitudes about social issues. *Digital Journalism*, *12* (8), 1205-1229. doi: 10.1080/21670811.2023.2250815

Gong, Y., Schroeder, A., Pan, B., Sundar, S. S., & Mowen, A. J. (2024). Does algorithmic filtering lead to filter bubbles in online tourist information searches? *Information Technology & Tourism*, *26*, 183-217. doi: 10.1007/s40558-023-00279-4

Liao, M., Wang, J., Chen, C., & Sundar, S. S. (2025). Less vigilant in the mobile era? A comparison of information processing on mobile phones and personal computers. *New Media & Society*, *27* (5), 2657-2683. doi: 10.1177/14614448231209475

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Molina, M. D., Wang, J., Sundar, S. S., Le, T., & DiRusso, C. (2023). Reading, commenting and sharing of fake news: How online bandwagons and bots dictate user engagement. *Communication Research, 50* (6), 667-694. doi: 10.1177/00936502211073398

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Sundar, S. S., & Chen, J. (2023). From CASA to TIME: Machine as a source of media effects. In A. Guzman, R. McEwen & S. Jones (Eds.), *The SAGE handbook of human-machine communication*. Sage Publications.

Sundar, S. S., & Liao, M. (2023). Calling BS on ChatGPT: Reflections on AI as a communication source. *Journalism & Communication Monographs*, *25* (2), 165-180. doi: 10.1177/15226379231167135

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Chen, C., & Sundar, S. S. (2023). Is this AI trained on credible data? The effects of labeling quality and performance bias on user trust. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*, Article No. 816. doi: 10.1145/3544548.3580805

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Refereed Conference Papers

Bao, A., Jung, Y., Bellur, S., & Sundar, S. S. (2026, August). *Are AI decisions driven by emotions? Replicating affect-driven bias in large language models*. Research in Progress presented at the 109th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.

Govindarazan, K., Lee, H. M., Adeeko, T., Dong, H., & Sundar, S. S. (2026, August). *Can AI participants generate credible qualitative data? Considerations for using and evaluating synthetic responses to interviews*. Paper presented at the 109th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.

Hua, P., Adeeko, T., Waier, J., Li, X., Alayoubi, R., & Sundar, S. S. (2026, August). *Can we use AI to create stimuli for experiments? A comparison of human vs. LLM-generated message frames*. Paper presented at the 109th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA. [*Communication Theory and Methodology Top Paper Award*]

Jung, Y., & Sundar, S. S. (2026, August). *Trust in AI summary of user-generated content: The case of AI-generated paraphrasing of reviews on e-commerce sites*. Paper presented at the 109th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.

Wu-Ouyang, B., Bao, A., Liu, Y., & Sundar, S. S. (2026, August). "*Please react so that I can personalize better": Effects of reactive personalization cues in an online news assistant*. Paper presented at the 109th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.

Govindarazan, K., Lim, C., Jang, J., Song, H., & Sundar, S. S. (2026, June). *Same AI, different relationship? Device context and Human-AI communication with large language models*. Paper presented at the 76th annual conference of the International Communication Association (ICA), Cape Town, South Africa.

Jang, E., Lee, H. M., Lee, S., Jung, Y., & Sundar, S. S. (2026, June). *Realistic, yet synthetic: Can AI literacy and bandwagon cues combat photorealistic misinformation?* Paper presented at the 76th annual conference of the International Communication Association (ICA), Cape Town, South Africa.

Snyder, E. C., Sundar, S. S., High, A., Abdullah, S. (2026, June). *Do you mind if Alexa reads your mind? Effects of explicit vs. implicit data requests when talking with voice assistants about physical vs. mental health*. Paper presented at the 76th annual conference of the International Communication Association (ICA), Cape Town, South Africa.

Jang, E., & Sundar, S. S. (2026). *Less interaction but more explanation: A communications perspective on Agentic AI interfaces*. Position paper for the CHI 2026 Workshop on Human-Centered Explainable AI (HCXAI). doi: 10.5281/zenodo.19700293

Jang, E., & Sundar, S. S. (2025, August). *When can heuristic cues promote systematic processing? The case of bandwagon effects in e-commerce sites*. Paper presented at the 108th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA. [*Communication Theory and Methodology Top Paper Award*]

Liao, M., & Sundar, S. S. (2025, August). *The magical mystery of AI: Capturing people's perceptions of AI's magical quality*. Paper presented at the 108th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Wu-Ouyang, B., Bao, J., Liu, Y., & Sundar, S. S. (2025, August). *When you help Generative AI learn about your preferences, do you trust it more? Examining the effects of reactive personalization cues in an online news assistant*. Extended Abstract presented at the 108th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Yadav, D., Antwi, W., Lee, H. M., & Sundar, S. S. (2025, August). *Is video killing the radio star? Modality effects on user experience of podcasts.* Paper presented at the 108th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Chen, C., Sun, Y., Liao, M., & Sundar, S. S. (2025, June). *Does consulting AI for second opinion undermine patients' trust in their doctors?* Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, CO.

Lee, S., & Sundar, S. S. (2025, June). *Please no ads! Using promptability affordance to gain user control over Generative AI*. Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, CO.

Liao, M., & Sundar, S. S. (2025, June). *Chat but verify: Combating misinformation by Generative AI with verification affordance*. Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, CO.

Chen, C., Jang, E., & Sundar, S. S. (2024, June). *Racial Bias in AI: How Does Training Data Representativeness Affect Layperson Perceptions of Fairness?* Paper presented at the 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Kang, J., Liao, M., & Sundar, S. S. (2024, June). *Combating Addictive Use of TikTok with Digital Nudging.* Paper presented at the 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia. [*Communication and Technology Top Paper Award*]

Liu, Y., Kang, J., & Sundar, S. S. (2024, June). *Close to You: How Locational Proximity Affects Responses to Self-Disclosures on Social Media.* Paper presented at the 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Sun, Y., & Sundar, S. S. (2024, June). *How an AI Bot Looks Can Be Deceiving: Using Explanation Affordance to Help Users Calibrate Their Trust.* Paper presented at the 74th annual conference of the International Communication Association (ICA), Gold Coast, Australia.

Jung, Y., Bao, J., & Sundar, S. S. (2023, August). *Online Privacy-Disclosure Paradox: How Interactivity Affects User Perception.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Liao, M., Lee, S., Dooley, A., Sundar, S. S., & Xiong, A. (2023, August). *User Responses to Misinformation Flagging by Automated vs. Human Fact-Checkers.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Liao, M., Sun, Y., Durotoye, T., Sundar, S. S., & Gil de Zúñiga, H. (2023, August). *When We Think "News Will Find Me": Relative Credibility of Social-Media Friends, Algorithms and Editors*. Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Myrick, J., Liao, M., Wang, R., & Sundar, S. S. (2023, August). *#DeleteYourPeriodTracker: Twitter Users' Sentiments About Data Privacy and Women's Health in Post-Roe America.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Yang, H., & Sundar, S. S. (2023, August). *AI Anxiety: Explication and Exploration of Effect on State Anxiety When Interacting with AI Doctors.* Paper presented at the 106th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, D.C.

Bao, J., Jung, Y., Norman, M., & Sundar, S. S. (2023, May). *Privacy concerns in mobile technology: Can interactivity reduce friction?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Chen, C., & Sundar, S. S. (2023, May). *When an AI system is racially biased: Does machine heuristic override expectancy violations?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Chen, C., Liao, M., Walther, J., & Sundar, S. S. (2023, May). *When an AI doctor gets personal: The differential effects of social vs. medical individuation.* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Jung, Y., & Sundar, S. S. (2023, May). *Bandwagon effects of online reviews: Are source bandwagons more credible than message bandwagons?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Lee, S., Jung, Y., & Sundar, S. S. (2023, May). *Online ads that follow us from site to site: Are they persuasive or merely annoying?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Liao, M., Sajjadi, P., & Sundar, S. S. (2023, May). *How does VR affect emotional appeal and persuasiveness of gain vs. loss-framed environmental messages?* Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Liao, M., Sun, Y., Durotoye, T., Sundar, S. S., & Gil de Zúñiga, H. (2023, May). *When news finds me, do I care about the source? Relative credibility of social media, algorithms, and news editors.* Extended abstract presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Sundar, S. S., Cho, E., Liao, M., Yin, J., & Wang, J. (2023, May). *The phenomenon of sharing without clicking: A computational study of political content forwarding on Facebook.*

Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Wu, Y., Kim, K. J., & Sundar, S. S. (2023, May). *Effects of social, contingent, and transparent exchange of information in human-chatbot interaction*. Extended abstract presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.

Jung, Y., Bao, J., & Sundar, S. S. (2023, April). *Motivation vs. privacy concerns in health interfaces: How does interactivity play a role?* Position paper for the Intelligent Data-Driven Health Interfaces Workshop at the 2023 ACM conference on Human Factors in Computing Systems (*CHI'23*), Hamburg, Germany.

Cho, E., & Sundar, S. S. (2022, August). *The role of ad customization, ad personalization and privacy customization in reducing reactance to ads by voice assistants*. Paper presented at the 105th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

Lee, S., Moon, W-K., Lee, J-G., & Sundar, S. S. (2022, August). *User responses to AI when the machine is still learning*. Paper presented at the 105th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Detroit, MI.

Chen, C., Lee, S., & Sundar, S. S. (2022, May). *Interpassivity instead of interactivity? The uses and gratifications of automated features*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Lee, S., Lee, J., & Sundar, S. S. (2022, May). *From live streamer to influencer: Credibility effects of authority, interactivity, and sponsorship*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Liao, M., Wang, J., Chen, C., & Sundar, S. S. (2022, May). *Mindlessness in the mobile era? A comparison of information processing on mobile phones and personal computers*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Sun, Y., Liao, M., Sundar, S. S., & Walther, J. B. (2022, May). *Does transparency matter when the AI system meets performance expectations? An experiment with an online dating site*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Wu, J., Agur, C., Ratan, R., Sundar, S. S., Peng, H. A., Jones, S., Ellison, N., & Contractor, N. (2022, May). *One association, many networks: ICA, membership, and identity in the field of communication*. Paper presented at the 72nd annual conference of the International Communication Association (ICA), Paris, France.

Liao, Q. V., & Sundar, S. S. (2022, April). *MATCH: A conceptual model on trust judgments in AI toward designing for responsible trust*. Paper presented in the workshop on

Trust and Reliance in AI-Human Teams (TRAIT) at the 2022 ACM conference on Human Factors in Computing Systems (*CHI'22*), New Orleans, LA.

Chen, J., Sun, Y., Wu, Y., & Sundar, S. S. (2021, May). *Tailoring your AI friend: Effects of customizing companion chatbots*. Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Molina, M. D., & Sundar, S. S. (2021, May). *Moderating harmful online content: Can collaboration between AI and humans enhance trust and acceptance of content classification systems?* Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Sun, Y., Chen, J., & Sundar, S. S. (2021, May). *Should chatbot ads be chatty? A test of anthropomorphism, interactivity and narrativity*. Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Wang, J., & Sundar, S. S. (2021, May). *Liking vs. commenting on online news: Effects of expression affordances on political attitudes*. Paper presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Liao, M., Wang, J., Chen, C., & Sundar, S. S. (2021, May). *Mindlessness in the mobile era? A comparison of information processing on mobile phones and personal computers*. Extended Abstract presented at the 71st annual conference of the International Communication Association (ICA), Denver, CO. (converted to virtual due to COVID-19).

Mendu, S., Sundar, S. S., & Abdullah, S. (2021, May). *Context-specific usability measures for voice assistants*. Paper presented in the workshop on Conversational User Interfaces at the 2021 ACM CHI conference on Human Factors in Computing Systems.

Liao, M., & Sundar, S. S. (2020, August). *Silent mobile notifications can be more distracting than receiving notifications with sounds and vibrations*. Paper presented at the 103rd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA. (converted to virtual due to COVID-19).

Sundar, S. S., Molina, M. D., & Cho, E. (2020, August). *Seeing is believing: Is video modality more powerful in spreading fake news via online messaging apps?* Paper presented at the 103rd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA. (converted to virtual due to COVID-19).

Dou, X., & Sundar, S. S. (2020, May). *I like the news because I love my phone: The effect of phone attachment on users' information evaluation*. Paper presented at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia. (converted to virtual due to COVID-19).

Shao, R., & Sundar, S. S. (2020, May). *How does presence persuade? Testing competing theoretical claims about effects of virtual reality*. Paper presented at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia. (converted to virtual due to COVID-19). [*TOP PAPER in Information Systems Division*].

Yang, H., & Sundar, S. S. (2020, May). *Machine heuristic: A concept explication and development of a scale*. Paper presented virtually at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia (converted to virtual due to COVID-19).

Chen, C., Gambino, A., & Sundar, S. S. (2020, May). *Why passive social media monitoring isn't always bad*. Poster presented at the 70th annual conference of the International Communication Association (ICA), Gold Coast, Australia. (converted to virtual due to COVID-19).

Wang, J., Molina, M. D., & Sundar, S. S. (2019, November). *When expert recommendation contradicts peer opinion: Relative social influence of valence, group identity and artificial intelligence*. Paper presented at the 105th annual convention of the National Communication Association (NCA), Baltimore, MD.

Chen, C., DiRusso, C., Yang, H., Shao, R., Krieger, M., & Sundar, S. S. (2019, August). *Alexa, Netflix and Siri: User perceptions of AI-driven technologies*. Paper presented at the 102nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.

Chen, C., Cohen, O., & Sundar, S. S. (2019, August). *Problematic Instagram use: Are certain affordances and gratifications responsible for addictive behavior?* Paper presented at the 102nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.

Molina, M. D., Wang, J., Le, T., DiRusso, C., & Sundar, S. S. (2019, August). *Effects of bandwagon cues and automated journalism on reading, commenting, and sharing of real vs. false information online.* Paper presented at the 102nd annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada. [Winner of the *2019 AEJMC News Audience Research Paper Award*].

Sundar, S. S., Kim, J., & Rosson, M. B. (2019, May). *The role of interface cues in online privacy: Cognitive heuristics that predict information disclosure*. Paper presented at the 69th annual conference of the International Communication Association (ICA), Washington, DC.

Gambino, A., & Sundar, S. S. (2019, May). *Fantasy machines that may reduce sex crimes: Predictors of acceptance of sex robots at personal and societal levels*. Paper presented at the 69th annual conference of the International Communication Association (ICA), Washington, DC.

Cho, E., & Sundar, S. S. (2018, November). *How do we like our online dates, personalized or customized? The differential effects of user vs. system tailoring on date preferences*. Paper presented at the 104th annual convention of the National Communication Association (NCA), Salt Lake City, UT.

Molina, M. D., & Sundar, S. S. (2018, November). *Can mobile apps motivate fitness tracking? A study of technological affordances, self-determination and workout behaviors*. Paper presented at the 104th annual convention of the National Communication Association (NCA), Salt Lake City, UT.

Wu, M., Liu, B., & Sundar, S. S. (2018, November). *Do smart technologies undermine human agency? An experimental study of user vs. machine agency and task severity*. Paper presented at the 104th annual convention of the National Communication Association (NCA), Salt Lake City, UT.

Molina, M. D., & Sundar, S. S. (2018, August). *Fake news: A concept explication and taxonomy of online news*. Paper presented at the 101st annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Li, R., & Sundar, S. S. (2018, May). *Can interactive media attenuate psychological reactance to health messages? A study of the role played by user commenting and audience metrics in persuasion*. Paper presented at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

Sundar, S. S., Liu, B., & You, S. (2018, May). *That's what Facebook friends are for: Priming effect of online networks on perceptions of real-world threats and challenges*. Paper presentated at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

Wang, J., & Sundar, S. S. (2018, May). *How willing are we to see the other side? Technology as a source of partisan information*. Extended abstract presented at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.

Sundar, S. S., Kang, J., & Oprean, D. (2017, August). *Can immersive journalism affect presence, memory, credibility, empathy and sharing? An experimental comparison of VR stories, 360⁰ videos and text.* Paper presented at the 100th annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Jung, E., & Sundar, S. S. (2017, May). *Status update: Affordances predict Facebook gratifications for senior citizens*. Paper presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Wu, M., & Sundar, S. S. (2017, May). *I text therefore I am: Message interactivity vs. message exchange in addictive use of instant messaging*. Paper presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Waddell, T. F., & Sundar, S. S. (2017, May). *When do we like what others like: The effect of audience sentiment, size and identity on media effects*. Paper presented at the 67th annual conference of the International Communication Association (ICA), San Diego, CA.

Oh, J., & Sundar, S. S. (2016, November). *What happens when you click and drag: The persuasive effects of sliders on anti-smoking websites*. Paper presented at the 102nd annual convention of the National Communication Association (NCA), Philadelphia, PA.

Jung, E., & Sundar, S. S. (2016, August). *Senior citizens' interactions on Facebook: The effects of social networking affordances on psychological well-being*. Paper presented at the 99th annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. [*TOP 3 FACULTY PAPER in Communication Technology Division*].

Kim, J., & Sundar, S. S. (2016, August). *Human control or machine control—Which do we trust? The role of control and machine heuristics in online information disclosure.* Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Go, E., & Sundar, S. S. (2016, June). *Chatting with a machine: Do anthropomorphic cues and message interactivity compensate or violate expectations?* Paper presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Go, E., & Sundar, S. S. (2016, June). *Primacy and recency effects of positive and negative cues about online privacy*. Paper presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Kim, J., & Sundar, S. S. (2016, June). *How cognitive heuristics influence online privacy: Mediating effects of behavior rationales for disclosure*. Paper presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Kim, J., & Sundar, S. S. (2016, June). *Processing online privacy: Which heuristics matter most*? Paper presented at the 66th annual conference of the International Communication Association (ICA), Fukuoka, Japan.

Sundar, S. S., Kim, J., Gambino, & Rosson, M. B. (2016, May). *Six ways to enact Privacy by Design: Cognitive heuristics that predict users' online information disclosure*. Paper

presented in the workshop on Bridging the gap between Privacy by Design and Privacy in Practice, at the 34th annual ACM conference on Human Factors in Computing Systems (*CHI'16*), San Jose, CA. (Full text available at: https://networkedprivacy2016.files.wordpress.com/2015/11/sundar-et-al-final_chi-pbd-workshop-161.pdf).

Kim, N. Y., & Sundar, S. S. (2015, August). *The effect of advertisement customization on internet users' perceptions of forced exposure and persuasion*. Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sreenivasan, A., & Sundar, S. S. (2015, August). *This news is brought to you by a drone: User reactions to machine agency in news gathering*. Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Waddell, T. F., & Sundar, S. S. (2015, August). *Bandwagon effects of social media commentary during TV viewing: Do valence, viewer traits and contextual factors make a difference?* Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Wang, R., & Sundar, S. S. (2015, August). *How does parallax scrolling influence user experience? A test of TIME (Theory of Interactive Media Effects).* Paper presented at the 98th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sundar, S. S. (2015, June). *Theory of interactive media effects (TIME): How interface affordances affect user perceptions, actions and attitudes*. Paper presented at the annual Human Computer Interaction Consortium (HCIC 2015): Theory, Watsonville, CA.

Huang, Y., & Sundar, S. S. (2015, May). *Do we trust the crowd? Effects of crowdsourcing on perceived credibility of online health information*. Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, PR.

Jia, H., & Sundar, S. S. (2015, May). *Big data or small stories? Exemplification and interactivity effects on shaping perceptions and attitude of social issues*. Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, PR.

Li, R., Wang, R., Chen, T. W., Law, Y. L., & Sundar, S. S. (2015, May). *Are we more impulsive on smartphones? A comparison of impulse buying on smartphones and laptops.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, PR.

Oh, J., & Sundar, S. S. (2015, May). *Make it interactive and they will come: Correlating interactivity in anti-drug websites with site traffic.* Paper presented at the 65th

annual conference of the International Communication Association (ICA), San Juan, PR.

Jung, E., & Sundar, S. S. (2014, August). *Senior citizens on Facebook: How do they interact and why?* Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Sundar, S. S., Jia, H., Bellur, S., Oh, J., & Kim, H. S. (2014, August). *News informatics: Engaging individuals with data-rich news content through interactivity in source, medium, and message*. Paper presented at the 96th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Wang, R., Yang, F., Zheng, S., & Sundar, S. S. (2014, August). *Why do we Pin? New gratifications explain unique activities in Pinterest*. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Jia, H., Wu, M., & Sundar, S. S. (2014, May). *Do we blame it on the machine? Task outcome and agency attribution in human-technology collaboration*. Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA.

Jung, E., Waddell, T. F., Kim, K. J., & Sundar, S. S. (2014, May). *Cheery companions or serious assistants? Role and demeanor congruity as predictors of robot attraction and use intentions among senior citizens*. Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA.

Kang, H., & Sundar, S. S. (2014, May). *When self is the source: Implications of media customization on message processing*. Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA.

Appelman, A., & Sundar S. S. (2014, May). *Measuring message credibility: Construction and validation of an exclusive scale*. Paper presented at the 64th annual conference of the International Communication Association, Seattle, WA.

Dou, X., & Sundar, S. S. (2014, March). *Cultivating relationships through a mobile website: The importance of modality interactivity and message interactivity.* Paper presented at the 17th annual International Public Relations Research Conference (IPRRC), Miami, FL. [*Institute for Public Relations TOP 3 PAPER*]

Oh, J., & Sundar, S. S. (2013, November). *Can interactivity enhance fear? The effects of interactivity on an anti-smoking website on emotional engagement, message acceptance and behavioral intention*. Paper presented at the 99th annual convention of the National Communication Association, Washington, DC.

Kim, H. S., & Sundar, S. S. (2013, November). *Can online buddies and bandwagon cues enhance user participation in online health communities?* Paper presented at the 99th annual convention of the National Communication Association, Washington,

DC.

Jung, E., Walden, J., Johnson, A., & Sundar, S. S. (2013, August). *The lure of grandkids and the desire for online privacy: Why retirees use (or avoid) Facebook.* Paper presented at the 96th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC. [*TOP 3 FACULTY PAPER in Communication Technology Division*].

Oh, J., & Sundar, S. S. (2013, August). *How does interactivity persuade? An experimental test of interactivity on cognitive absorption, elaboration, and attitudes.* Paper presented at the 96th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Sundar, S. S., Xu, Q., & Oeldorf-Hirsch, A. (2013, June). *How deeply do we process online recommendations? Heuristic vs. systematic processing of authority and bandwagon cues*. Paper presented at the 63rd annual conference of the International Communication Association, London, UK.

Bellur, S., & Sundar, S. S. (2013, June). *Interactivity as conversation: Can back and forth interactions affect user cognitions and attitudes?* Paper presented at the 63rd annual conference of the International Communication Association, London, UK.

Oeldorf-Hirsch, A., & Sundar, S. S. (2012, August). *Engagement with news content in online social networks*. Paper presented at the 95th annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Sundar, S. S., Bellur, S., Oh, J., Jia, H., & Kim, H. S. (2012, May). *The importance of message contingency: An experimental investigation of interactivity in an online search site*. Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Sundar, S. S., Go, E., Kim, H. S., & Zhang, B. (2012, May). *Communicating art, virtually! Psychological effects of technological affordances in a virtual museum*. Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Lee, J. Y., & Sundar, S. S. (2012, May). *To tweet or not to retweet? That is the question for doctors on microblogs*. Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Kim, Y., & Sundar, S. S. (2012, May). *Visualizing ideal self vs. actual self through avatars: Impact on preventive health outcomes.* Paper presented at the 62nd annual conference of the International Communication Association, Phoenix, AZ.

Kim, K. J., Park, E., Sundar, S. S., & del Pobil, A. P. (2012, March). *Who's taking care of whom? Effects of role reversal on human-robot relationship*. Paper presented at the 7th ACM/IEEE International Conference on Human-Robot Interaction (HRI'12), Boston, MA.

Cingel, D., & Sundar, S. S. (2011, November). *Texting, techspeak and tweens: The relationship between text messaging and grammar skills*. Paper presented at the 97th annual convention of the National Communication Association, New Orleans, LA.

Sundar, S. S., Bellur, S., & Jia, H. (2011, September). *Designing motivational technology for inspiring preventive health behaviors*. Paper presented in the Workshop on Promoting and Supporting Healthy Living by Design (WS15) at the 13th IFIP TC13 Conference on Human-Computer Interaction (INTERACT '11), Lisbon, Portugal.

Kim, K. J., & Sundar, S. S. (2011, August). *The effects of LCD panel type on psychology of video game players and movie viewers*. Paper presented at the 94th annual conference of the Association for Education in Journalism and Mass Communication, St. Louis, MO.

Kang, H., & Sundar, S. S. (2011, May). *Depleted egos and affirmed selves: The two faces of customization*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Kim, H. S., & Sundar, S. S. (2011, May). *Motivating contributions to online health forums: Importance of source cues and locus of control*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Kim, Y., & Sundar, S. S. (2011, May). *Can your avatar improve your health? The impact of avatar attractiveness and avatar creation*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Marathe, S., & Sundar, S. S. (2011, May). *The 'me' revolution in mediated communication: Investigating the psychology of cosmetic and functional customization*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Smith, L., & Sundar, S. S. (2011, May). *Is Web 2.0 always better than Web 1.0 for corporate public relations?* Paper presented at the 61st annual conference of the International Communication Association, Boston, MA. [*TOP PAPER in Public Relations Division*].

Xu, Q., & Sundar, S. S. (2011, May). *Interactivity, arousal and memory: Information processing in an e-commerce site*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Xu, Q., & Sundar, S. S. (2011, May). *Lights, camera, music, interaction! Interactive persuasion in e-commerce*. Paper presented at the 61st annual conference of the International Communication Association, Boston, MA.

Hong, S., & Sundar, S. S. (2011, May). *Social responses to computers in cloud computing environment: The importance of source orientation*. Paper presented at the *Designing Interaction for the Cloud* workshop in the 29th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Vancouver, Canada.

Sundar, S. S., Bellur, S., & Constantin, C. (2010, October). *Processing interactivity: Is it automatic or controlled?* Study presented at the 50th annual meeting of the Society for Psychophysiological Research, Portland, OR.

Sah, Y. J., Ahn, B., & Sundar, S. S. (2010, August). *Realistic mapping vs. symbolic mapping: Effects of controllers on video game experience*. Paper presented at the 93rd annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Sundar, S. S., Xu, Q., Bellur, S., Jia, H., Oh, J., & Khoo, G-S. (2010, June). *Click, drag, flip, and mouse-over: Effects of modality interactivity on user engagement with web content*. Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Sundar, S. S., & Bellur, S. (2010, June). *Measuring media use as affordances: A heuristics approach to interactivity.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Sundar, S. S., & Limperos, A. (2010, June). *Uses & grats 2.0: Do new technologies bring new gratifications?* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Sundar, S. S., Rice, R., & Kim, H. (2010, June). *Trends in online health information: New conceptualizations for a new medium.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Bellur, S., & Sundar, S. S. (2010, June). *How can we tell when a heuristic has been used? Models for measurement of heuristics.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Marathe, S., Kang, H., & Sundar, S. S. (2010, June). *Who customizes health websites and why?* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Oeldorf-Hirsch, A., & Sundar, S. S. (2010, June). *Online photo sharing as mediated communication.* Paper presented at the 60th annual conference of the International Communication Association, Singapore.

Oh, J., Bellur, S., & Sundar, S. S. (2010, June). *A conceptual model of user engagement with media.* Paper presented at 60th annual conference of the International Communication Association, Singapore.

Sundar, S. S., Marathe, S. S., & Kang, H. (2010, April). *Agency enhancing technologies for motivating preventive health actions.* Paper presented at the *Workshop on Interactive Systems in Healthcare (WISH)* in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Bellur, S., & Sundar, S. S. (2010, April). *Psychophysiological responses to media interfaces.* Paper presented at the *Brain, Body and Bytes: Psychophysiological User Interaction* workshop in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Oeldorf-Hirsch, A., & Sundar, S. S. (2010, April). *Social connectedness via social media: Sharing, surviving, socializing.* Paper presented at the *Designing and Evaluating Affective Aspects of Sociable Media to Support Social Connectedness* workshop in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Kim, Y., & Sundar, S. S. (2010, April). *Can your avatar improve your health? The impact of avatar customization.* Paper presented at the *Workshop on Interactive Systems in Healthcare (WISH)* in the 28th annual conference on Human Factors in Computing Systems (ACM SIGCHI), Atlanta, GA.

Sundar, S. S., Marathe, S., & Kang, H. (2009, November). *Beyond tailoring: Customization in health websites*. Paper presented at the 95th annual convention of the National Communication Association, Chicago, IL.

Kang, H., Sundar, S. S., Kim, H., & Bae, K. (2009, August). *User attitudes toward customization and personalization: A priming study of gratifications expected and obtained*. Paper presented at the 92nd annual conference of the Association for Education in Journalism and Mass Communication, Boston, MA.

Sundar, S. S., & Bellur, S. (2009, May). *This is your brain on interactivity: Alpha-blocking while processing online news*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.

Balakrishnan, B., & Sundar, S. S. (2009, May). *Where am I? How can I get there? Impact of navigability and narrative transportation on spatial presence*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.

Downs, E., & Sundar, S. S. (2009, May). *"It wasn't me, it was my avatar!" Exploring BIRGing and CORFing behaviors in the context of video game play*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.

Koh, Y. J., & Sundar, S. S. (2009, May). *Heuristic vs. systematic processing of specialist vs. generalist sources in online media*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.

Stavrositu, C., & Sundar, S. S. (2009, May). *Blogging vs. diary-keeping: Psychological empowerment*. Paper presented at the 59th annual conference of the International Communication Association, Chicago, IL.

Kim, Y., & Sundar, S. S. (2008, August). *My desired self: The impact of avatar creation on persuasion*. Paper presented at the 91st annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Limperos, A. M., Woolley, J. K., Tamul, D. J., & Sundar, S. S. (2008, August). *"It's not who you know, but who you add": Exploring self-disclosure and friending on Facebook*. Paper presented at the 91st annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL. [*TOP 4 PAPER in Communication Technology Division*].

Sundar, S. S., Bellur, S., Oeldorf-Hirsch, A., & Xu, Q. (2008, July). *The Facebook paradigm for studying concepts and testing theories of communication*. Paper presented at the National Communication Association Summer Conference on Methods and Measures for Communication and Cognition Research, College Park, MD.

Guillory, J., & Sundar, S. S. (2008, May). *Can interactivity in corporate websites influence public perceptions of organizations?* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada. [*TOP 3 PAPER in Public Relations Division*].

Hu, Y., & Sundar, S. S. (2008, May). *Doctors vs. laypersons on blogs vs. bulletin boards vs. websites vs. homepages: The effects of online health sources on credibility and behavioral intentions.* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.

Hutton, E., & Sundar, S. S. (2008, May). *Can video games enhance creativity? An experimental investigation of emotion generated by Dance Dance Revolution.* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada. [*TOP 3 PAPER in Game Studies Division*].

Kim, N., & Sundar, S. S. (2008, May). *What's relevance got to do with it? A moderated mediation exploration of the appeal of personalization in websites*. Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.

Kim, N., & Sundar, S. S. (2008, May). *Relevance to the rescue. Can "smart ads" reduce negative response to online ad clutter?* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.

Stavrositu, C., & Sundar, S. S. (2008, May). *Psychological empowerment derived from blogging: Is it agency or is it community?* Paper presented at the 58th annual conference of the International Communication Association, Montreal, Canada.

Kim, Y., & Sundar, S. S. (2008, May). *Me, myself, and my avatar: The effects of avatar on*

SNW (Social Networking) users' attitude toward website, ad, and PSA. Paper presented at the 27th Annual Advertising and Consumer Psychology Conference sponsored by the Society for Consumer Psychology, Philadelphia, PA.

Kalyanaraman, S., & Sundar, S. S. (2007, August). *Impression formation effects in computer-mediated communication and human-computer interaction*. Paper presented at the 90th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Marathe, S., Sundar, S. S., & Reese, C. (2007, August). *Customization vs. personalization: The role of power usage and privacy*. Paper presented at the 90th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Garris, K., Guillory, J., Manning, R., & Sundar, S. S. (2007, August). *Does interactivity serve the public interest? The role of political blogs in deliberative democracy*. Paper presented at the 90th annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Constantin, C., & Sundar, S. S. (2007, May). *Do pop-ups enhance processing of online news? A test of attentional spotlight, cognitive load, and affect-as-information theories*. Paper presented at the 57th annual conference of the International Communication Association, San Francisco, CA. [*TOP 3 PAPER in Information Systems Division*].

Koh, Y-J., & Sundar, S. S. (2007, May). *Costco.com or Wine.com? Effects of specialization in web agents, web sites and computers on e-commerce trust*. Paper presented at the 57th annual conference of the International Communication Association, San Francisco, CA.

Marathe, S., Sundar, S. S., Bijvank, M. N., van Vugt, H., & Veldhuis, J. (2007, May). *Who are these power users anyway? Building a psychological profile*. Paper presented at the 57th annual conference of the International Communication Association, San Francisco, CA.

Kleck, C. A., Reese, C., Behnken, D. Z., & Sundar, S. S. (2007, May). *The company you keep and the image you project: Putting your best face forward in online social networks*. Paper presented at the 57th annual conference of the International Communication Association, San Francisco, CA.

Balakrishnan, B., Kalisperis, L. N., & Sundar, S. S. (2006, September). *Capturing affect and cognition in architectural visualization: A case for integrating 3-dimensional visualization and psychophysiology*. Paper presented at the annual conference of Education and Research in Computer Aided Architectural Design in Europe (eCAADe), Volos, Greece.

Sundar, S. S., & Marathe, S. (2006, August). *Is it tailoring or is it agency? Unpacking the psychological appeal of customized news*. Paper presented at the 89th annual

convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sundar, S. S., Edwards, H. H., Hu, Y., & Stavrositu, C. (2006, August). *Blogging for better health: Putting the "public" back in public health*. Paper presented at the 89th annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Sundar, S. S. (2006, June). *Self as source: Agency and customization in interactive media*. Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany. [*TOP 3 PAPER in Communication & Technology Division*].

Banjo, O., Hu, Y., & Sundar, S. S. (2006, June). *Cell phone usage and social interaction with proximate others: Ringing in a theoretical model*. Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany.

Stavrositu, C., & Sundar, S. S. (2006, June). *If internet credibility is so iffy, then why the heavy use? The relationship between medium use and credibility*. Paper presented at the 56th annual conference of the International Communication Association, Dresden, Germany.

Sundar, S. S., Knobloch, S., & Hastall, M. R. (2005, May). *News cues: Do indicators of newsworthiness by newsbots affect our perception of news stories?* Paper presented at the 55th annual conference of the International Communication Association, New York, NY. [*TOP PAPER in Communication & Technology Division*].

Lee, S. Y., & Sundar, S. S. (2005, May). *The effects of ad variation on the Web*. Paper presented at the 55th annual conference of the International Communication Association, New York, NY.

Knobloch, S., Sundar, S. S., & Hastall, M. R. (2005, May). *Clicking news: Impacts of newsworthiness, source credibility, and timeliness as online news features on news consumption*. Paper presented at the 55th annual conference of the International Communication Association, New York, NY.

Sundar, S. S., & Kim, J. (2004, May). *Interactivity and persuasion: Influencing attitudes with information and involvement*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S., & Constantin, C. (2004, May). *Does interacting with media enhance news memory? Automatic vs. controlled processing of interactive news features*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S., & Kim, J. (2004, May). *High recall and low recognition of interactive ads: A limited-capacity exploration*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Stavrositu, C., & Sundar, S. S. (2004, May). *Interstitials and their relevance to Website content: Influence on Website credibility*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Kalyanaraman, S., Sundar, S. S., & Oliver, M. B. (2004, May). *Customization and cognition: Exploring the role of individual differences in Web portals*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Heo, N., & Sundar, S. S. (2004, May). *The role of screen size in inferring the effects of content type on attention, arousal, memory, and content evaluation: A search for content-specific effects*. Paper presented at the 54th annual conference of the International Communication Association, New Orleans, LA.

Sundar, S. S. (2004, March). *The psychology of interactivity: Theory and research on its effects*. Paper presented at the 6th international German Online Research (GOR) conference of the German Society for Online Research, Duisburg, Germany.

Hastall, M., Knobloch, S., & Sundar, S. S. (2004, March). *Importance of journalistic values for online news readers: A cross-cultural experiment*. Paper presented at the 6th international German Online Research (GOR) conference of the German Society for Online Research, Duisburg, Germany.

Kalyanaraman, S., & Sundar, S. S. (2003, August). *Gateways, billboards, communities, niches, or brands: A concept explication of Web portals for communication research*. Paper presented at the 86th annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO.

Wagner, C. B., & Sundar, S. S. (2003, July). *The automatic activation of drug attitudes: Anti-drug ad viewing styles and strength of association*. Paper presented at the 86th annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO. *[TOP PAPER in Communication Theory & Methodology Division].*

Kalyanaraman, S., & Sundar, S. S. (2003, May). *The psychological appeal of personalized online content: An experimental investigation of customized Web portals*. Paper presented at the 53rd annual conference of the International Communication Association, San Diego, CA. *[TOP PAPER in Communication & Technology Division].*

Ngai, J., & Sundar, S. S. (2003, May). *Priming effects of online sexual purity tests*. Paper presented at the 53rd annual conference of the International Communication Association, San Diego, CA.

Kalyanaraman, S., & Sundar, S. S. (2002, July). *Download speed and physiological arousal: The role of motion, suspense, and content characteristics*. Paper presented at the 85th annual convention of the Association for Education in Journalism and Mass

Communication, Miami Beach, FL.

Diao, F., & Sundar, S. S. (2002, July). *Orienting response and memory for Web advertisements: Exploring effects of pop-up window and animation*. Paper presented at the 52nd annual conference of the International Communication Association, Seoul, South Korea. *[TOP PAPER in Information Systems Division].*

Lee, S. Y., & Sundar, S. S. (2002, July). *Psychological effects of frequency and clutter in Web advertising*. Paper presented at the 52nd annual conference of the International Communication Association, Seoul, South Korea.

Sundar, S. S., Kalyanaraman, S., & Wagner, C. (2001, August). *Titillation, frustration, or just plain orientation? Teasing out the "tease effect" of slow downloading*. Paper presented at the 84th annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Heo, N., Sundar, S. S., & Chaturvedi, S. (2001, August). *Wait! Why is it not moving? Attractive and distractive ocular responses to Web ads*. Paper presented at the 84th annual convention of the Association for Education in Journalism and Mass Communication, Washington, DC.

Sundar, S. S., Kalyanaraman, S., Martin, C., & Wagner, C. (2001, May). *Arousal, memory, and impression-formation effects of animation speed in Web advertising*. Paper presented at the 51st annual conference of the International Communication Association, Washington, DC.

Sundar, S. S., & Yin, J. (2001, May). *Loyalty to computer terminals: Is it anthropomorphism or consistency?* Paper presented at the 51st annual conference of the International Communication Association, Washington, DC.

Heo, N., & Sundar, S. S. (2001, May). *Memory for Web advertisements: Exploring effects of animation, position, and product involvement*. Paper presented at the 51st annual conference of the International Communication Association, Washington, DC.

Moses, N., & Sundar, S. S. (2001, May). *Perceptual effects of race and weight of models in magazine advertisements on the body-self concept of Afro-American women*. Paper presented at the 51st annual conference of the International Communication Association, Washington, DC.

Kalyanaraman, S., Mahood, C., Sundar, S. S., & Oliver, M. B. (2000, August). *Priming effects of accidental exposure to internet pornography: An experimental study of construct accessibility in search engine output*. Paper presented at the 83rd annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Mahood, C., Kalyanaraman, S., & Sundar, S. S. (2000, August). *The effects of erotica and dehumanizing pornography in an online interactive environment*. Paper presented at the 83rd annual convention of the Association for Education in Journalism and

Mass Communication, Phoenix, AZ.

Heo, N., & Sundar, S. S. (2000, August). *Emotional responses to web advertising: The effects of animation, position, and product involvement on physiological arousal*. Paper presented at the 83rd annual convention of the Association for Education in Journalism and Mass Communication, Phoenix, AZ.

Sundar, S. S., Kalyanaraman, S., & Jones, E. (2000, July). *Modality effects on memory for multimedia messages*. Paper presented at the 22nd General Assembly & Scientific Conference of the International Association for Media and Communication Research, Singapore.

Heo, N., & Sundar, S. S. (2000, June). *Visual orientation and memory for Web advertising: A study of animation and position effects*. Paper presented at the 50th annual conference of the International Communication Association, Acapulco, Mexico.

Sundar, S. S., Edgar, R., & Mayer, K. (2000, June). *Multimedia effects on processing and perception of online news: A study of picture, audio and video downloads*. Paper presented at the 50th annual conference of the International Communication Association, Acapulco, Mexico. *[TOP 3 PAPER in Communication & Technology Division].*

Kalyanaraman, S., Steele, J., & Sundar, S. S. (2000, June). *Communicating objectification: Effects of sexually suggestive advertisements*. Paper presented at the 50th annual conference of the International Communication Association, Acapulco, Mexico.

Sundar, S. S., Brown, J., & Kalyanaraman, S. (1999, May). *Reactivity vs. interactivity: Impression-formation effects of message contingency in political websites*. Paper presented at the 49th annual conference of the International Communication Association, San Francisco, CA.

Uppal, C., & Sundar, S. S. (1999, May). *Effect of animation on perception of instructional material*. Paper presented at the 49th annual conference of the International Communication Association San Francisco, CA.

Wagner, C. B., & Sundar, S. S. (1999, May). *The curiosity-arousing function of anti-drug PSAs*. Paper presented at the 49th annual conference of the International Communication Association San Francisco, CA.

Wagner, C. B., & Sundar, S. S. (1998, November). *Respiratory responses to television genres*. Paper presented at the 84th annual meeting of the National Communication Association, New York, NY.

Sundar, S. S., & Wagner, C. B. (1998, August). *The tease effect of slow downloading: Arousal and excitation transfer in online communications*. Paper presented at the 81st annual convention of the Association for Education in Journalism & Mass Communication, Baltimore, MD.

Heo, N., & Sundar, S. S. (1998, August). *Source perception and electrodermal activity*. Paper presented at the 81st annual convention of the the Association for Education in Journalism & Mass Communication, Baltimore, MD.

Sundar, S. S., Hesser, K., Kalyanaraman, S., & Brown, J. (1998, July). *The effect of Website interactivity on political persuasion*. Paper presented at the 21st General Assembly & Scientific Conference of the International Association for Media and Communication Research, Glasgow, UK.

Dumas, J., & Sundar, S. S. (1998, July). *Race and perception of film characters*. Paper presented at the 21st General Assembly & Scientific Conference of the International Association for Media and Communication Research, Glasgow, UK.

Uppal, C., & Sundar, S. S. (1998, July). *The psychological importance of distance in distance education*. Paper presented at the 48th annual conference of the International Communication Association, Jerusalem, Israel.

Sundar, S. S., Narayan, S., Obregon, R., & Uppal, C. (1997, August). *Does Web advertising work? Memory for print vs. online media*. Paper presented at the 80th annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL. *[TOP 3 PAPER in Communication Technology & Policy Division].*

Sundar, S. S., Otto, G., Pisciotta, L., & Schlag, K. (1997, July). *Animation and priming effects in online advertising*. Paper presented at the 80th annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

May, M., Sundar, S. S., & Williams, R. B. (1997, May). *The effects of hyperlinks and site maps on the memorability and enjoyability of web content*. Paper presented at the 47th annual conference of the International Communication Association, Montréal, Canada.

Sundar, S. S. (1997, May). *Psychological criteria of news*. Paper presented at the 47th annual conference of the International Communication Association, Montréal, Canada.

Sundar, S. S. (1996, August). *Do quotes affect perception of online news stories?* Paper presented at the 79th annual convention of the Association for Education in Journalism and Mass Communication, Anaheim, CA. *[TOP 3 PAPER in Communication Technology & Policy Division].*

Sundar, S. S., & Nass, C. (1996, May). *Source effects in users' perceptions of online news.* Paper presented at the 46th annual conference of the International Communication Association, Chicago, IL. *[TOP 3 PAPER in Communication & Technology Division].*

Sundar, S. S. (1994, October). *Psychosocial effects of self-referencing: Can a computer say 'I'?* Paper presented at Lifelike Computer Characters'94 conference, Snowbird, UT.

Sundar, S. S. (1994, August). *Is human-computer interaction social or parasocial?* Paper presented at the 77th annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Sundar, S. S. (1994, August). *Health coverage in California newspapers: CVD and AIDS compete for space.* Paper presented at the 77th annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Zillmann, D., Gibson, R., Sundar, S. S., & Perkins, Jr., J. W. (1994, August). *Effects of exemplification in magazine journalism on the perception of social issues.* Paper presented at the 77th annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, GA.

Sundar, S. S., Schooler, C., & Flora, J. (1994, July). *Health campaign effects on newspapers: Does media advocacy influence coverage, framing, prominence and agenda?* Paper presented at the 44th annual conference of the International Communication Association, Sydney, Australia.

Sundar, S. S. (1993, April). *Rise and fall of the health hole in California newspapers.* Paper presented at the West Coast Communication Mini-Conference, University of California, Santa Barbara, CA.

Riffe, D., Aust, C. F., Jones, T. C., Shoemake, B., & Sundar, S. S. (1992, August). *News items in the "shrinking foreign newshole": The case of the New York Times*. Paper presented at the 75th annual convention of the Association for Education in Journalism and Mass Communication, Montréal, Canada.

Zillmann, D., Rockwell, S., Schweitzer, K., & Sundar, S. S. (1992, May). *Does humor enhance discomfort tolerance?* Paper presented at the 42nd annual conference of the International Communication Association, Miami, FL.

Sundar, S. S., Perkins, Jr., J. W., & Zillmann, D. (1991, August). *Perception of an issue as a function of infographics*. Paper presented at the 74th annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Zillmann, D., Perkins, Jr., J. W., Sundar, S. S., & Stoker, K. (1991, August). *Perception of an issue as a function of informational competition between baserate data and exemplars.* Paper presented at the 74th annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Rawlins, B. L., & Sundar, S. S. (1991, February). *Watchdog or lapdog? The effect of U.S. foreign policy on the New York Times' coverage of Central America*. Paper presented at the Eighth Annual Intercultural and International Communication Conference, Miami, FL.

Sundar, S. S. (1991, February). *Editorial response of the New York Times to telephone technology, 1876-1910: Prophetic or myopic? Dismissive or developmental?* Paper

presented at the AEJMC Southeast Colloquium, Orlando, FL.

Funded Projects
(Role is PI unless otherwise indicated)

Voice Assistant to Provide Cognitive Stimulation Therapy at Scale (https://www.psu.edu/news/research/story/nih-grant-supports-developing-voice-assistant-persons-living-dementia). (2024-26). [Role: Co-Investigator]. National Institute of Aging, National Institutes of Health.

Are We More Willing to Speak Up When We Share Without Clicking? A Study of Political Content Sharing on Facebook. (https://www.ssrc.org/grantees/are-we-more-willing-to-speak-up-when-we-share-without-clicking-a-study-of-political-content-sharing-on-facebook/). Social Media and Democracy Research Grant (SMDRG) Program (2020-21), Social Science Research Council, New York.

Understanding Privacy in Learning Analytics in Higher Education. [Role: Co-PI]. Level 3 Grant (2019-2020). Center for Security Research and Education, Penn State University.

The Predictive Power of Social Media Engagement on Election Results: An Investigation of Bandwagon Effects using Large-Scale Geo-Tagged Tweets (https://news.psu.edu/story/562195/2019/03/07/society-arts-and-humanities/seed-grants-awarded-projects-using-twitter-data). Level 2 Grant (2019-2020). Social Science Research Institute, Penn State University.

What can Social Media Sentiment Analysis of Flu Risk and Vaccine Efficacy tell us about Regional and Demographic Variations in Flu Vaccination Rates? (https://news.psu.edu/story/562195/2019/03/07/society-arts-and-humanities/seed-grants-awarded-projects-using-twitter-data) [Role: Co-PI]. Level 2 Grant (2019-2020). Social Science Research Institute, Penn State University.

Seeing is Believing: Is Video Modality More Powerful in Spreading Fake News? (https://www.whatsapp.com/research/awards/announcement/) (2018-19). WhatsApp Research Awards for Social Science and Misinformation, Facebook, Inc.

Training Computers and Humans to Detect Misinformation by Combining Computational and Theoretical Analysis (https://www.nsf.gov/awardsearch/showAward?AWD_ID=1742702) (2017-2019). [Role: Co-PI]. Division of Computer and Network Systems. Directorate for Computer & Information Science & Engineering, National Science Foundation.

Receiver as Source in Online Terrorist Messaging. (2016-17). Sub-award by the Applied Research Laboratory, Penn State University, from the project "Translating Multi-disciplinary Social Media and On-Line Gaming Research into Practice." Joint Improvised-threat Defeat Organization (JIDO), U.S. Department of Defense.

Human vs. Machine Agency in Wearable Health Technologies (2015). Translational Communication Research Grant, College of Communications, Penn State University.

Exploring Heuristics and Designing Interface Cues to Understand Revealing or Withholding of Private Information (www.nsf.gov/awardsearch/showAward?AWD_ID=1450500), with REU supplement (2014-17). Division of Computer and Network Systems. Directorate for Computer & Information Science & Engineering, National Science Foundation.

Online Privacy and Security Heuristics—An Interview Study (2015). Office of Undergraduate Education, Penn State University.

Impact of Social Media and Online Support for Self-Management in Adolescents (2013-2014). [Role: Collaborator]. Lupus Foundation of America.

The Prevalence and Influence of Interactive Features on Anti-Smoking Websites (2013). Office of Undergraduate Education, Penn State University.

Cognitive Consumer Robotics (2011-2013). International Collaborative R&D Program between Penn State University and Sungkyunkwan University Industrial Academy Cooperation Foundation, Korea Institute for Advancement of Technology.

Interaction Science: Science for the Creative Convergence of Human, Robot, Computer, and Digital Media (A *World Class University* Project) R31-2008-000-10062-0 (2008-2013). [Role: Senior Personnel]. Korea Science and Engineering Foundation, Ministry of Education, Science and Technology, South Korea.

Online Affect-aware Patient Navigation Support for Northern Appalachian Breast Cancer Survivors (2012). [Role: Co-PI]. Level 2 Grant (2012). Social Science Research Institute, Penn State University.

Psychophysiological Measurement and User Interaction Analysis for theory-based undergraduate research on Interactive Media (2012). Office of Undergraduate Education, Penn State University.

Interface Interactivity and User Engagement: A Communications Perspective (http://www.nsf.gov/awardsearch/showAward.do?AwardNumber=0916944), with REU supplement (2009-2012). Division of Information and Intelligent Systems, Directorate for Computer & Information Science & Engineering, National Science Foundation.

Social Networking for Activity Promotion with Cell Phones (SNAP-C), Collaborative Dean's Feasibility Grant (2010-2011). [Role: Co-Investigator]. Penn State College of Medicine, Hershey, PA.

Promoting Media Psychophysiology for Theory-Based Undergraduate Research (2010). President's Fund for Research, Penn State University.

Retirees on Facebook: Can Online Social Networking Enhance Their Quality of Life? (2009-2010). Smart Spaces Center for Adaptive Aging in Place, Penn State University.

Who Customizes Online Healthcare Information and Why? Level 2 Grant (2008-2009). Social Science Research Institute, Penn State University.

Media Psychophysiology for Theory-Based Undergraduate Research (2008-2009). President's Fund for Research, Penn State University.

Interactive Web-based Diabetes Self-Management Tool to Promote Behavioral Change through Education and Social Networking (2008-2009). [Role: Co-PI]. CTSA Pilot Project. Penn State University and Pennsylvania Department of Health.

Cognitive Heuristics for Digital Information Processing (2008). Lockheed Martin Information Systems and Global Services, Philadelphia, PA.

Encouraging Undergraduate Student Participation in Psycho-physiological Research (2007-2008). President's Fund for Research, Department of Film/Video & Media Studies, Department of Advertising & Public Relations, Penn State University.

Virtual Personal Doctor: Using Technology to Motivate Cancer Prevention and Screening (2008). Seed grant from Social Science Research Institute via the Center for Health and Risk Communication in the Department of Communication Arts & Sciences, and College of Medicine, Penn State University.

Encouraging Undergraduate Student Participation in Psycho-physiological Research (2006-2007). President's Fund for Research, Penn State University.

Technological Affordances cue Credibility Considerations (2006-2007). Competitively selected contribution to the volume "Digital Media and Credibility" in the MacArthur Foundation Series on Digital Media. The New Media Consortium, Monterey Institute for Technology and Education, & the John D. and Catherine T. MacArthur Foundation.

Encouraging Undergraduate Student Participation in Psycho-physiological Research (2005-2006). President's Fund for Research, Penn State University.

Virtual Construction Simulator: Improving Design and Construction Engineering Education with Virtual Reality (2003-2006). [Role: Senior investigator with primary responsibilities related to assessment]. Directorate for Engineering, National Science Foundation.

Evaluation of the Annenberg Student Voices Project (2004-2005). [Role: Co-PI]. Annenberg Public Policy Center, University of Pennsylvania.

Technical Evaluation of New Course Development (2004-2005). NIIT (USA), Inc.

New Challenges, New Places (2004). International Programs Office and College of Communications International Initiatives Fund, Penn State University.

Expansion of the Media Effects Research Laboratory at the Penn State College of Communications (2003). Office of the Dean, College of Communications and Information Technology Services, Penn State University.

Course Development Grant (2000-2001). World Campus, Penn State University.

The Information Needs of College Students (2000-2001). *USA Today*, Gannett Corporation, Inc.

Ocular Responses to Online Advertising (2000). Faculty Summer Research Grant. College of Communications, Penn State University.

Provost's Academic Unit Collaborative Teaching and Learning Award (1999-2000). Penn State University.

Multimodality Effects on News Processing (1999). Research Initiation Grant. College of Communications, Penn State University.

Virtual Class Discussions: Using Courseweb Interactivity to Enhance Learning by Questioning (1998-99). Fund for Excellence in Learning and Teaching (FELT), IDP Center for Excellence in Learning and Teaching, Penn State University.

The 'Learning by Questioning' model (1998). Dean's Teaching Development Grant, College of Communications, Penn State University.

Household Information Environments in Harlem, NY (with L. Yapa). (1997-1998). Libraries for the Future, W.K. Kellogg Foundation.

Service Learning Development Grant (1997). SOURCE Program, College of Communications, Penn State University.

A Proposal for Establishing a State-of-the-Art Media Effects Research Laboratory at the Penn State College of Communications (1995-97). Office of the Provost, Penn State University.

Awards and Honors

Top 3 Paper Award, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, New Orleans, August, 2026.

Honorable Mention Award, CHI Conference on Human Factors in Computing Systems (CHI '26), Barcelona, Spain, April, 2026.

Top 3 Paper Award, Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication, San Francisco, August, 2025.

Merit Award for Cultivating Outstanding Talent, Institute of Information Technology Planning & Evaluation (IITP), Republic of Korea, Seoul, June, 2025.

Fellow, Big Ten Academic Alliance Academic Leadership Program Fellow, Penn State University, 2024-25.

Best Paper Award, International Symposium on Trustworthy Autonomous Systems (TAS'24), Austin, TX, September, 2024.

Evan Pugh Professor, Penn State University, July 2024.

Top 3 Paper Award, Communication and Technology Division, International Communication Association, Gold Coast, Australia, June, 2024.

Honorable Mention Award, CHI Conference on Human Factors in Computing Systems (CHI '22), New Orleans, May, 2022.

Frederick Williams Prize for Contributions to the Study of Communication Technology, Communication and Technology Division, International Communication Association, 2020.

Top Paper Award, Information Systems Division, International Communication Association, May, 2020.

Honorable Mention Award, CHI Conference on Human Factors in Computing Systems (CHI '20), April, 2020.

AEJMC News Audience Research Paper Award, Association for Education in Journalism and Mass Communication, 2019.

The Paul J. Deutschmann Award for Excellence in Research, Association for Education in Journalism and Mass Communication, 2018.

Fellow, International Communication Association, 2017.

Top 3 Faculty Paper Award, Communication Technology Division, Association for Education in Journalism and Mass Communication, Minneapolis, MN, August, 2016.

Faculty Scholar Medal--Award for Outstanding Achievement (Social & Behavioral Sciences), Penn State University, 2016.

College Faculty Marshal, College of Communications, Winter Commencement Ceremonies, December, 2015.

Distinguished Educator Award, Mass Communication & Society Division, Association for Education in Journalism and Mass Communication (AEJMC), August, 2014.

Institute for Public Relations (IPR) Top 3 Papers of Practical Significance Award, International Public Relations Conference (IPRRC), Miami, FL, March, 2014.

Top 3 Faculty Paper Award, Communication Technology Division, Association for Education in Journalism and Mass Communication, Washington, DC, August, 2013.

Deans' Excellence Award for Integrated Scholarship, College of Communications, Penn State University, 2011-2012.

Best Late-Breaking Report Award, HRI 2012, the 7th ACM/IEEE International Conference on Human-Robot Interaction, Boston, MA, March, 2012.

Top Paper Award, Public Relations Division, International Communication Association, Boston, MA, May, 2011.

Top 4 Faculty Paper Award, Communication Technology Division, Association for Education in Journalism and Mass Communication, Chicago, IL, August, 2008.

Top 3 Paper Award, Game Studies Division, International Communication Association, Montreal, Canada, May, 2008.

Top 3 Paper Award, Public Relations Division, International Communication Association, Montreal, Canada, May, 2008.

Deans' Excellence Award for Integrated Scholarship, College of Communications, Penn State University, 2007-2008.

Top Paper Award, Information Systems Division, International Communication Association, San Francisco, CA, May, 2007.

Faculty Marshal, Department of Advertising and Public Relations, Spring Commencement Ceremonies, May, 2007.

Top 3 Paper Award, Communication & Technology Division, International Communication Association, New York City, Dresden, Germany, June, 2006.

Faculty Marshal, Department of Advertising and Public Relations, Spring Commencement Ceremonies, May, 2006.

Top Paper Award, Communication & Technology Division, International Communication Association, New York City, NY, May, 2005.

Deans' Excellence Award for Research, College of Communications, Penn State University, 2004-2005.

Top Paper Award, Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication, Kansas City, MO, July, 2003.

Top Paper Award, Communication & Technology Division, International Communication Association, San Diego, CA, May, 2003.

Top Paper Award, Information Systems Division, International Communication Association, Seoul, South Korea, July, 2002.

Top Three Division Paper Award, Communication & Technology Division, International Communication Association, Acapulco, Mexico, June, 2000.

College Faculty Marshal, College of Communications, Spring Commencement Ceremonies, May, 2000.

Deans' Excellence Award for Research, College of Communications, Penn State University, 1999-2000.

Nominated for the Penn State College of Communications Alumni Society's 2000 Excellence in Teaching award.

Top Three Faculty Paper Award, Communication Technology & Policy Division, Association for Education in Journalism and Mass Communication, Chicago, IL, August, 1997.

Top Three Faculty Paper Award, Communication Technology & Policy Division, Association for Education in Journalism and Mass Communication, Anaheim, CA, August, 1996.

Top Three Division Paper Award, Communication & Technology Division, International Communication Association, Chicago, IL, May, 1996.

Centennial Teaching Assistant, Stanford University, 1994-95.

Delegate, 2nd National Seminar on the State of Media Studies, Freedom Forum Center, Columbia University, New York, 1994.

Outstanding Graduate Research Assistant, Department of Journalism, University of Alabama, 1990-91.

Metz Scholarship for Media Management, Alabama Press Association, Birmingham, AL, 1991-92.

Spain-Hickman International Student Award, Rotary District 686, Tuscaloosa, AL, 1990-91.

Third Prize, Carol Burnett/AEJMC/University of Hawaii Graduate Student Ethics Competition, 1990.

Outstanding Graduate Assistant, Department of Journalism, University of Alabama, 1989-90.

Sesquicentennial Alumni Graduate Scholar, National Alumni Association, University of Alabama, 1989.

Member, Kappa Tau Alpha, National Journalism Honor Society.

Member, Phi Kappa Phi.

Invited Talks

Invited Panelist for a discussion of the documentary "Ghost in the Machine," Intersections film program, Sustain Penn State, Penn State University (October, 2026), University Park, PA.

Invited Talk entitled, "Why Do We Trust AI? The Psychology of Human-AI Interaction" in the Leading Lights Talk series at the Wee Kim Wee School of Communication & Information, Nanyang Technological University (October, 2026), Singapore.

Invited Speech entitled "AI Use in Research: What is Ethical, What is Not" and Panelist in the "AI Panel: Ethics & Use" at the Research Ethics Conference at Penn State, Office of Research Protections, Penn State University (September, 2026), University Park, PA.

Invited Speech entitled, "Biased Yet Trustworthy? Pursuing Responsible Reliance on AI" at the Quarterly Meeting of the Penn State Cancer Control Program, Penn State Cancer Institute, Penn State University (September, 2026), University Park, PA.

Invited Presentation entitled, "Rise of Machine Agency: AI as a Source of Communication," at the Expert Meeting on "Understanding AI's Societal Impacts and Influence on Climate Outcomes," organized by the National Academies Roundtable on Artificial Intelligence and Climate Change (September, 2026), San Francisco, CA.

Invited Speaker at the Paul J. Deutschmann Award panel session for 2026 recipient Dhavan V. Shah at the 109th annual conference of the Association for Education in Journalism and Mass Communication (August, 2026), New Orleans, LA.

Keynote Lecture entitled, "Combating Algorithmic Bias—A Media Literacy Approach to Empowering Users," at the International Symposium on Responsible AI, Sungkunkwan University (July, 2026), Seoul, South Korea.

Invited Talk entitled "Human Agency in the Age of Agentic AI" at the Trustworthy & Responsible Agentic AI symposium, a satellite event of ICML 2026, hosted by the Center for Trustworthy AI (CTAI), Seoul National University (July, 2026), Seoul, South Korea.

Invited Presentation entitled "A Media-Effects Perspective on Responsible AI" at a panel entitled "AI Across Communication Fields: Interdisciplinary Perspectives on Adoption, Opportunities, and Evolving Challenges" at the 76th annual conference of the International Communication Association (June, 2026), Cape Town, South Africa.

Invited Talk entitled "Why and How We Trust AI? A Media-Effects Perspective" organized by Ewha Global Excellent Program at Ewha Womans University (May, 2026), Seoul, Korea.

Keynote Speech entitled "An Agency Perspective on AI Use in Research" at Comm Day 2026, School of Communication, Ohio State University (April 2026), Columbus, OH.

Invited Talk entitled "Find Yourself Trusting AI? Beware the Machine Heuristic" at The Millennium Café, Materials Research Institute and Huck Institutes of the Life Sciences, Millennium Science Complex, Penn State University (April 2026), University Park, PA.

Keynote Talk entitled "Human-Centered AI: Navigating Bias, Promoting Transparency, and Combating Misinformation" at the School of Communication and Information Open House 2026, University of Hawai'i at Manoa (April, 2026), Honolulu, HI.

Research Presentation and Town Hall on "Human vs. Machine Agency: Role of AI in Modern Scholarship and Research" at the School of Communication and Information Open House 2026, University of Hawai'i at Manoa (April, 2026), Honolulu, HI.

Invited Talk entitled "AI Scholars & AI Subjects: How AI is Reshaping Communication Research" at a Keynote Panel on "Reimagining Communication Research in the Age of Artificial Intelligence" at the AI+COMM: Advancing AI for Social Good International Symposium, Beijing Normal-Hong Kong Baptist University (BNBU) (March, 2026), Zhuhai, China.

Invited Panelist for a Symposium Dialogue on "How Social scientists could contribute to research in AI for social good?" at the AI+COMM International Symposium on AI for Social Good, AI Media Centre, School of Communication, Hong Kong Baptist University (March, 2026), Kowloon, Hong Kong.

Keynote Speech entitled, "How AI has changed Communication" at the AI+COMM International Symposium on AI for Social Good, AI Media Centre, School of Communication, Hong Kong Baptist University (March, 2026), Kowloon, Hong Kong.

Invited Panelist for a Keynote Panel Discussion on "Artificial Intelligence and the Future of Data" at the 2026 Penn State Data Summit (virtual) (February, 2026), University Park, PA.

Special Lecture on Human-AI Communication, Division of Communication and Media, Ewha Womans University (virtual) (January, 2026), Seoul, Korea.

Keynote Speech entitled "Human vs. Machine Agency in the Age of Generative AI" at the International Conference on 'New Media and Social Media: New Media Literacy in the AI Age' (November, 2025), The Education University of Hong Kong, Shatin, Hong Kong.

Invited Panelist for a roundtable on "international journal publications" at the International Conference on 'New Media and Social Media: New Media Literacy in the AI Age' (November, 2025), The Education University of Hong Kong, Shatin, Hong Kong.

Keynote Speech entitled "From Trustworthy AI to Responsible AI: A Media-Effects Approach" at the UA Ruhr Research Center on Trustworthy Data Science and Security (November, 2025), Technical University of Dortmund, Dortmund, Germany.

Invited Panelist for a session on Social Media, AI, and Mental Health at the Connected Minds conference, York University (October, 2025), Toronto, Canada.

Invited Talk entitled "Using AI for Conducting Research: What is Cool, What is Not" at the Research Friday series, College of Journalism and Communications, University of Florida (September, 2025), Gainesville, FL.

Invited Talk entitled "From Trustworthy AI to Responsible AI: Promoting Human Agency in the Face of Rising Machine Agency" at the University of Florida (September, 2025), Gainesville, FL.

Keynote Address entitled "Human Trust in AI" at the Award Ceremony of the Annual Essay Competition (virtual) (September, 2025), Horizon Academic Research Program.

Invited Panelist at the Blue Sky Big Ideas session entitled "Harnessing AI in Communication Research: Dos and Don'ts in Knowledge Production from Editors' Perspective" at the 75th annual conference of the International Communication Association (June, 2025), Denver, CO.

Invited Talk entitled "Psychology of Human Trust in AI: A Media-Effects Perspective" at Yonsei University (April, 2025), Seoul, Korea.

Invited Talk entitled "Immersive Media Effects" in the Colloquium on Immersive Media Engineering hosted by the Department of Immersive Media Engineering, Sungkyunkwan University (April, 2025), Seoul, Korea.

Keynote Address entitled "The Role of Machine Heuristics on Credibility of AI-Mediated Information" at an international symposium on "Amplifying Voices: Science Communication in the AI Era" (virtual), Nanyang Technological University (March, 2025), Singapore.

Keynote Speech entitled "Agency via Interactivity is Key to Responsible AI" at the 2024 International Workshop on Responsible AI, Sungkyunkwan University (December, 2024), Seoul, Korea.

Keynote Speech entitled "Human Agency in the Age of Generative AI" at HumanTech Summit 2024, SWPS University (November, 2024), Warsaw, Poland.

Invited Panelist at the Stuckeman School Roundtable on AI+Design, College of Arts and Architecture, Penn State University (October, 2024), University Park, PA.

Invited Panelist for a discussion on "Calibrated Trust in Artificial Intelligence" at an expert workshop on "Building Calibrated Trust in Artificial Intelligence" organized by the Center for Trustworthy Data Science and Security, University Alliance Ruhr, and the German Center for Research and Innovation, German Consulate General New York (October, 2024), New York City, NY.

Invited Talk entitled "Interactivity and Democracy: Online Media Effects in the Age of AI" at Computational Social Science Speaker Series hosted by the Moody College of Communication, University of Texas at Austin (September, 2024), Austin, TX.

Keynote Speech entitled "Toward Trustworthy Automation: Ensuring Human Agency with Warranted Cues and Interactive Actions" at the Second International Symposium on Trustworthy Autonomous Systems (TAS'24) (September, 2024), Austin, TX.

Invited Talk entitled "Affordances and Algorithms: How Digital Media Technology Affects Political Communication" at the international symposium on "Reinventing Democracy: Campaigns and Discourses in the Age of Data, Computational Propaganda, and AI" hosted by the Konrad Adenauer Foundation (June, 2024), Cadenabbia, Italy.

Invited Talk entitled "The Impact of AI on Political Communication" at the Ideograma-UPF Chair of Political Communication and Democracy, Department of Communication, Pompeu Fabra University (June, 2024), Barcelona, Spain.

Keynote Speech entitled "Rethinking Cinema in the Age of Artificial Intelligence" at +RAIN, International AI Film Festival, Universitat Pompeu Fabra (June, 2024), Barcelona, Spain.

Invited Talk entitled "Interactivity and Democracy: Media Effects in the Age of AI" at the Main Seminar of the Research Semester Programme on "AI's Impact on Society, Media, and Democracy" organized by Centrum Wiskunde & Informatica (CWI), the Dutch research institute for mathematics and computer science (May, 2024), Amsterdam, Netherlands.

Keynote Speech entitled "Talk to Me, Trust in Me: The Science of Credible Conversational Agents" at the CUI@CHI workshop on "Building Trust in Conversational User Interfaces (CUIs)—From Design to Deployment" at the 2024 CHI Conference on Human Factors in Computing Systems (May, 2024), Honolulu, HI.

Invited Talk entitled "The Psychology of Trustworthy AI: Resolving the Tension between Human and Machine Agency" at the ISTeC Distinguished Lecture Series, The Information Science and Technology Center, Colorado State University (April, 2024), Fort Collins, CO.

Invited Talk entitled "Promoting Trustworthy AI with Interactive Media" at the Ivan L. Preston Research Colloquium, School of Journalism and Mass Communication, University of Wisconsin-Madison (April, 2024), Madison, WI.

Invited Talk entitled "Do We Trust Technology Too Much?" at The Millennium Café, Materials Research Institute and Huck Institutes of the Life Sciences, Millennium Science Complex, Penn State University (March, 2024), University Park, PA.

Invited Talk entitled "AI in Communication: New Concepts, Theory and Research" at the Department of Media and Communication, City University of Hong Kong (March, 2024), Kowloon Tong, Hong Kong.

Keynote Speech entitled "The Psychology of Human-AI Interaction: Thinking Theoretically, Designing Responsibly" at an International Conference on "AI, Platform and Communication," Peking University HSBC Business School (March 2024), Shenzhen, China.

Invited Talk entitled "Responsible AI: Enabling User Calibration of Trust with Interactive Interfaces" at the School of Communication, Hong Kong Baptist University (March, 2024), Hong Kong.

Invited Talk entitled "Why I Created the MAIN Model: A Personal Journey" at the Department of Communication and Technology, National Yang Ming Chiao Tung University (NYCU), (November, 2023), Hsinchu, Taiwan.

Keynote Speech entitled "AI-Mediated Reality: Thinking Psychologically, Designing Responsibly" at the annual conference of the Taiwan Academy for Information Society (November, 2023), Taipei, Taiwan.

Invited Talk entitled "AI in Media and Communication: A Socially Responsible Approach" (virtual) organized by the Research Postgraduate Studies program, Hong Kong Baptist University (November, 2023), Hong Kong.

Invited Panelist for a session entitled "Penn State's AI Hub" at the Fall 2023 Symposium on Discovery to Impact: Scientific Storytelling with Data, Institute for Computational and Data Sciences, Penn State University (October, 2023), University Park, PA.

Invited Talk entitled "Artificial Intelligence (AI): A Human-Centered and Socially Responsible Approach" (virtual) at Osher Lifelong Learning Institute (OLLI) (August, 2023), Penn State University, York, PA.

Invited Talk entitled "Accurate Calibration of Trust Important for Responsible AI" at an ICA Partner Session on "Trustworthy and Responsible AI: Communication Perspectives" at IAMCR'23, the annual conference of the International Association for Media and Communication Research (July, 2023), Lyon, France.

Invited Talk on AI Trust at the (virtual) Trust and AI Workshop, Intel Corporation (June, 2023), Santa Clara, CA.

Invited Talk entitled "Responsible AI: Enabling User Calibration of Trust with Interactive Interfaces" at the Mellichamp Initiative in Mind & Machine Intelligence Summit 2023, University of California in Santa Barbara (April, 2023), Goleta, CA.

Invited Talk entitled "Interacting Politically, Interacting Algorithmically – The Role of Technology" at a seminar on "Democracy Lights and Shadows: Assessing Political Media Effects in the Era of Social Media, Algorithms, and Artificial Intelligence," Political Science Area, University of Salamanca (March, 2023), Salamanca, Spain.

Invited Talk entitled "AI in Communication: New Theory and Research" at the Information & Media Speaker Series, College of Communication Arts & Sciences, Michigan State University (October, 2022), East Lansing, MI.

Invited Panelist for a session entitled "AI Governance Frameworks: Challenges and Opportunities for Equity" at the Fall 2022 Symposium on Data Science, AI, and a Sustainable, Resilient, and Equitable Future, Institute for Computational and Data Sciences, Penn State University (October, 2022), University Park, PA.

Invited Presentation entitled "Why Do We Fall for Misinformation, and What Can Be Done About It?" at a (virtual) panel entitled "Engaging with Resistant Audiences in This Age of Science Misinformation" at Summer Symposium of the Astronomical Society of the Pacific (August, 2022).

Invited Presentation entitled "Socially Responsible AI Media: Models for Research and Design" at a research panel entitled "Seeing the World through Artificial Intelligence: Evaluating the Role of AI Ethics in Using and Producing Automated Journalism" at the 105th annual conference of the Association for Education in Journalism and Mass Communication (August, 2022), Detroit, MI.

Invited Speaker at a research panel session entitled "VR/AR/MR Research in Communication: Challenges and Opportunities" at the 105th annual conference of the Association for Education in Journalism and Mass Communication (August, 2022), Detroit, MI.

Invited Speaker at an award panel session entitled "In Honor of the 2022 Deutschmann Award Winner, Annie Lang" at the 105th annual conference of the Association for Education in Journalism and Mass Communication (August, 2022), Detroit, MI.

Keynote Speech entitled, "Trustworthy AI: Psychological Tension between Human and Machine Agency," at the UA Ruhr Research Center on Trustworthy Data Science and Security (May, 2022), Ruhr University, Bochum, Germany.

Invited talk entitled, "Effects of AI Media: New Theory and Research" at the Amsterdam School of Communication Research (ASCoR), The University of Amsterdam (May, 2022), Amsterdam, Netherlands.

Invited Speech entitled, "Psychology of Interactive Media: Key Affordances for Health Communication" at the NIH Workshop on Message Development and Targeting Approaches for Digital Tobacco Education Programs (April, 2022), National Institutes of Health, Rockville, MD.

Public Lecture entitled, "Importance of Human Agency in the Age of Artificial Intelligence" at the Ashtekar Frontiers of Science Lectures (virtual), Eberly College of Science (February, 2022), Penn State University, University Park, PA.

Keynote Speech entitled, "Psychology of Human vs. Machine Agency in the Age of AI" at the GOVTRUST Annual Symposium on "Trust and the Governance of Technology" (virtual), GOVTRUST Center of Excellence (February, 2022), University of Antwerp, Belgium.

Invited Talk entitled, "Human Agency in the Age of Machine Agency" at a (virtual) panel on "AI & Cybersecurity" hosted by the Center for Artificial Intelligence Foundations and Engineered Systems (CAFÉ) (June, 2021), Penn State University, University Park, PA.

Invited Presentation entitled "How Do Affordances of Online Media Affect Information Processing in Online Classrooms?" at a (virtual) panel of the Information Systems Division entitled "Applying Information Processing Theory to Pedagogy at Times of Distress" at the 71st annual conference of the International Communication Association (May, 2021), Denver, CO.

Invited Presentation entitled "Access without Literacy: How Media Affordances Shape Meaning in South Asia" at a (virtual) colloquium of the South Asia Communication Association entitled "Theorizing Media, Technology and Culture in South Asia" at the 71st annual conference of the International Communication Association (May, 2021), Denver, CO.

Invited Presentation entitled "Studying Sharing of Political Content on Facebook" in the Data Science Research Talks series of Penn State Data Science Community (March, 2021), University Park, PA.

Invited Talk entitled, "Reclaiming User Agency in the Age of Smart Media: A Theoretical Framework for Studying Human-AI Interaction" at the Research Seminar Series of the Department of Media and Communication at City University of Hong Kong (March 2021), Hong Kong, China.

Invited Talk entitled, "Why Do We Fall for Fake News, and What Can Be Done About It?" at the Virtual Speaker Series, Penn State Alumni Association (January, 2021), University Park, PA.

Invited Talk entitled, "AI as Interactive Media: A Framework for Resolving the Tension between Human Agency and Machine Agency" at the Institute of Communication Research at Seoul National University (January, 2021), Seoul, Korea.

Keynote Speech entitled, "Human vs. Machine Agency in the Era of Intelligent Communication Technologies" at the 2020 International New Media Forum (virtual) hosted by Shanghai Jiao Tong University and International Communication Association (October, 2020), Shanghai, China.

Invited Panelist at the Closing Plenary (virtual) session entitled "AI and Communication" at the 70th annual conference of the International Communication Association (May, 2020), Gold Coast, Australia.

Invited Presentation entitled "CAT litter is fine: Spin-offs are a sign of success" at a (virtual) panel entitled "Curiosity Killed the CAT? The Future of the Communication and Technology Division When Technology Permeates all Areas of Communication" at the 70th annual conference of the International Communication Association (May, 2020), Gold Coast, Australia.

Keynote Speech entitled "Perceiving and Interacting with Algorithms and Bots: Psychological Mechanisms that Predict User Experience of Human-AI Interaction (HAII)" at Conversations 2019 (3rd International Workshop on Chatbot Research), as part of the Research Priority Area (RPA) Special Lecture Series at the University of Amsterdam (November, 2019), Amsterdam, The Netherlands.

Keynote Speech entitled "How Bots Should Talk to Humans about Health" at a Symposium on "Conversational Agents in Health Communication" at the Amsterdam Center for Health Communication (November, 2019), University of Amsterdam, Amsterdam, The Netherlands.

Invited Talk entitled "Why Do We Fall for Fake News and What Can Be Done About It?" at "ScienceWriters 2019: New Horizons in Science," a conference organized by the Council for the Advancement of Science Writing (CASW) (October, 2019), Penn State University, University Park, PA.

Invited Talk entitled "Rise of Machine Agency: A Framework for Studying the Psychology of Human-AI Interaction" at the Center for Information Technology & Society (CITS), University of California, Santa Barbara (October, 2019), Santa Barbara, CA.

Invited Lecture entitled "Psychology of Communication Technology: My Experiments with Interactive Media" at the 83rd Annual Convention of the Japanese Psychological Association (September, 2019), Ritsumeikan University, Osaka, Japan.

Invited Talk entitled "Human Responses to Artificial Intelligence" at the Department of Interaction Science, Sungkyunkwan University (September, 2019), Seoul, South Korea.

Invited Public Talk entitled "Hello World: Humans and Artificial Intelligence Interacting" at the School of AI, University of Antwerp (June, 2019), Antwerp, Belgium.

Invited Presentation entitled "Human-AI interaction (HAII): Psychological Responses to Machine Agency in Emerging Media" at a panel entitled "Theorizing Mediated

Communication in the Age of Technological Disruptions: A Metatheoretical Discussion" at the 69th annual conference of the International Communication Association (May, 2019), Washington, DC.

Public Talk entitled "Do We Trust Machines Too Much?" at CHI Lites event organized by the 2019 ACM conference on Human-Computer Interaction (May, 2019), Glasgow, Scotland, UK. Available at: https://www.youtube.com/watch?v=gihaX-WJUq4

Keynote Speech entitled "Our Love-Hate Relationship with Interactive Media: My Experiments on the Psychology of Interactivity" at the 9th Eastern Regional Undergraduate Research Symposium, Penn State University—Hazleton Campus (April, 2019), Hazleton, PA.

Invited colloquium presentation entitled "Persuasion in the Era of AI-Based Media: An Application of the Theory of Interactive Media Effects (TIME)" at the Moody College of Communication, University of Texas at Austin (April, 2019), Austin, TX.

Invited Speech entitled "How Do Interactive Media Affect Us? Experiments on the Psychology of Interactivity" at the Colloquium series of the Department of Physics, Eberly College of Science, Penn State University (April, 2019), University Park, PA.

Invited Presentation entitled "Interactive Media and User Engagement" to the Learning Design team at World Campus, Outreach and Online Education, Penn State University (January, 2019), University Park, PA.

Invited Presentation entitled "Media Effects and Uses & Grats: Drawing Upon Mass Communication Research Traditions" at a panel entitled "Without a Trace: How Studying Invisible Interactions Can Help Us Understand Social Media" at the 21st ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW 2018) (November, 2018), Jersey City, NJ.

Invited Presentation entitled "Interactive Media Effects: Theoretical Issues, Methodological Challenges" at a conference entitled "Towards New Frameworks of Media and Communication Studies," City University of Hong Kong (November, 2018), Kowloon, Hong Kong.

Invited Presentation entitled "The Psychological Importance of Social Cues and Mental Models in Human-Robot Interaction" at a symposium on "The Psychology of Communicating with Social Robots," Vrije Universiteit (May, 2018), Amsterdam, The Netherlands.

Invited Presentation entitled "Platforms, not Media: Affordance is the Message" at a panel entitled "Message Without a Medium: Do We Really Need Media Anymore?" at the 68th annual conference of the International Communication Association (May, 2018), Prague, Czech Republic.

Invited Panelist at a session entitled "ICA Fellows' Reflections on the Field and the Future" at the 68th annual conference of the International Communication Association (May, 2018), Prague, Czech Republic.

Invited Panelist for a session entitled "Comparing VR and 360 Degree Video: How Do the Rules Differ?" at the 3rd annual VR World conference and exhibition (May, 2018), London, UK.

Invited Panelist for a session entitled "Can VR Make Us Feel More?" at the 3rd annual VR World conference and exhibition (May, 2018), London, UK.

Invited presentation entitled "Fake News about our Fake News Project" at the Tech & Check Cooperative, Duke University (March, 2018), Durham, NC.

Invited Presenter at Science on Tap, PSU Science Policy Society, Penn State University (March, 2018), State College, PA.

Invited Panelist at a Public Panel Discussion on "Considering the Implications of Creating Ethical Robots" at the Developing Implicitly Ethical and Norm-Competent Robots Workshop, Rock Ethics Institute, Penn State University (March, 2018), University Park, PA.

Keynote Speech entitled "Human Agency in Cyberspace: The Promise and Peril of Interactive Media" at Cyberspace 17, the 15th international conference organized by the Faculty of Law in cooperation with the Faculty of Social Studies, Masaryk University, and European Academy of Law and ICT (November, 2017), Brno, Czech Republic.

Keynote Speech entitled "Fake News in the New Media Environment: How Technology Promotes Misinformation" at the 2017 International New Media Forum hosted by Shanghai Jiao Tong University and International Communication Association (November, 2017), Shanghai, China.

Invited Lecture entitled "Fake News and the Psychology of Source Interactivity: The Essential Tension between Human Agency and Machine Agency" at the Institute of Advanced Studies, Loughborough University (November, 2017), Loughborough, Leicestershire, UK.

Invited Presentation and Panelist on "Aging with Facebook, Robots and Internet of Things" at the Connected Health 2017 conference (October, 2017), Boston, MA.

Keynote Speech entitled "How Emerging Media Engage Users—Theory of Interactive Media Effects (TIME)," at the international conference on "Emerging Media: Connection, Innovation & Transformation," School of New Media, Peking University (September, 2017), Beijing, China.

Keynote Speech entitled "Fake News as an Object of Emerging Media Studies: The New Era of Technology Research," at #ScreentimeBU Graduate Conference on "Fake News, Real Emotion and The Mediated Self," Division of Emerging Media Studies, College of Communication, Boston University (June, 2017), Boston, MA.

Featured Expert and Plenary Speaker in the Summer Symposium on "Theorizing Communication in a Digitally Networked Age," Department of Communication Arts & Sciences, Penn State University (June, 2017), University Park, PA.

Invited presentation entitled "Why Fake News Thrives: The Psychology of Online Sources" in a panel on "Fake News, Alternative Facts, and News Literacy" for Discovery Day, Penn State Libraries (June, 2017), University Park, PA.

Invited presentation entitled "From Gee-Whiz to Theory" at a panel on the History and Future of CAT (Communication and Technology division) at the 67th annual conference of the International Communication Association (May, 2017), San Diego, CA.

Invited presentation on "The Promise and Perils of Interactive Media: Greater User Engagement in the Era of Fake News" at a Data X Symposium on "Found and Lost in Information—Perspectives from Marketing, Communication and Computer Science," Lehigh University (May, 2017), Bethlehem, PA.

Invited presentation entitled "Personalization, Privacy and Power Users: The Tension Between Machine Agency and Human Agency" at the Department of Communication Studies, University of North Texas (March, 2017), Denton, TX.

Commencement Speaker, Fall Semester 2016 Commencement Ceremony, The Graduate School, Penn State University (December, 2016), University Park, PA.

Invited Panelist at a Discussion on Academic Publishing organized by Graduate Students in Communication (GSIC), College of Communications, Penn State University (November, 2016), University Park, PA.

Keynote Speech entitled "Future Media: Does Machine Agency Enhance or Threaten Human Agency?" at the 2016 International New Media Forum hosted by Shanghai Jiao Tong University and International Communication Association (October, 2016), Shanghai, China.

Invited presentation entitled "Media Effects in the Age of Interactivity: Affordances that Shape the Way We Think and Act" at the Reed College of Media, West Virginia University (September, 2016), Morgantown, WV.

Keynote Speech entitled "Human Agency Under Attack by New Smart Media" at the conference on "Global Communication Meets East Asia: Inspirations from Global Communication Studies on New Media and Social Media" organized by the Communication University of China (CUC), Chinese Communication

Association (CCA) and the Korean American Communication Association (KACA) (June, 2016), Beijing, China.

Invited panelist for Expert Meeting on Internet of Things by the US Government Accountability Office at The National Academies of Science, Engineering and Medicine (May, 2016), Washington, DC.

Gerald P. Mohrmann Memorial Lecture entitled "How Do Interactive Media Affect Us?," Department of Communication, University of California (May, 2016), Davis, CA.

Invited presentation entitled "Assisted Aging: How Smart Technology will change How We Grow Old" at the Research Unplugged Discussion Series hosted by Research Penn State: http://news.psu.edu/story/403136/2016/04/08/research/aging-and-technology-focus-april-14-research-unplugged-discussion (April, 2016), State College, PA.

Invited Talk entitled "Interactivity in Media, Messages and Sources: Theory and Design of User Engagement and Empowerment" at the Communication Colloquium, Department of Communication, Cornell University (April, 2016), Ithaca, NY.

Invited Speech entitled "Interactivity and Privacy—Can We Have Both?" at the Speaker Series of the Office of Research and Graduate Studies, School of Media and Communication, Temple University (March, 2016), Philadelphia, PA.

Keynote Speech entitled "Age of Interactivity: How Personalization and Customization Disrupt and Reconstruct Communications" at the 2015 International New Media Forum hosted by Shanghai Jiao Tong University and International Communication Association (October, 2015), Shanghai, China.

Invited Panelist for a Professional Freedom & Responsibility session on "Overcoming the Post-Tenure Slump: Re-energizing Your Research Agenda" at the 97th annual conference of the Association for Education in Journalism and Mass Communication (August, 2015), San Francisco, CA.

Invited talk entitled "Role of Technological Affordances in triggering Heuristics and Challenges in Estimating their Influence" in a research panel session on "Applications and Theoretical Perspectives on the Role of Cognitive Heuristics in Forming Online Credibility Judgments" at the 65th annual conference of the International Communication Association (May, 2015), San Juan, PR.

Invited talk on "Source, Medium and Message Interactivity" at the 2015 International Seminar Series entitled "Socio-Economic, Information-Science and Communication Perspectives on Interaction Science" at the Department of Interaction Science, Sungkyunkwan University (April, 2015), Seoul, Korea.

Invited research presentation entitled "User experience of on-screen interaction techniques: An experimental investigation of clicking, sliding, zooming, hovering, dragging and flipping" at the 2015 Annual Conference on Human

Factors in Computing Systems (CHI'15), Association for Computing Machinery (April, 2015), Seoul, Korea.

Invited panelist on "Digital Aesthetics, Art, Life and Museums," a conversation with Neal Stimler, digital asset specialist, Metropolitan Museum of Art, College of Arts & Architecture, Outreach and Online Education, Center for Online Innovation in Learning and University Libraries, Penn State University (April, 2015), University Park, PA.

Invited research talk entitled "Psychology of Interactivity: How Interactive Media shape our Communications" at the College of Communication Arts & Sciences, Michigan State University (March, 2015), East Lansing, MI.

Ellis N. Brandt Endowed Lecture entitled "Speak, Write, Interact: Psychology of Strategic Communications in Online Media," Department of Advertising and Public Relations, Michigan State University (March, 2015), East Lansing, MI.

Invited talk on "External Funding Opportunities" and Panelist at the Grant Writing Seminar organized by Graduate Students in Communication (GSIC), College of Communications, Penn State University (November, 2014), University Park, PA.

Keynote speech entitled "Subverting Surveillance: The Emerging Psychology of Online Agency and Privacy" at the Sixth Global Communication Forum organized by the Global Communication Research Institute, School of Media and Design, Shanghai Jiao Tong University (November, 2014), Shanghai, China.

Invited speech entitled "Cognitive, Social and Communicative Aspects of IoT" at a workshop entitled "Innovating beyond IoT" at the IoT360 Summit (October, 2014), Rome, Italy.

Invited Panelist for a Discussion Session on "Research Roadmaps for Cognitive Sciences in relation with the Internet of Things" at the 1st International Conference on Cognitive Internet of Things Technologies (October, 2014), Rome, Italy.

Invited speech entitled "Academics in the Age of Interactivity: Understanding Interactive Media for Communicating Science" at the Colloquium series of the Department of Plant Pathology and Environmental Microbiology, College of Agricultural Sciences, Penn State University (September, 2014), University Park, PA.

Invited speech entitled "Lab Group Approach to mentoring Student Researchers" at a Teaching Panel session of award-winners, Mass Communication & Society Division, Annual conference of the Association for Education in Journalism and Mass Communication (August, 2014), Montreal, Canada.

Invited Panelist for a Professional Freedom & Responsibility session on "Open Access: The Future of Publishing?" at the 96th annual conference of the Association for

Education in Journalism and Mass Communication (August, 2014), Montreal, Canada.

Invited talk entitled "Interactive Media, Interactive Minds—How Interactivity shapes User Psychology" in the Invited Lecture Series of the Department of Interaction Science, Sungkyunkwan University (June, 2014), Seoul, Korea.

Invited talk entitled "Good Interactivity for Better Health--Theory Driven Approach to Using Communication Technologies for Health Behavior Change" in the Brownbag Speaker Series of The Methodology Center, College of Health and Human Development, Penn State University (May, 2014), University Park, PA.

Invited talk entitled "Using Online Interactivity to Promote Engagement with Preventive Health Messages" in the Health Communication Brownbag Speaker Series, Penn State University (February, 2014), University Park, PA.

Invited talk entitled "Pedigree, Popularity, Proximity: The 3Ps of Online Source Credibility" in a research panel session on "Information Credibility in Digital Media" at the 99th annual convention of the National Communication Association (November, 2013), Washington, DC.

Invited talk on "Revise and Resubmit" and Panelist at the Journal/Conference Submission Seminar organized by Graduate Students in Communication (GSIC), College of Communications, Penn State University (November, 2013), University Park, PA.

Invited talk entitled "Using Interactivity to Emphasize the Self in Health Communication" at the Fall, 2013 Lecture Series of the Center for Health, Intervention, and Prevention (CHIP), University of Connecticut (October, 2013), Storrs, CT.

Invited talk entitled "Interactive Media Effects: How Technology Shapes our Psychology" at the semi-annual Melvin L. DeFleur Distinguished Lecture Series, Boston University (October, 2013), Boston, MA.

Guest Speaker, Kappa Tau Alpha Annual Initiation Ceremony, College of Communications, The Pennsylvania State University (April, 2013), University Park, PA.

Keynote speech entitled "Interactivity and Interface Cues: How Technology affects Processing of Online Information" at the German Science Foundation workshop on "The Internet as a Source of Science Information: Modeling Processes of Information Selection, Comprehension and Persuasion" (November, 2012), Mülheim an der Ruhr, Germany.

Invited presentation entitled "Customizing, Curating and Creating Online Content: Psychological Effects of Agency-Enhancing Affordances of Modern Communication Technologies" at a symposium on "Media Research in the

Digital Age: Theories on Selection and Processing of Information," Department of Social Psychology, Media and Communication, University of Duisburg-Essen (November, 2012), Duisburg, Germany.

Invited colloquium presentation entitled "How Communication Technology enhances Human Agency: Psychology of Self Expression Affordances in Personal and Social Media" at the Department of Communication Science, VU University (November, 2012), Amsterdam, The Netherlands.

Invited speech entitled "Motivational Technologies: Media Affordances to Promote Preventive Health" at the Mary Junck Research Colloquium Series, School of Journalism and Mass Communication, University of North Carolina (October, 2012), Chapel Hill, NC.

Invited presentation entitled "Emphasizing the Self in Health Communication: Message and Medium Factors" at the Grantee Meeting of the Centers of Excellence in Cancer Communication Research (CECCR II), National Institutes of Health (NIH), University of Wisconsin-Madison (October, 2012), Madison, WI.

Invited talk entitled "Agency in Personal and Social Media: Technology and Psychology of Customization, Self Expression and External Validation" at the inaugural Ivan L. Preston Research Colloquium, School of Journalism and Mass Communication, University of Wisconsin-Madison (October, 2012), Madison, WI.

Keynote speech entitled "Towards a Science of Interaction: Integrating Psychology and Technology for Better Communication" at the International Conference for the Integration of Science and Technology into Society (Age of Integration: Beyond the Borders of Knowledge) organized by the Korea Advanced Institute of Science and Technology (KAIST) (August, 2012), Daejeon, South Korea.

Invited Panelist at a Webinar entitled "Who Am I? Media's Influence on Relationship Development" organized by DragonFly Learning, a division of Campus Outreach Services, Inc. (April, 2012), Online.

Invited Discussant at the monthly meeting of the local chapter of the Online News Association (March, 2012), State College, PA.

Invited talk entitled "Interactivity and Customization: Importance of User Psychology" at the Interactive and Digital Media Institute, National University of Singapore (November, 2011), Singapore.

Invited talk entitled "Psychology of Interactive Media: How Affordances Shape Communications" at the Wee Kim Wee School of Communication & Information, Nanyang Technological University (November, 2011), Singapore.

Closing speech entitled "Social Psychology of Social Media" at the Social Media Summit hosted by Penn State's Social Media Council and University Relations (November, 2011), University Park, PA.

Invited Presenter and Panelist in a session entitled "Unplugged: Disconnecting from Social Media" at the Social Media Summit, Harrisburg University of Science and Technology (September, 2011), Harrisburg, PA.

Invited speech entitled "Society 2.0: Personal and Social Agency in the Age of Interactivity" at conference on Internet and Society: Challenge, Transition and Development organized by the School of Journalism and Communication, Peking University (May, 2011), Beijing, China.

Keynote speech entitled "Living Interactively and Sharing Ubiquitously" at the 5th International Conference on Ubiquitous Information Management and Communication organized by the Association of Computing Machinery (ACM ICUIMC 2011) (February, 2011), Seoul, South Korea.

Keynote speech entitled "The Psychology of Convergence: New Environments, New Meanings" at the Future Technology Research Association's World Convergence Conference (FTRA WCC 2010) (December, 2010), Gwangju, South Korea.

Keynote speech entitled "Media Effects 2.0: How Technology Shapes Meaning in Mediated Communication" at the Conference Universitaire De Suisse Occidentale module of the Doctoral Programme in English Language and Literature (November, 2010), La Gruyére, Switzerland.

Keynote speech entitled "Modeling User Engagement with New Media: Challenges and Opportunities" at 11th annual conference of the Communication Association of China at Peking University (July, 2010), Beijing, China.

Invited speech on "Social Psychology of ICT Use" for the Information and Communication Technology (ICT) and Urban Development forum at the 2010 World Expo in Shanghai (May, 2010), Ningbo, China.

Invited presentation entitled, "Psychology of Robot Morphology" in the workshop entitled, "Interaction Science Perspective on HRI: Designing Robot Morphology" at the 5th annual ACM/IEEE conference on Human-Robot Interaction (March, 2010), Osaka, Japan.

Invited presentation entitled "Tweeting, Digging, Blogging: Communication in the Age of Interactivity" at the Research Unplugged Discussion Series hosted by Research Penn State: http://www.rps.psu.edu/unplugged/fall09/november18.html (November, 2009), State College, PA.

Invited brownbag presentation entitled, "Message in the Medium: How Interfaces Influence User Psychology" at the Department of Interaction Science, Sungkyunkwan University (September, 2009), Seoul, South Korea.

Invited colloquium presentation entitled "Message in the Medium: How Technology Shapes Meaning of Online Content" at the Department of Communication, Seoul National University (June, 2009), Seoul, South Korea.

Invited presentation entitled "A Media-Effects Approach to Interaction Science" at the First Annual Symposium on Interaction Science, Sungkyunkwan University (May, 2009), Seoul, South Korea.

Invited colloquium presentation entitled "Message in the Medium: How Technology Shapes Meaning of Online Content" at the Department of Communication Arts and Sciences, Penn State University (February, 2009), University Park, PA.

Invited brownbag presentation entitled, "Customization and Personalization in Health Websites" to the Health Communication Research Group at the Department of Communication Arts and Sciences, Penn State University (January, 2009), University Park, PA.

Invited Panelist for a research panel session entitled "Theory in Journalism & Mass Communication Research: Using It, Building It, Testing It" at the 91st annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.

Consultation to Joint State Government Commission for Task Force on Violent Interactive Video Games, Commonwealth of Pennsylvania (June, 2008), Harrisburg, PA.

Invited talk entitled "The Effects of New Media on Communications" at Communicators Conference, Department of Public Information, Penn State University (May, 2008), University Park, PA.

Invited Panelist for a panel session entitled "The New Digital Age—How It Affects Our Communications" at the Board of Visitors Meeting of the College of Communications (April, 2008), Penn State University, University Park, PA.

Invited talk entitled "Internet Affordances Drive Uses and Gratifications" at "Raising the Ante: The Internet's Impact on Journalism Education and Existing Theories of Mass Communication," a symposium in honor of Philip Meyer, Knight Chair in Journalism, at the University of North Carolina (March, 2008), Chapel Hill, NC.

Invited talk entitled "The Role of Technology in Health Communication" at the 2nd annual Penn State Bioinformatics and Medical Informatics Retreat (January, 2008), Hershey, PA.

Invited brownbag presentation entitled "Can the Interface affect Perceptions of Information Quality and Credibility? A Cognitive Heuristics Approach" to the Human Computer Interaction (HCI) Group, College of Information Science & Technology, Penn State University (November, 2007), University Park, PA.

Invited Panelist for a professional freedom and responsibility panel session entitled "Authorship: Best and Worst Practices in Academia" at the 90th annual convention of the Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.

Invited Panelist for a research panel session entitled "Digital Media, Credibility, and Youth: Forging a New Field of Inquiry" at the 57th annual conference of the International Communication Association (May, 2007), San Francisco, CA.

Invited colloquium presentation entitled "The Social Psychology of Interactivity in Online Mass Communication" at the School of Journalism and Mass Communication, University of North Carolina (October, 2006), Chapel Hill, NC.

Invited Panelist for a research/teaching panel session entitled "Theories of Technology: A Paradigm for Communication Research" at the 89th annual convention of the Association for Education in Journalism and Mass Communication (August, 2006), San Francisco, CA.

Lead Faculty, National Communication Association's National Doctoral Honors Seminar in Mass Commmunication Theory and Research. Department of Communication, Purdue University (July, 2006), West Lafayette, IN.

Invited colloquium presentation entitled "Is Interactivity a Source feature, Medium feature, or Message feature? Psychological effects on Web users" at the Amsterdam School for Communication Research (ASCoR), Universiteit van Amsterdam (June, 2006), Amsterdam, The Netherlands.

Invited colloquium presentation entitled "Source, message or medium? Interactivity as a multifaceted heuristic for mediated communication" at the School of Informatics, State University of New York--Buffalo (February, 2006), Buffalo, NY.

Invited colloquium presentation entitled "Interactivity as a Source Feature: Information Scent and Cognitive Heuristics" at the School of Information and Library Science, University of North Carolina (October, 2005), Chapel Hill, NC.

Invited colloquium presentation entitled "Psychology of Interactivity in Human-Website Interaction" at the Department of Communication Arts and Sciences, Penn State University (September, 2005), University Park, PA.

Invited colloquium presentation entitled "Processing News in the Age of Interactivity: Psychological Aspects of Online News Technology" at the Center for Digital Globe, School of Journalism, University of Missouri (October, 2004), Columbia, MO.

Invited colloquium presentation entitled "Online Journalism: The Psychology of Mass Communication on the Web" at the School of Journalism and Mass Communication, University of North Carolina (October, 2004), Chapel Hill, NC.

Invited Panelist for a research session entitled "Technology and Health Communication: Prospects and Promises" at the 87th annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Invited Panelist to deliver presentation on "Conducting Online Experiments" in a pre-conference workshop session on "Teaching and Learning about Internet-based Research Methods" at the 87th annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Invited paper presentation entitled "Social Psychology of Interactivity: Experiments with Web-based Mass Communication" at the international conference on "Internet Communication in Intelligent Societies," Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Invited colloquium presentation entitled "Interacting with Online Sources: Role of Contingency and Customization" at the Institut für Kommunikationswissenschaft, Ludwig Maximilians Universitat (April, 2004), Munich, Germany.

Invited colloquium presentation entitled "The Psychology of Agency and Interactivity on the Internet" at the Amsterdam School for Communication Research (ASCoR), Universiteit van Amsterdam (April, 2004), Amsterdam, The Netherlands.

Invited colloquium presentation entitled "Interacting with Interactivity: Effects of Contingency on Persuasion" at the Department of Advertising, University of Texas at Austin (February, 2004), Austin, TX.

Invited presentation on "Curriculum Planning for Journalism and Mass Communication" at the Department of Media Studies, Christ College (January, 2004), Bangalore, India.

Invited Panelist for a discussion on "Media Education: Are Journalists Born or Made?" at the Sri Sri Centre for Media Studies (January, 2004), Bangalore, India.

Invited colloquium presentation entitled "Technology in Communication: Why More is Not Necessarily Better" at the Department of Communication, Cornell University (October, 2003), Ithaca, NY.

Invited Panelist for a research session entitled "Building Bridges: Using Technology to Enhance Reflexivity and Global Collaboration" at the 86th annual convention of the Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.

Invited Panelist for a research session entitled "Emerging Areas in Communication Research: Opportunities and Challenges" at the 86th annual convention of the

Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.

Invited colloquium presentation on "Studying Communication Technology from a Media Effects Perspective" at the School of Journalism and Communication, Ohio State University (March, 2003), Columbus, OH.

Invited Panelist to deliver presentation on "Social Psychology of Communication Technologies: Implications for Development" at a conference on "Communication and Development in the Information Age: Extending the Benefits of Technology for All" organized by the Global Communication Research Association (January, 2003), Banaras Hindu University, Varanasi, India.

Invited Panelist for a research session entitled "An Interactive Panel of Interactivity Researchers" at the 85th annual convention of the Association for Education in Journalism and Mass Communication (August, 2002), Miami Beach, FL.

Invited Speaker to deliver presentation on "Human-Website Interaction: Psychology of Communication Technology" at the National Extension Technology Conference (May, 2002), University Park, PA.

Invited Panelist to deliver presentation on "Publishing Dissertations in Communication Technology" in a pre-conference workshop session on "Publishing Dissertations Across Areas of Study" at the 84th annual convention of the Association for Education in Journalism and Mass Communication (August, 2001), Washington, DC.

Invited Panelist to deliver presentation on "Behavioral, Psychological, and Cognitive Responses to Animation in Web Advertising" in a panel session on "Animation on the Web: Spokes-Characters and Consumer Response" at the annual conference of the American Academy of Advertising (March, 2001), Salt Lake City, UT.

Invited colloquium presentation on "Studying Communication Technology from a Media-Effects Perspective" at the College of Communications, Penn State University (February, 2001), University Park, PA.

Invited Panelist to deliver talk on "Inspiring Grad Students: Socialization into the Field" in a panel session on "Early Career Challenges and How to Meet Them" at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Invited Panelist to deliver talk on "Improving Interface Design to Bridge the Digital Divide" in a panel session on "Social and Cognitive Access to the Internet" at the 50th annual conference of the International Communication Association (June, 2000), Acapulco, Mexico.

Invited Panelist for a graduate student colloquium on "Staking Your Claim in the World of Scholarship" on "Journalism Day," EW Scripps School of Journalism, Ohio University (May, 2000), Athens, OH.

Invited presentation on "Media Effects and People's Perceptions of Advertising" at the Kiwanis Club of State College (December, 1999), State College, PA.

Congressional Testimony as Expert Witness in front of the Subcommittee on Criminal Justice, Drug Policy and Human Resources at a public hearing of the Office of National Drug Control Policy National Youth Anti-Drug Media Campaign (October, 1999), United States Congress, Washington, DC.

Invited Panelist for a discussion on "Service Learning in Mass Communication Studies" at the 82nd annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist for a discussion on "Integrating New Media Perspectives Across Journalism Sequences" at the 82nd annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist to deliver talk on "Technological Issues in Internet Pornography" in a panel session on "Internet Pornography: Research Issues and Policy Considerations" at the 82nd annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Invited Panelist to deliver talk on "Studying Technology from a Media-Effects Perspective" in a panel session on "Methodological Issues in the New Media Landscape" at the 81st annual convention of the Association for Education in Journalism and Mass Communication (August, 1998), Baltimore, MD.

Invited presentation on "Psychosocial Aspects of New Media" at the New Media Colloquia Series sponsored by Education Technology Services, Center for Academic Computing, Penn State University (April, 1998), University Park, PA.

Invited panelist for a discussion on "The State and Direction of Research in a Rapidly Changing Global Environment" at the mid-year conference of the Graduate Education Interest Group of the Association for Education in Journalism & Mass Communication (April, 1998), Athens, OH.

Invited presentation on "Who/What is a Computer? A Machine, Programmer or Networker? A study of the source of users' social attributions" in a panel session on "Social Responses to Communication Technology" at the 43rd annual conference of the International Communication Association (May, 1993), Washington, D.C.

Invited Lectures and Workshops

Workshop on "AI Use in Research: What is Cool, What is Not?" at Nanyang Technological University, Singapore, Fall, 2026.

Brown Bag Seminar for Faculty on "Working with Graduate Students in Research: From Mentoring to Collaboration" at the Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore, Fall, 2026.

Co-organizer, RespMultimodal 2026, a workshop on Responsible Multimodal Foundation Models for Knowledge Discovery at the 32nd ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD'26) (August, 2026), Jeju Island, South Korea. doi: 10.1145/3770855.3818262

Guest Lecture and Society of Professional Journalists (SPJ) Workshop on "Ethical Use of AI in Media and News" at the School of Communication and Information, University of Hawai'i at Manoa (April, 2026), Honolulu, HI.

Workshop on Human-AI Communication Research, Division of Communication and Media, Ewha Womans University (virtual) (January, 2026), Seoul, Korea.

Guest Lecture entitled "Tech Affordances and Political Behavior: How Digital Expressions Shape Public Opinion" at Korea Advanced Institute of Science and Technology (KAIST), Dogok Campus, Seoul, South Korea, Summer, 2025.

Lecture on "Socially Responsible Design of AI Tools and Interfaces" in LDT 550 (Learning Design Studio), College of Education, Penn State University, Fall, 2024.

Workshop at FAIR, a discussion session on the impact of AI on the audiovisual industry, organized by +RAIN Film Festival in conjunction with Sonar Music Festival, Palau de Congressos, Barcelona, Summer, 2024.

Seminar Lecture entitled "Role of AI in Communication: New Theory and Research," Department of Journalism and Media Communication, Colorado State University, Spring, 2024.

First-Year Lecture entitled "AI in Media and Communication: A Socially Responsible Approach" (First Year Seminar Students), Donald P. Bellisario College of Communications, Penn State University, Fall, 2023.

Lecture on "MAIN Model: Origin and Impact" in COMM 590 (Colloquium), Penn State University, Fall, 2025; Fall, 2024; Fall, 2023; Fall, 2022; Fall, 2021; Fall, 2020.

Lecture on "Why Fake News Thrives Online" in COMM 590 (Colloquium), Penn State University, Fall, 2019.

Lecture entitled "Media Technology: My Experiments with Interactive Media" in COMM 518 (Media Effects), Penn State University, Fall, 2019.

Lecture on "Psychology of Communication Technology" in COMM 590 (Colloquium), Penn State University, Fall, 2018.

Lecture on "VR & AR in Journalism" in COMM 498 (AR & VR for Journalists), Penn State University, Fall, 2018.

Lecture on "Social Media Effects—The Good and the Bad" at Masaryk University, Brno, Czech Republic, Fall, 2017.

Lecture on "Conference Papers and Journal Articles—Keys to Academic Success" at the Department of Communication, University of Vienna, Vienna, Austria, Fall, 2017.

Masterclass on "Publishing Communication Research" at the Institute of Advanced Studies, Loughborough University, Loughborough, Leicestershire, UK, Fall, 2017.

"Big Data and Fake News: Training Computers and Humans to Detect Misinformation"– Joint Presentation with Dongwon Lee of the College of Information Sciences & Technology at the monthly lecture series, Institute of CyberScience, Penn State University, Fall, 2017.

Online Lecture and Discussion on "Fake News," Department of Journalism and Public Relations, Bowling Green State University, Bowling Green, OH, Fall, 2017.

Lectures on the Psychology of Human-Computer Interaction, Computer-Mediated Communication, Interactivity, Agency and Fake News," School of Journalism and Communication, Beijing Normal University, Beijing, China, Summer, 2017.

"How Fake News has Disrupted Journalism: The Psychological Importance of Sourcing" – Online Lecture and discussion in Summer Journalism Course entitled "Social Media in a Box," Transitions Online, Prague, Czech Republic, Summer, 2017.

"The Real Story of Fake News" — Presentation and panel discussion in Teach In, sponsored by the Coalition of Concerned Faculty, Penn State University, Spring, 2017.

"Self Plagiarism is OK, Right? Wrong!"—Lecture in Scholarship and Research Integrity (SARI) series, Office of Research Protections, Penn State University, Spring, 2017.

"Interactive Media Effects: Psychology of Communication Technology"—Summer Scholar Seminar, Department of Communication, North Dakota State University, Fargo, Summer, 2016.

"Theory Building in Human-Computer Interaction (HCI): The Case of TIME (Theory of Interactive Media Effects)" – Presentation and discussion at the Department of Interaction Science, Sungkyunkwan University, Fall, 2015.

"Online Privacy: Why Do We Reveal So Much?" — Presentation and discussion in COMM 590 (Colloquium), Penn State University, Fall, 2014.

"Theoretical and Conceptual Integration in Interdisciplinary Research" — Presentation in HRIM 597A (PhD Seminar on Collaborative and Interdisciplinary Research on Hospitality), School of Hospitality Management, Penn State University, Spring, 2014.

"Media Effects Research @ Penn State" — Presentation and panel discussion in COMM 590 (Colloquium), Penn State University, Fall, 2013.

"How Technology Shapes Meaning—Working with the MAIN Model" in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2012.

"Interactivity in a Social Media World"—an online interactive lecture and discussion session with faculty and students at the Amrita School of Communication, Amrita Vishwa Vidyapeetham, Coimbatore, India, Winter, 2012.

"Psychology of Communication Technology: Major Theoretical Trends in the Study of the Uses and Effects of New Media"— a workshop at the Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore, Fall, 2011.

"New Media Research: Asking the right Research Questions and building an interdisciplinary research program"—a workshop at the Wee Kim Wee School of Communication & Information, Nanyang Technological University, Singapore, Fall, 2011.

"Collaborative Research in Action" (with SLG—Shyam's Lab Group) in COMM 590 (Colloquium), Penn State University, Spring, 2010.

"The MAIN Model—Experimental Research for Research-Based Design" in WIS 5001 (Design Perspectives on ICT), Sungkyunkwan University, South Korea, Fall, 2009.

"The Social Psychology of Interactivity in Online Mass Communication" in COMM 518 (Media Effects), Penn State University, Fall, 2007.

"The 'I' in iPod and the "My" in MySpace: The Rising Importance of Self in Online Media" in COMM 590 (Colloquium), Penn State University, Spring, 2007.

"Agency and Customization in Interactive Media" in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2006.

"The Importance of Agency in Interactive Media" in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2005.

"Media Effects of Communication Technologies" in COMM 518 (Media Effects), Penn State University, Fall, 2005.

"Modality and Source Issues in Online News Psychology" in COMM 515 (MA Proseminar), Penn State University, Fall, 2005.

"Technology Research in Communication" in COMM 501 (PhD Proseminar), Penn State University, Fall, 2004.

"The Issue of Agency" in JOMC 391 (The Psychology of Human-Computer Interaction), University of North Carolina, Fall, 2004.

"Topics in News Media & Public" at the International School for Humanities and Social Sciences, Universiteit van Amsterdam, Netherlands, Spring, 2004.

"Technology & Cognition: Thinking about Online Ads" in ADV 319 (Psychology of Advertising), University of Texas at Austin, Spring, 2004.

"Technological Issues in Online News Processing" in COMM 597E (MA Proseminar), Penn State University, Fall, 2003.

"Technology Research in Communication" in COMM 501 (PhD Proseminar), Penn State University, Fall, 2003.

"A Media-Effects Approach to Studying New Media Technologies" in COMM 597E (MA Proseminar), Penn State University, Fall, 2002.

"Studying Communication Technology from a Media Effects Perspective" at Colloquium 2001, College of Communications, Penn State University, Spring 2001.

"Communication Technology Research and Multimedia Effects" at the Department of Communication, Bangalore University, Bangalore, India, Winter, 2000.

"Psychosocial Aspects of New Media" at the Pennsylvania Governor's School of Information Technology, Penn State University, Summer, 1999.

"Technological Issues in Online Communication" at the Pennsylvania Governor's School of Information Technology, Penn State University, Summer, 1999.

"A Media-Effects Approach to the Study of Technology" in COMM 518 (Media Effects), Penn State University, Spring, 1999.

"Experimental Research Methods" in ARCH 520, Penn State University, Spring, 1999.

"Content Analysis" in ENGL 030H, Penn State University, Fall, 1998.

"Information Technology and Psychology" in STS 200, Penn State University, Fall, 1997.

"A Media-Effects Approach to Studying Online Communication" in COMM 501A (PhD Proseminar), Penn State University, Fall, 1997.

"Experimental Research Methods" in ARCH 550, Penn State University, Fall, 1997.

"Information Technology and Psychology" in STS 200, Penn State University, Spring, 1997.

"Research Methods" in ARCH 550, Penn State University, Fall, 1996.

"Media Effects - The Classical Approach," in COMM 501A (PhD Proseminar), Penn State University, Fall, 1996.

"Media Effects - Technology Effects," in COMM 501A (PhD Proseminar), Penn State University, Fall, 1996.

"Communication Technology" in STS 200, Penn State University, Spring, 1996.

"Information Revolution" in STS 200, Penn State University, Fall, 1995.

"Media Studies" in PSY 001, Stanford University, Spring, 1995.

"Psychological Processing of Media" in COMM 108, Stanford University, Spring, 1995.

Teaching Experience

Course Developer

WIS Courses (Helped launch a new academic discipline called "Interaction Science" and design a suite of inter-disciplinary and multi-disciplinary courses), Department of Interaction Science, Sungkyunkwan University. (2009).

COMM. 517 (Advanced graduate seminar on Psychological Aspects of Communication Technology), College of Communications, Penn State University. (2002-2004).

COMM. 518 (Graduate seminar in Media Effects), College of Communications, Penn State University. (1996-1999).

COMM. 418 (Undergraduate seminar in Media Effects). Film/Video & Media Studies Department, College of Communications, Penn State University. (1998-2001).

COMM. 413 (Online version of existing course on "media and public"). Communication Certificate Program, World Campus—Distance Education, Penn State University. (2000-2001).

COMM. 326 (Effects of Social Media). Film/Video & Media Studies Department, Bellisario College of Communications, Penn State University. (2019-2022).

Consultant

Course Coordinator, Comm. 413W (Media and the Public), Penn State University. (2000-2007).

Site Visitor and Reviewer, Institute for the International Education of Students (IES), Barcelona, Spain. (2006).

Independent Technical Reviewer, Online Course on Media and Society, Knowledge Solutions—NIIT Ltd., New Delhi, India. (2004-2005).

Teaching Consultant, Center for Teaching and Learning (CTL), Stanford University. (1994-95).

Instructor

Introduction to Mass Communications Research, COMM 506 (MA & PhD students), Penn State University. (Fall, 2026, Fall, 2025, Fall, 2024, Fall, 2023, Fall, 2022, Fall, 2021, Fall, 2020, Fall, 2019, Fall, 2018, Fall, 2017, Fall, 2016, Fall, 2015, Fall, 2014, Fall, 2013, Fall, 2012, Fall, 2011, Fall, 2009, Fall, 2008, Fall, 2007, Fall, 2006, Fall, 2005, Fall, 2004, Fall, 2003, Fall, 2002, Spring, 2002, Fall, 2001, Fall, 2000, Fall, 1999, Fall, 1998 and Fall, 1997).

Psychological Aspects of Communication Technology, COMM 517 (MA & PhD students), Penn State University. (Spring, 2026, Spring, 2024, Spring, 2023, Spring, 2022, Spring, 2021, Spring, 2020, Spring, 2019, Spring, 2017, Spring, 2016, Spring, 2015, Spring, 2014, Spring, 2013, Spring, 2012, Spring, 2010, Spring, 2009, Spring, 2008, Spring, 2007, Spring, 2006, Spring, 2005).

Effects of Social Media, COMM 326 (BA students), Penn State University (Spring, 2022).

Media Effects, COMM 418 (BA students), Penn State University. (Spring, 2021, Spring, 2020, Spring, 2019, Spring, 2017, Spring, 2016, Spring, 2014, Spring, 2013, Spring,

2012, Spring, 2010, Spring, 2009, Spring, 2008, Spring, 2007, Spring, 2006, Spring, 2005).

Mass Media and the Public, COMM 413W (BA students), Penn State University. (Fall, 2007, Fall, 2005, Summer, 2004, Fall, 2003, Summer, 2003, Spring, 2003, Fall, 2002, Summer, 2002, Spring, 2002, Fall, 2001, Summer, 2001, Summer, 2000, Summer, 1999, Spring, 1999, Summer, 1998, Summer, 1997, Summer, 1996, and Spring, 1996).

Mass Communication Research, COMM 404 (BA students), Penn State University. (Fall, 2004, Summer, 2004, Spring, 2001, Fall, 2000, Spring, 2000, Fall, 1998, Spring, 1998, Fall, 1997, Spring, 1997, Fall, 1996, Spring, 1996, and Fall, 1995).

Media Technology and Psychology, PSU 009 (BA students), Penn State University. (Fall, 2003).

Web Advertising (First-Year Seminar), COMM 009 (BA students), Penn State University. (Fall, 2003 and Fall, 2002).

Psychology of Communication Technology, COMM 597D (MA & PhD students), Penn State University. (Spring, 2003).

Psychosocial Aspects of New Media (First-Year Seminar), COMM 009 (BA students), Penn State University. (Fall, 1999).

Research Issues in Internet Pornography (Special Topics), COMM 597E (MA & PhD students), Penn State University. (Fall, 1999).

Media Effects (Special Topics), COMM 497F (BA & MA students), Penn State University. (Spring, 1999).

Advanced Research Methods (Special Topics), COMM 597E (MA & PhD students), Penn State University. (Spring, 1997).

Media Effects (Special Topics), COMM 597B (MA &PhD students), Penn State University. (Fall, 1996).

Mass Communication & Society, COMM 220S (BA, MA & PhD students), Stanford University. (Summer, 1994).

Writing & Reporting the News, COMM 104 (BA students), Stanford University. (Winter, 1994).

Introduction to the Use of Computers (PhD students), COMM 313, Stanford University. (Autumn, 1993).

Teaching Assistant

Communication Research Methods, COMM 106/206 (BA, MA & PhD students), Stanford University. (Autumn, 1993) [Prof. Steven H. Chaffee].

Statistics for Social Scientists, STAT 190 (BA, MA & PhD students), Stanford University. (Autumn, 1993) [Prof. Michael Martin].

Master's Project, COMM 290 (MA students), Stanford University. (Winter, Spring, Summer, 1993) [Prof. Marion Lewenstein & Prof. Steven H. Chaffee].

Communication, Technology & Society, COMM 169/269 (BA, MA & PhD students), Stanford University. (Spring, 1994, Spring, 1993) [Prof. Clifford Nass].

Mass Communication & Society, COMM 001 (BA students), Stanford University. (Autumn, 1992) [Prof. Jeremy Cohen].

Professional Experience & Skills

Journalism

Managing Editor, *The Communicator*, College of Communications, The University of Alabama, Tuscaloosa, AL. (10/89 - 07/91).

Contributing Music Critic, *The Tuscaloosa News*, Tuscaloosa, AL. (10/90 - 05/91).

Special Correspondent, *Upbeat*, Bombay, India. (07/86 - 07/90).

Ombudsman, *The Crimson White*, Tuscaloosa, AL. (01/90 - 04/90).

Contributing Editor/Editorial Coordinator, *The City Tab*, Bangalore, India. (08/86 - 08/89).

Contributing Critic, *Indian Express*, Bangalore, India. (04/86 - 08/89).

Film Critic, *Deccan Evening Herald*, Bangalore, India. (10/84 - 07/86).

Reporter & Campus Page Editor, *The City Tab*, Bangalore, India. (10/83 - 05/86).

Freelance contributions to *Los Angeles Times*, *Media Ethics Update*, *The Times of India*, *The Hindustan Times' Weekend Review*, *Express Magazine*, *Deccan Herald*, *The Indian Post*, *The Times of Deccan*, *Evening News*, *Sunday Mid-Day*, *The Sunday Observer*, Eve's *Weekly*, *Femina*, *Sun*. (1982 - 1991). Also produced and directed shows for *Doordarshan* (Indian National Television) and *Akashvani* (All India Radio).

Disc Jockey and Program Director, Jazz Spectrum (Wed 9-11 am), WKPS-The Lion 90.7 FM (http://www.thelion.fm), Penn State University (6/05--present).

Contributor, *Outlook* Magazine, India (2014-2016).

Contributor, *The Conversation* (theconversation.com). (2016, 2018, 2021, 2023).
https://theconversation.com/why-do-we-fall-for-fake-news-69829
https://theconversation.com/why-its-so-hard-to-deletefacebook-constant-psychological-boosts-keep-you-hooked-92976
https://theconversation.com/forceful-vaccine-messages-backfire-with-holdouts-how-can-it-be-done-better-167601
https://theconversation.com/regulating-ai-3-experts-explain-why-its-difficult-to-do-and-important-to-get-right-198868

Information Technology

Local network administrator, Department of Communication, Stanford University. (Summer, 1994).

System administrator, Chilton R. Bush Journalism Laboratory, Stanford University. (Summer, 1992).

Professional Service

Affiliations

Member, International Communication Association (ICA)

Member, Association for Computing Machinery (ACM)

Member, Association for the Advancement of Artificial Intelligence (AAAI)

Member, Association for Education in Journalism and Mass Communication (AEJMC)

Member, National Communication Association (NCA)

Member, American Society for Information Science and Technology (ASIST)

Member, International Society for Presence Research (ISPR)

Member, Society of Psychophysiological Research (SPR)

Member, American Academy of Advertising (AAA)

Life Member, Indian Council for Communication Training and Research (ICCTR)

Positions Held

Director, Center for Socially Responsible Artificial Intelligence (CSRAI; http://csrai.psu.edu/), Penn State University, 2021-present.

Founding Director and current Co-Director, Media Effects Research Laboratory, Donald P. Bellisario College of Communications, Penn State University. (1995-present).

Co-organizer, Workshop entitled "RespMultimodal 2026: Responsible Multimodal Foundation Models for Knowledge Discovery" at the 32nd ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD'26) in Jeju, Republic of Korea, 2026.

Associate Chair, Understanding People (Quantitative Methods) Subcommittee, Annual Conference on Human Factors in Computing Systems (CHI), Association for Computing Machinery. (https://chi2023.acm.org/subcommittees/selecting-a-subcommittee/), 2022-2025.

Member, Program Committee, ACM Conference on Fairness, Accountability, and Transparency (ACM FAccT; https://facctconference.org/), 2024.

Member, Organizing Committee, International Conference on Ubiquitous Information Management and Communication (http://www.icuimc.org), 2011-present

Chair, Publications Committee, International Communication Association (ICA), 2024-2025.

Member, Publications Committee, International Communication Association (ICA), 2022-2025.

Co-Chair, IEEE AIS Trust and Agency Committee, IEEE Standards Association (https://beyondstandards.ieee.org/enabling-end-user-trust-in-artificial-intelligence-in-the-algorithmic-age/), 2020-2022.

Member, Academic Advisory Board, Center for Journalism and Liberty (https://www.openmarketsinstitute.org/), 2020-2022.

Faculty, Doctoral Consortium, Communication & Technology Division, International Communication Association, 2010-2018

Member, Programme Committee, India HCI--International Conference on Human Computer Interaction, 2011-2018

Co-organizer, Workshop on "Bridging the Lab and the Field: Tools, Methods, and Challenges in Social Media Experiments" at the 12th International Conference on Web and Social Media (ICWSM-18) in Stanford, CA, 2018.

Coordinator, Research Power Talks session of the South Asia Communication Association (SACA), entitled "Voices of South Asia and its Diaspora"at the 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic, 2018

Member, Program Committee, International Symposium on Ambient Intelligence (ISAmI), 2015-2019.

Member, Program Committee, Workshop on User- and Ambient-Adaptive Gerontechnologies (WAGER), co-located with International Conference on Ubiquitous Computing & Ambient Intelligence and International Workconference on Ambient Assisted Living, 2014-2015.

Member, Technical Program Committee, Asia Pacific Conference on Computer Human Interaction (APCHI), 2013

Member, Program Committee, INTERACT conference for Human-Computer Interaction, 2009; 2013

Member, Advisory Board, Center for Digital Information (CDI-- http://digitalinfo.org), Washington, DC, 2011-2012

Chair, Communication and Technology Division, and Vice-President, International Communication Association (ICA), 2008-2010

Member, Strategic Plan Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2007-2010

Co-Organizer, Workshop on Robot Morphology, HRI 2010, 5th ACM/IEEE International Conference on Human-Robot Interaction, Osaka, 2010

Vice-Chair, Communication and Technology Division, International Communication Association (ICA), 2006-2008

Member, Program Committee, Designing Interactive Systems (DIS) conference, Association for Computing Machinery (ACM), 2006-2008

Member, Ad Hoc Committee on Virtual Library and Portal, Association for Education in Journalism and Mass Communication (AEJMC), 2006

Chair, Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2003-2004

Member, Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC), 2002-2005

Head, Communication Technology & Policy Division, AEJMC, 2000-2001

Vice-Head/Program Chair, Communication Technology & Policy Division, AEJMC, 1999-2000

Research Chair, Communication Technology & Policy Division, AEJMC, 1998-1999

Liaison for Communication Theory & Methodology Division, Communication Technology & Policy Division, AEJMC, 1997-2005

Editorial Work

Member, Editorial Board, *Annals of the International Communication Association (2016-2020)*

Member, Editorial Board, *Asian Communication Research (2021-present)*

Member, Editorial Advisory Board, *Asian Journal of Communication (2010-present)*

Member, Editorial Board, Special Issue on Designing Educational Games, *Cognitive Technology Journal (2012)*

Member, Editorial Advisory Board, *Communication Methods & Measures (2006-present)*

Member, Editorial Board, *Communication Monographs (2010-2017)*

Member, Editorial Board, *Communication Research (2005-present)*

Member, Editorial Board, *Communication Yearbook (2011-2015)*

Member, Editorial Advisory Board, *E-learning: Cases and* Frameworks (book published by IGI Global) *(2011)*

Member, Editorial Board, *The Ergonomics Open Journal (2007-2018)*

Associate Editor, *Health Communication (2018-present)*

Associate Editor, *Human Communication Research (2009-2012)*

Member, Editorial Board, *Human Communication Research (2006-2009; 2016-present)*

Co-Editor, Special Issue on Rethinking Communication in the Era of Artificial Intelligence, *Human Communication Research (2022).*

Associate Editor, *International Communication Bulletin* (1990-1991)

Member, Editorial Board, *International Journal of Interactive Communication Systems and Technologies (2009-present)*

Member, Editorial Review Board, *Journal of Advertising (2009-2019)*

Senior Consulting Editor, *Journal of Advertising (2020-present)*

Member, Editorial Board, *Journal of Applied Communication Research (2008-2011; 2018-2020)*

Member, Editorial Board, *Journal of Broadcasting & Electronic Media (2003-present)*

Guest Editor, Special Issue on Uses and Effects of Smart Media: How AI Impacts User Experience, *Journal of Broadcasting & Electronic Media (2020)*

Member, Editorial Board, *Journal of Communication (2005-2015; 2018-2022)*

Member, Editorial Board, *Journal of Communication Technology* (2018-present)

Editor, *Journal of Computer-Mediated Communication* (*2013-2017*)

Member, Editorial Board, *Journal of Computer-Mediated Communication* (*2017-present*)

Member, Editorial Board, Special Issue on Web 2.0 and User-Generated Content as Communication Systems, *Journal of Computer-Mediated Communication (2012)*

Editorial Assistant, *Journal of Mass Media Ethics* (*Summer, 1990*)

Member, Editorial Advisory Board, *Journalism & Mass Communication Educator (2002-present)*

Member, Editorial Board, *Journalism & Communication Monographs (2002-2008)*

Member, Editorial Advisory Board, *Journalism & Mass Communication Quarterly (2002-present)*

Member, Editorial Review Board, *Media Psychology (2005-2021)*

Member, Editorial Review Board, *Media, Technology and Governance (2026-present)*

Member, Editorial Board, *The Open Communication Journal (2007-2015)*

Member, Advisory Board, *Oxford Research Encyclopedia: Communication (2014-present)*

Co-Editor, Special Issue on Global Crises, Contentious Politics and Social Media, *Political Communication (2024)*

Member, Scientific Editorial Board, *Scenari e Strategie (Scenarios and Strategies) Book Series,* McGraw Hill, Milan, Italy *(2009-present*

Manuscript Reviewer

ACM Journal of Data and Information Quality

AIS Transactions on Human-Computer Interaction

Allyn & Bacon (Book Manuscript)

American Journal of Media Psychology

Behaviour & Information Technology

Chinese Journal of Communication

Communication and Sport

Cognitive Technology

Communication Quarterly

*Communication Report*s

Communication Theory

Communication Yearbook

Cyberpsychology, Behavior & Social Networking

Decision Sciences

Electronic Journal of Communication

Handbook of Computer Networks

Handbook of Technology Management
Human Computer Interaction
IEEE Transactions on Affective Computing
Interaction Studies
International Journal of Hospitality Management
International Journal of Human-Computer Interaction
International Journal of Human-Computer Studies
International Journal of Internet Science
International Journal of Press/Politics
International Journal of Public Opinion Research
Journalism
Journal of Adolescence
Journal of Applied Communication Research
Journal of Applied Gerontology
Journal of Health Communication
Journal of Information Science
Journal of Media Psychology
Journal of Medical Internet Research (JMIR) Aging
Journal of Nonverbal Behavior
Journal of Online Behavior
Journal of Pragmatics
Journal of Services Marketing
Journal of Service Research
Journal of the American Society for Information Science and Technology
Korean Communication, Media, and Culture: An Annotated Bibliography
Lexington Books
Mass Communication & Society
Methodological Innovations
MIT Press (Book)
Mobile Media & Communication
Nature
Nature Human Behaviour
New Media & Society

New Review of Hypermedia and Multimedia

NISE Briefs, National Institute for Science Education, University of Wisconsin, Madison

Oxford Handbook of Internet Psychology

Palmgrave MacMillan (Book Proposal)

Penn State University Press (Book Manuscript)

Political Communication

Proceedings of the National Academy of Sciences (PNAS)

Psychological Review

Psychophysiology

Routledge Publishers (Book Proposal)

Rowman & Littlefield (Book Proposal)

Sage Publications (Book Proposal)

Social Science Computer Review

The Information Society

Transactions on Computer-Human Interaction (TOCHI)

Grant Proposal Reviewer/Panelist

National Science Foundation (NSF), Washington, DC.

National Institutes of Health (NIH), Bethesda, MD.

The European Research Council (ERC), European Commission, Brussels, Belgium.

European Science Foundation (ESF), Strasbourg, France.

The Netherlands Organization for Scientific Research (NWO), Amsterdam, The Netherlands.

Swiss National Science Foundation (SNSF), Bern, Switzerland.

The Israel Science Foundation (ISF), Jerusalem, Israel.

The Portuguese Foundation for Science and Technology (FCT), Lisbon, Portugal.

Standard Research Grants Program, Social Sciences and Humanities Research Council of Canada (SSHRC), Ottawa, Canada.

University Grants Committee, Research Grants Council of Hong Kong, Wan Chai, Hong Kong, China.

Science Foundation Ireland (SFI), Dublin, Ireland.

WWTF – Vienna Science and Technology Fund, Vienna, Austria.

Marsden Fund, Royal Society of New Zealand, Wellington, NZ.

Indo-US Science and Technology Forum (IUSSTF), India Science & Technology Partnership (INSTP), Smithsonion Institution, Washington, DC.

The National Academies, Policy and Global Affairs Division, Washington, DC.

Chair, Experts Committee on Multimedia Arts, New Initiatives Fund—2009, Canada Foundation for Innovation, Ottawa, Canada.

United Arab Emirates University, Al Ain, Abu Dhabi, United Arab Emirates.

Maryland Industrial Partnerships Program, University of Maryland, College Park, MD.

The Research Challenge Fund, New York University, New York, NY.

Social Science Research Institute, Penn State University.

Nittany AI Challenge, Nittany AI Alliance, Penn State University.

Faculty Technology Initiative Program, Center for Education Technology Services, Computer & Information Systems, Penn State University.

Faculty Technology Initiative Program, Education Technology Services, Center for Academic Computing, Penn State University.

Conference Paper Referee

Paper Reviewer for the annual conference on Human Factors in Computing Systems (CHI), Association for Computing Machinery [2026, 2022, 2020, 2019, 2018, 2017, 2016, 2015, 2013, 2012, 2011, 2010, 2009, 2008, 2007, 2006].

Paper Referee for the Communication & Technology Division, International Communication Association (ICA) [2021, 2020, 2019, 2018, 2016, 2014, 2013, 2012, 2011, 2007, 2006, 2005, 2004, 2003, 2002, 2001, 2000, 1999, 1998, 1997].

Paper Reviewer for annual conference on Computer Supported Cooperative Work and Social Computing (CSCW), Association for Computing Machinery [2019, 2018, 2013].

Paper Reviewer for the annual conference on Human-Robot Interaction (HRI), Association for Computing Machinery & Institution of Electrical and Electronics Engineering [2018, 2017, 2014].

Paper Referee for the Mass Communication Division, International Communication Association [2018, 2007, 2005, 2003, 2002, 2001, 2000, 1999, 1998].

Paper Referee for the India HCI, International Conference on Human Computer Interaction [2014, 2013, 2012, 2011].

Paper Reviewer for INTERACT, the IFIP TC13 Conference on Human-Computer Interaction [2013, 2009].

Paper Referee for the Designing Interactive Systems (DIS) conference, Association for Computing Machinery [2008, 2006].

Paper Referee for the Information Systems Division, International Communication Association [2007, 2006, 2003, 2001, 2000, 1999, 1997, 1996].

Paper Referee for the Game Studies Special Interest Group, International Communication Association [2007, 2006].

Paper Referee for the Health Communication Division, International Communication Association [2006, 2005].

Paper Referee for the Visual Studies Division (formerly "Visual Communication Special Interest Group"), International Communication Association [2006, 2005, 2004, 2003].

Paper Referee for the Communication Technology Division (formerly "Communication Technology & Policy Division"), Association for Education in Journalism and Mass Communication [2008, 2007, 2006, 2005, 2004, 2003, 2002, 2001].

Paper Referee for the Communication Theory & Methodology Division, Association for Education in Journalism and Mass Communication [2008, 2007, 2006, 2005, 2003, 2002, 2001, 2000, 1999, 1998, 1997, 1996].

Paper Referee for the Newspaper Division, Association for Education in Journalism and Mass Communication [2003, 2002].

Paper Referee for the Visual Communication Division, Association for Education in Journalism and Mass Communication [2003, 2002, 2001, 1999, 1997].

Paper Referee for the Minorities & Communication Division, Association for Education in Journalism & Mass Communication [2000].

Paper Referee for the annual conference of the SouthWest Education Council on Journalism and Mass Communication [2001].

Judge, 1999 Guido H. Stempel III Paper Competition, Graduate Education Interest Group, Association for Education in Journalism & Mass Communication [1999].

Paper Referee for the mid-year conference of the Graduate Education Interest Group, Association for Education in Journalism & Mass Communication [1999].

Conference Session Discussant

Discussant for a refereed panel session of the Communication Technology Division entitled "Algorithmically Yours: Communicating in the Age of Generative AI" at the 74th annual conference of the International Communication Association (ICA) (June, 2024), Gold Coast, Australia.

Discussant for Computational Methods Research Escalator session at the 74th annual conference of the International Communication Association (ICA) (June, 2024), Gold Coast, Australia.

Discussant for a Refereed Research Poster Session of the Communication Technology Division entitled "Immersive Environments" at the 102nd annual conference of the Association for Education in Journalism and Mass Communication (August, 2019), Toronto, Canada.

Discussant for a Refereed Research Paper Session of the Communication Technology Division entitled "The Mobile Movement" at the 100th annual conference of the Association for Education in Journalism and Mass Communication (August, 2017), Chicago, IL.

Chair for a research panel session sponsored by Health Communication Division and Human Communication and Technology Division entitled "Harnessing Virtual Worlds to Promote Real-World Health" at the 101st annual convention of the National Communication Association (November, 2015), Las Vegas, NV.

Discussant for a Top Faculty Paper in the Communication Technology Division at the 96th annual conference of the Association for Education in Journalism and Mass Communication (August, 2014), Montréal, Canada.

Respondent for a refereed paper session of the Human Communication and Technology Division entitled "Connecting to Social Influence: Persuading via CMC" at the 99th annual convention of the National Communication Association (November, 2013), Washington, DC.

Respondent at the 2013 SSK International Seminar on "Neuroscience and Mass Communication Research" at the Department of Journalism and Mass Communication, Sungkyunkwan University (July, 2013), Seoul, Korea.

Respondent in an extended paper session entitled "Looking through the Crystal Ball: The Future of Communication Research" at the 62nd annual conference of the International Communication Association (May 2012), Phoenix, AZ.

Chair and Respondent of a panel session entitled "Twenty Years of Exemplification Research: State of the Art and New Approaches" at the 62nd annual conference of the International Communication Association (May, 2012), Phoenix, AZ.

Chair of a refereed paper session entitled "Emerging Trends in e-Health Research: From e-Health Literacy to e-Interventions" at the 61st annual conference of the International Communication Association (May, 2011), Boston, MA.

Chair of a refereed poster session entitled "Intelligent Information Processing & Communication" at the 5th International Conference on Ubiquitous Information Management and Communication organized by the Association of Computing Machinery (ACM ICUIMC 2011) (February, 2011), Seoul, Korea.

Discussant for a refereed paper session of the Communication Technology and Communication Theory and Methodology Divisions entitled "Communication Theory and Technology" at the 91st annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.

Senior Scholar Discussant for the Top Student Paper in the Communication Technology Division entitled "Top Faculty Papers" at the 90th annual convention of the

Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.

Discussant for a refereed poster session of the Communication Theory and Methodology Division entitled "The Internet as a Communication Medium" at the 90th annual convention of the Association for Education in Journalism and Mass Communication (August, 2007), Washington, DC.

Chair of a refereed paper session of the Communication and Technology Division entitled "The Virtual Gaze: Effects of Visuals in Embodied Agents" at the 57th annual conference of the International Communication Association (May, 2007), San Francisco, CA.

Discussant for a refereed paper session of the Communication Technology Division entitled "Top Faculty Papers" at the 89th annual convention of the Association for Education in Journalism and Mass Communication (August, 2006), San Francisco, CA.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Avatars and Computer-Generated Characters" at the 56th annual conference of the International Communication Association (June, 2006), Dresden, Germany.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Top Papers in Open Competition, Communication Technology and Policy" at the 88th annual convention of the Association for Education in Journalism and Mass Communication (August, 2005), San Antonio, TX.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Avatars and Embodied Agents" at the 55th annual conference of the International Communication Association (May, 2005), New York City, NY.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Computer, Heal Thyself and Others: Health and Safety in Online Environments" at the 87th annual convention of the Association for Education in Journalism and Mass Communication (August, 2004), Toronto, Canada.

Discussant for a research paper session entitled "Emerging Online Services & e-Commerce" at the international conference on "Internet Communication in Intelligent Societies," Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Respondent for a research panel session of the Communication and Technology Division entitled "Social Determinants of Selective Exposure to Media Information: Recent Web-Based Experimental Investigations" at the 54th annual conference of the International Communication Association (May, 2004), New Orleans, LA.

Respondent for a refereed paper session of the Mass Communication Division entitled "Framing Biotechnology" at the 54th annual conference of the International Communication Association (May, 2004), New Orleans, LA.

Discussant for a refereed poster session of the Visual Communication Division at the 86th annual convention of the Association for Education in Journalism and Mass Communication (August, 2003), Kansas City, MO.

Respondent for a refereed paper session of the Communication and Technology Division entitled "Getting Good at Using Technology: From Gaming to Career Choice" at the 53rd annual convention of the International Communication Association (May, 2003), San Diego, CA.

Discussant for a refereed paper session of the Communication Technology & Policy and Media Management & Economics Divisions entitled "Personalizing the Web" at the midwinter conference of the Association for Education in Journalism and Mass Communication (March, 2003), Boulder, CO.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Credibility of Online News" at the 85th annual convention of the Association for Education in Journalism and Mass Communication (August, 2002), Miami Beach, FL.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Cognitive Processes of Web Use" at the 84th annual convention of the Association for Education in Journalism and Mass Communication (August, 2001), Washington, DC.

Roving Respondent for a high-density refereed paper session of the Communication and Technology Division at the 51st annual convention of the International Communication Association (May, 2001), Washington, DC.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Webcasting and Electronic Newspapers" at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed poster session of the Communication Theory & Methodology Division at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed paper session of the Minorities & Communication Division entitled "Who Represents Me? Gender and Race in the Media" at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Discussant for a refereed paper session of the Communication Technology & Policy Division entitled "Information Processing of Internet Content" at the 82nd annual

convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Discussant for a refereed paper session of the Communication Theory & Methodology Division entitled "Happiness is a Warm Gun: Filtration of Guns and Violence in the Mass Media" at the 82nd annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Respondent for a refereed paper session of the Information Systems Division entitled "Message Characteristics and Mental (Cognitive) Effects" at the 49th annual conference of the International Communication Association (1999, May), San Francisco, CA.

Discussant for a refereed paper session entitled "New Technologies" at the AEJMC Graduate Education Interest Group (GEIG) Mid-Year Conference (1999, April), University Park, PA.

Discussant at the mid-year conference of the Graduate Education Interest Group of the Association for Education in Journalism & Mass Communication (April, 1998), Athens, OH.

Respondent for a refereed paper session of the Communication and Technology Division entitled "New Media in the Mass Media" at the 47th annual convention of the International Communication Association (May, 1997), Montréal, Canada.

Conference Session Chair/Moderator

Panel Discussion at the 2025 International Symposium on AI Bias in Sungkyunkwan University (June, 2025), Seoul, Korea.

Panel session entitled "Human Subjects Research in the Age of Generative AI: Opportunities and Challenges of Applying LLM-Simulated Data to HCI Studies" at CHI 2025, the annual conference on Human Factors in Computing Systems (April, 2025), Yokohama, Japan. doi: 10.1145/3770855.381826299

Refereed paper session entitled "Explainable, Responsible, Manageable AI" at CHI '23, the annual conference on Human Factors in Computing Systems (April, 2023), Hamburg, Germany.

Question and Answer Session with directors of three films in a block entitled "Seeking Resolution," at the 2nd annual Centre Film Festival (November, 2020), State College, PA (virtual).

Refereed Research Power Talks session of the South Asia Communication Association (SACA), entitled "Voices of South Asia and its Diaspora," at the 68th annual conference of the International Communication Association (May, 2018), Prague, Czech Republic.

Refereed paper session entitled "Social behaviour, collaboration and presence" at INTERACT 2013, the 14th IFIP TC13 Conference on Human-Computer Interaction (September, 2013), Cape Town, South Africa.

Refereed paper session of the Communication & Technology Division entitled "Effects of Realism across Modalities" at the 63rd annual conference of the International Communication Association (June, 2013), London, UK.

Refereed paper session of the Communication & Technology Division entitled "Web Design and Interface" at the 62nd annual conference of the International Communication Association (May, 2012), Phoenix, AZ.

Refereed paper session of the Communication & Technology Division entitled "Self Presentation in Social Network Sites" at the 62nd annual conference of the International Communication Association (May, 2012), Phoenix, AZ.

Refereed high-density paper session of the Communication & Technology Division entitled "Diverse Facets of ICT Use" at the 61st annual conference of the International Communication Association (May, 2011), Boston, MA.

Refereed paper session of the Communication & Technology Division entitled "Web 2.0 and New Media" at the 60th annual conference of the International Communication Association (June, 2010), Singapore.

Presidential panel session entitled "The Role of Media in Democracy" featuring Cass R. Sunstein at the 91st annual convention of the Association for Education in Journalism and Mass Communication (August, 2008), Chicago, IL.

Research paper session entitled "e-Governance" at the international conference on "Internet Communication in Intelligent Societies," Chinese University of Hong Kong (July, 2004), Shatin, Hong Kong.

Refereed paper session of the Information Systems Division entitled "Computer-Mediated Communication and Internet Issues" at the 53rd annual conference of the International Communication Association (2003, May), San Diego, CA.

Research panel session of the Communication Technology & Policy and Media Management & Economics Divisions entitled "The Web as a Virtual Gathering Space for Communication, Commerce and Community Development" at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Top Three Student Papers Session of the Communication Technology & Policy Division at the 83rd annual convention of the Association for Education in Journalism and Mass Communication (August, 2000), Phoenix, AZ.

Refereed paper session of the Information Systems Division entitled "Can New Technologies Take Communication to a Higher Level?" at the 50th annual conference of the International Communication Association (2000, June), Acapulco, Mexico.

Research panel session on "Internet Pornography: Research Issues and Policy Considerations" at the 82nd annual convention of the Association for Education in Journalism and Mass Communication (August, 1999), New Orleans, LA.

Top Four Student Papers Session of the Communication & Technology Division at the 49th annual conference of the International Communication Association (1999, May), San Francisco, CA.

Invited paper session of the Visual Communication Division entitled "Visual Display of Information in Real and Virtual Environments" at the 80th annual convention of the Association for Education in Journalism and Mass Communication (August, 1997), Chicago, IL.

Refereed paper session of the Communication Theory & Methodology Division entitled "It's a Jungle Out There—Or Is it?" at the 79th annual convention of the Association for Education in Journalism & Mass Communication (August, 1996), Anaheim, CA.

Refereed paper session of the Communication Technology & Policy Division at the 79th annual convention of the Association for Education in Journalism & Mass Communication (August, 1996), Anaheim, CA**.**

Film Festival Jury

Jury Member, +RAIN, International AI Film Festival, Universitat Pompeu Fabra (June, 2024), Barcelona, Spain.

University Service

Director, Center for Socially Responsible Artificial Intelligence (CSRAI), Penn State University, 2021-present.

Co-Director, Media Effects Research Laboratory, College of Communications, 2002-present.

Founder & Coordinator, Media Effects Research Group (MERG), College of Communications, 1995-97, 2004-present.

Member/Chair, Immediate Tenure Review Committee, Penn State University, 2013-present.

Member, Faculty Scholar Medal Selection Committee, Penn State University, 2021-present.

Member, College-level Promotion & Tenure Committee, Bellisario College of

Communications, Penn State University, 2025-2026.

Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2022-2023.

Member, College-level Promotion & Tenure Committee, Bellisario College of Communications, Penn State University, 2021-2022.

Member, Search Committee for Director, Center for Immersive Experiences, Penn State University, 2021-2022.

Member, Steering Committee, Center for Socially Responsible Artificial Intelligence (CSRAI), Penn State University, 2020-2021.

Member, College-level Promotion & Tenure Committee, Bellisario College of Communications, Penn State University, 2020-2021.

Chair, Search Committee for Associate Director, Center for Immersive Experiences, Penn State University, 2020.

Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2019-2020.

Chair, Task Group on Empowering through Digital Innovation, College of Communications, Penn State University, 2020.

Member, Dean's Advisory Committee, Bellisario College of Communications, Penn State University, 2018-2019.

Member, College-level Promotion & Tenure Committee, Bellisario College of Communications, Penn State University, 2018-2019.

Member, Coordinating Committee, Institute for CyberScience, Penn State University, 2016-2018.

Member, Search Committee for Faculty Position in Human-Centered Design (HCD), College of Information Sciences & Technology, Penn State University, 2017-2018.

Member, Global Education Network (GEN) Advisory Committee (GAC), University Office of Global Programs, Penn State University, 2013-2016.

Chair, Korea Faculty Implementation Team (FIT), Office of International Programs, Penn State University, 2012-2016.

Coordinator, Information and Communication Technology for Development (ICT4D) Consortium, College of Communications, Penn State University, 2011-2015.

Chair, Faculty Search Committee, Department of Film/Video & Media Studies, College of Communications, Penn State, 2014-2015.

Member, Search Committee for Dean of the College of Communications, Penn State University, 2013-2014.

Member and Chair, Communications Subcommittee, Healthcare Task Force, Penn State University, 2013-2014.

Member, University-Level Promotion & Tenure Committee, Penn State University, 2011-2013.

Member, Faculty Selection Committee, Schreyer Honors College, Penn State University, 2007-2015.

Member, Presidential Taskforce on Child Maltreatment, Penn State University, 2012.

Member, Search Committee for Proposal Specialist 2—Coordinator of Research Administration, College of Communications, Penn State University, 2012.

Chair, Taskforce on Comprehensive Exam Policy, College of Communications, Penn State University, 2011.

Co-Chair, Korea Global Education Network Taskforce, Office of International Programs, Penn State University, 2011.

Member, Sabbatical Committee, College of Communications, Penn State University, 2004, 2011.

Member, Graduate Council Committee on Fellowships and Awards, Penn State University, 2001-2010.

Organizer, Graduate Student Summer Research Colloquium, College of Communications, Penn State University, 1997-2010.

Member, College-level Promotion & Tenure Committee, College of Communications, Penn State University, 2007-2009.

Outside Voting Member, Promotion & Tenure Committee, College of Information Sciences & Technology, Penn State University, 2008-2009.

Member, HR-40 Extended (Post-Tenure) Review Committee, College of Communications, Penn State University, 2009.

External Member, HR-40 Extended (Post-Tenure) Review Committee, College of Information Sciences & Technology, Penn State University, 2009.

Member, Student Learning Assessment Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-2009.

Chair, Strategic Planning Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2007-2008.

Member, Graduate Policy & Admissions Committee, College of Communications, Penn State University, 2004-2005, 2006-2007.

Member, Ad-Hoc Committee for reviewing Courtesy Appointment, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2007.

Member, Media Effects Faculty Search Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2006-2007.

Member, University Academic Measurement Committee, Penn State University, 2000-2006.

Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2005-2006.

Member, Faculty Search Committee, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-2006.

Member, Media Studies Curriculum Task Force, Dept. of Film/Video & Media Studies, College of Communications, Penn State University, 2005-2006.

Member, Curriculum Revision Committee, Film/Video & Media Studies Department, College of Communications, Penn State University, 2002-2005.

Chair, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2004-2005.

Member, Faculty Advisory Committee on Academic Computing (FACAC), Penn State University, 2002-2005.

Member, World Campus Faculty Advisory Committee (WC-FAC), Penn State University, 2002-2004.

Member, Steering Committee, Social Science Research Institute, Penn State University, 2001-2004.

Member, Curriculum & Liaison Committee, College of Communications, Penn State University, 2001-2004.

Member, Faculty Productivity Task Force, College of Communications, Penn State University, 2003.

Member, Department-level Promotion & Tenure Committee, College of Communications, Penn State University, 2001-2003.

Member, College of Communications Graduate Admissions Committee, 1996-97, 1999-2003.

Member, Advisory Board, Center for Education Technology Services, Computer & Information Systems, Penn State University, 2001-2002.

Member, Undergraduate Curriculum Task Force, College of Communications, Penn State University, 2001-2002.

Chair, Curriculum Revision Committee, Film/Video & Media Studies Department, College of Communications, Penn State University, 2000-2002.

Founder & Director, Media Effects Research Laboratory, College of Communications, 1995-2002.

Member, Math Commission, Penn State University, 2001.

Member, Faculty Advisory Committee, Educational Technology Services, Center for Academic Computing, Penn State University, 1998-2001.

Member, College of Communications Facilities & Technologies Committee, 1995-2001.

College of Communications Representative, College of Engineering, Penn State University, 1996-2000.

Member, Media Studies Master's Admissions Committee, 1997-99.

Member, Academic Administration Evaluation Committee of the Office of the Dean (AD-14), 1997-98.

Member, College of Communications Search Committee for Tenure-Track Faculty, 1997-98.

Member, Standing Committee of CIC on Teaching & Learning with Technology (TLT), 1996-98.

Member, Interdisciplinary Steering Committee for New Media Minor, 1995-98.
Member, College of Communications Graduate Studies Committee, 1995-96.
Member, College of Communications Website Committee, 1995-96.

Participation in Student Research Committees

Doctoral Advisees (Graduated)

Bimal Balakrishnan
Professor and Interim Dean, Mississippi State University, Starkville, MS

Saraswathi Bellur
Associate Professor, University of Connecticut, Storrs, CT

Cheng Chen
Assistant Professor, Oregon State University, Corvallis, OR

Corina Constantin
Global Head, EssenceMediacom, New York, NY

Xue Dou
Associate Professor, Ritsumeikan University, Kyoto, Japan

Eun Go
Associate Professor, Western Illinois University, Macomb, IL

Nokon Heo
Assistant Professor, University of Arkansas at Pine Bluff, Pine Bluff, AR

Yifeng Hu
Associate Professor, The College of New Jersey, Ewing, NJ

Haiyan Jia
Associate Professor, Lehigh University, Bethlehem, PA

Eun Hwa Jung
Assistant Professor, Kookmin University, Seoul, South Korea

Yongnam Jung
Assistant Professor, Soongsil University, Seoul, South Korea

Sriram Kalyanaraman
Professor and Senior Associate Dean for Research, Michigan State University, East Lansing, MI

Hyunjin Kang
Associate Professor, Nanyang Technological University, Singapore

Jin Kang
Post-Doctoral Fellow, Carleton University, Ottawa, Canada

Hyang-Sook Kim
Professor, Towson University, Towson, MD

Jinyoung Kim
User Experience Researcher, Amazon.com, Seattle, WA

Ki Joon Kim
Associate Professor, City University of Hong Kong, Kowloon, Hong Kong

Youjeong Kim
Associate Professor, University of Hawaii, Honolulu, HI

Yoon-Jeon Koh
Vice President, Product Business Unit, Telecom & Convergence Business Group, KT, Seoul, Republic of Korea

Sangwook Lee
Assistant Professor, University of Colorado, Boulder, CO

Sang Yeal Lee
Professor and Director, MPRCC Program, Ajman University, UAE

Ruobing Li
Associate Professor, Stony Brook University, Stony Brook, NY

Mengqi Liao
Assistant Professor, University of Georgia, Athens, GA

Bingjie Liu
Assistant Professor, California State University, Los Angeles, CA

Sampada Marathe
User Research Lead, Macy's, New York, NY

Maria D. Molina
Assistant Professor, Michigan State University, East Lansing, MI

Anne Oeldorf-Hirsch
Associate Professor, University of Connecticut, Storrs, CT

Jeeyun Oh
Associate Professor, University of Texas, Austin, TX

Marc Seamon
Assistant Professor, Youngstown State University, Youngstown, OH

Eugene Cho Snyder
Assistant Professor, New Jersey Institute of Technology, Newark, NJ

Carmen Stavrositu
Associate Professor, University of Colorado in Colorado Springs, CO

Yuan Sun
Assistant Professor, University of Florida, Gainesville, FL

Thomas Franklin Waddell
Associate Professor, University of Florida, Gainesville, FL

Jinping Wang
Assistant Professor, University of Florida, Gainesville, FL

Mu Wu
Associate Professor, California State University, Los Angeles, CA

Qian Xu
Professor, Elon University, Elon, NC

Hyun Yang
Research Protocol Analyst (Institutional Review Board), Emory University, Atlanta, GA

Bo Zhang
Director of Research, Instagram, Meta, Menlo Park, CA

Doctoral Advisees (Current)

Kumari Davis (PhD Dissertation Committee Chair & Advisor)
Keerthana Govindarazan (PhD Dissertation Committee Chair & Advisor)
Eunchae Jang (PhD Dissertation Committee Chair & Advisor)
Hui Min Lee (PhD Dissertation Committee Chair & Advisor)

Doctoral Committee Member

Alyssa Appelman (PhD Dissertation Committee Member)*
Jiaqi Bao (PhD Dissertation Committee Member)*
Erica Bailey (PhD Dissertation Committee Member)*
Omotayo Banjo (PhD Dissertation Committee Member)*
Jin Chen (PhD Dissertation Committee Member)*
Edward Downs (PhD Dissertation Committee Member)*
Jiangxue Han (PhD Dissertation Committee Member)*

G. S. Khoo (PhD Committee Member, 2009-2011)*
Jaehong Kim (PhD Dissertation Committee Member)
Jinhee Kim (PhD Dissertation Committee Member)*
Keunyeong 'Karina' Kim (PhD Dissertation Committee Member)*
Maja Krakowiak (PhD Dissertation Committee Member)*
Anamarcia Lacayo (PhD Dissertation Committee Member)*
Sangki Lee (PhD Dissertation Committee Member)*
Anthony Limperos (PhD Dissertation Committee Member)*
Yansheng Liu (PhD Dissertation Committee Member)
George Lugalambi (PhD Dissertation Committee Member)*
Megan Pietruszewski Norman (PhD Dissertation Committee Member)*
Srividya Ramasubramanian (PhD Dissertation Committee Member)*
Meghan Sanders (PhD Dissertation Committee Member)*
Ryan Tan (PhD Dissertation Committee Member)*
Mina Tsay (PhD Dissertation Committee Member)*
Justin Walden (PhD Dissertation Committee Member)*
Julia Woolley (PhD Dissertation Committee Member)*
Baixue Wu (PhD Dissertation Committee Member)*
Changmin Yan (PhD Dissertation Committee Member)*
Chun Yang (PhD Dissertation Committee Member)*
Fan Yang (PhD Dissertation Committee Member)*
Hyeseung Yang (PhD Dissertation Committee Member)*
Nan Yu (PhD Dissertation Committee Member)*

Doctoral Committee Outside Member

Chulakorn Aritajati (PhD in Information Sciences & Technology)*
Jomara Binda (PhD in Information Sciences & Technology)*
Johnna Lynn Blair (PhD in Information Sciences & Technology)*
Kurt Braddock (PhD in Communication Arts & Sciences)*
Michelle Acevedo Callejas (PhD in Communication Arts & Sciences)
Youngjoon Choi (PhD in Recreation, Park & Tourism Management)*
Rupak Kumar Das (PhD in Information Sciences & Technology, 2024-25)
Ankolika De (PhD in Information Sciences & Technology)
Bela Florenthal (PhD in Marketing)*
Ravi Gajendran (PhD in Management Science)*
Joel D. Galbraith (PhD in Instructional Systems)*
Maryam Gholamalitabarfirouzjaei (PhD in Information Sciences & Technology)*
Yaqi Gong (PhD in Recreation, Park & Tourism Management, Penn State)
Hee Jeong Han (PhD in Information Sciences & Technology)
Keith Han (PhD in Information Sciences & Technology)*
Andrew High (PhD in Communication Arts & Sciences, 2008-2011)*
Laura Hoffmann (PhD at the University of Duisburg-Essen, Germany)*
Suellen Hopfer (PhD in Communication Arts & Sciences)*
Shih-Hong Huang (PhD in Information Sciences & Technology)
Carolin Ischen (PhD at Universiteit van Amsterdam, The Netherlands)*
Jeongwon Jo (PhD in Information Sciences & Technology)*

Jiyoon Kim (PhD in Information Sciences & Technology)
Sung Yeon Kim (PhD in Interaction Science, Sungkyunkwan U, Korea)*
Janice Krieger (PhD in Communication Arts & Sciences)*
Sonali Kumar (PhD in Architectural Engineering)*
Jennifer I. Lather (PhD in Architectural Engineering)*
Thai Le (PhD in Information Sciences & Technology)*
Bo-Youn Lee (PhD in Hospitality Management)*
Daniel A. Lee (PhD in Communication Arts & Sciences)*
Sian Lee (PhD in Information Sciences & Technology)*
Ya-Fang Lin (PhD in Information Sciences & Technology)
Megan Maas (PhD in Human Development & Family Studies, 2014-2015)*
Sofie Marien (PhD at The University of Antwerp, Belgium)*
Sam Moradzadeh (PhD in Information Sciences & Technology)
Marie Ozanne (PhD in Hospitality Management)*
Lulu Peng (PhD in Communication Arts & Sciences)*
Ashley Peterson (PhD in Communication Arts & Sciences)*
Mark Pfaff (PhD in Information Sciences & Technology)*
Timothy Prestby (PhD in Geography)*
Yu Pu (PhD in Information Sciences & Technology)*
Ling Qui (PhD in Information Sciences & Technology)*
Hua Shen (PhD in Information Sciences & Technology)*
Shikha Narendra Soneji (PhD in Information Sciences & Technology)*
Marloes Spekman (PhD at Vrije Universiteit Amsterdam, The Netherlands)*
Joshua Stevens (PhD in Geography, 2013-2015)
Kalyani Subramanian (PhD at the University of Madras, India)*
Kelly Sweeney (PhD in Communication Arts & Sciences)*
Tara Traeder (PhD in Communication Arts & Sciences)*
Carson Wagner (PhD in Communications at CU, Boulder)*
Xiaohui Wang (PhD in Architectural Engineering)
Samantha Weirman (PhD In Information Sciences & Technology)*
Yu Wu (PhD In Information Sciences & Technology)*
Zheng Yao (PhD in Educational Psychology)
Yue You (PhD in Information Sciences & Technology)
Ibrahim Yucel (PhD In Information Sciences & Technology)*
Shaoke Zhang (PhD In Information Sciences & Technology)*
Dejin Zhao (PhD In Information Sciences & Technology)*
Jiayan Zhao (PhD in Geography)*

Master's Theses Advisees

Hyeri An (MS-Interaction Science, Sungkyunkwan U., Korea)*
Dawn Behnken (MA-Media Studies Advisor, 2005-2009)*
Tsai-Wei Chen (MA- MediaStudies Thesis Committee Chair & Advisor)*
Fangfang Diao (MA-SpeechComm Thesis Committee Advisor)*
Josephine Ann Dumas (MA-Telecomm Thesis Committee Chair & Advisor)*
Sungmoo Hong (MS-Interaction Science, Sungkyunkwan U., Korea)*
Jihyea Han (MS-Interaction Science, Sungkyunkwan U., Korea)*
Elizabeth Hutton (MA- MediaStudies Thesis Committee Chair) *

Bo-Hye Kim (MS-Interaction Science, Sungkyunkwan U., Korea)*
Minjung Kim (MS-Interaction Science, Sungkyunkwan U., Korea)*
Nam Young Kim (MA-MediaStudies Thesis Committee Chair & Advisor)*
Ji Young Lee (MA-MediaStudies Thesis Committee Chair & Advisor)*
Sangmee Lee (MS-Interaction Science, Sungkyunkwan U., Korea)*
Seoyeon Lee (MA-MediaStudies Thesis Committee Chair & Advisor)*
Meng Qi Liao (MA-MediaStudies Thesis Committee Chair & Advisor)*
Chad Mahood (MA-MediaStudies Thesis Committee Chair & Advisor)*
Jiaqi Nie (MS-Interaction Science, Sungkyunkwan U., Korea)*
George Otto (MA-Telecomm Thesis Committee Chair & Advisor)*
Christen Reese (MA-Telecomm Thesis Committee Chair & Advisor)*
Meghan Sanders (MA-MediaStudies Thesis Committee Chair & Advisor)*
Carmen Stavrositu (MA-MediaStudies Thesis Committee Chair & Advisor)*
Yuan Sun (MA-MediaStudies Thesis Committee Chair & Advisor)*
Carson B Wagner (MA-MediaStudies Thesis Committee Chair)*
Sangseok You (MS-Interaction Science, Sungkyunkwan U., Korea)*

Master's Thesis Committee Member

Sukainah Aldarweesh (MA- Media Studies)*
Asha Baskaran (MA-Architecture)*
Dana Broussard (MA-Media Studies)*
Jeongin Choi (MS-Interaction Science, Sungkyunkwan U., Korea)
David Deiuliis (MA-Media Studies)*
Laura Donnelly (MA-Media Studies)*
Magdalayna Drivas (MA-Media Studies)*
Jungsik Hwang (MS-Interaction Science, Sungkyunkwan U., Korea)*
Yaqi Gong (MS-Recreation, Park & Tourism)*
Jiwoo Kim (MS-Interaction Science, Sungkyunkwan U., Korea)*
Seoyeong Kim (MS-Applied Artificial Intelligence, Sungkyunkwan U., Korea)
Sonali Kumar (MA-Architecture)*
Soowan Kim (MS-Interaction Science, Sungkyunkwan U., Korea)*
Sanghun Kwak (MS-Interaction Science, Sungkyunkwan U., Korea)*
Mikyung Kwon (MS-Interaction Science, Sungkyunkwan U., Korea)*
Da Eun Lee (MS-Interaction Science, Sungkyunkwan U., Korea)*
Hyeonmin Lee (MS-Immersive Media Engineering, Sungkyunkwan U., Korea)
Hyunmi Lee (MS-Interaction Science, Sungkyunkwan U., Korea)*
Yoonkyeong Lee (MS-Interaction Science, Sungkyunkwan U., Korea)*
Ruobing Li (MA-Media Studies)*
Marlin May (MA-Telecommunications)*
Ndidi Moses (MA-Media Studies)*
Vikas Narayan (MA-Architecture)*
Amanda Rotondo (MA-Media Studies)*
Christine Shin (MS-Interaction Science, Sungkyunkwan U., Korea)*
Hocheol Shin (MS-Interaction Science, Sungkyunkwan U., Korea)*
Michelle Shorter (MA-Architecture Thesis Committee Member)*

Thomas Smee (MA-Media Studies)*
Dongyoung Son (MS-Applied Artificial Intelligence, Sungkyunkwan U., Korea)
Stevany (MS-Interaction Science, Sungkyunkwan U., Korea)*
Patty Wharton (MA-Media Studies)*
Manping Zhao (MS-Interaction Science, Sungkyunkwan U., Korea)*
Yihao Zhou (MS-Informatics)

Undergraduate Theses

Omotayo Banjo (McNair Scholar Project Advisor)*
Carrie Bennett (BA Honor's Thesis Supervisor)*
Madison Borkovich (BA Honor's Thesis Supervisor)*
Erin Campbell (BA Honor's Thesis Supervisor)*
Drew Patrick Cingel (BA Honor's Advisor & Thesis Supervisor)*
Kathryn Dalfonso (BA Honor's Thesis Supervisor)*
Eric DiMuzio (BA Honor's Thesis Supervisor)*
Amanda Frederick (BA Honor's Thesis Supervisor)*
Tessa K. Heller (BA Honor's Thesis Supervisor)*
Kenneth M. Hesser (BA Honor's Thesis Supervisor)*
Nadine Gabbadon (BA Honor's Thesis Supervisor)*
Jamie Guillory (BA Honor's Thesis Supervisor)*
Jennifer Lange (BA Honor's Thesis Supervisor)*
Shannon Lynch (BA Honor's Thesis Supervisor)*
Colleen McBride (BA Honor's Advisor)*
Ndidi Moses (McNair Scholar Project Advisor)*
Jenniger Ngai (BA Honor's Thesis Supervisor)*
Amira Onibudo (McNair Scholar Project Advisor)
Lisa Pisciotta (BA Honor's Thesis Supervisor)*
Nia Marie Sherony (BA Honor's Thesis Supervisor)*
Lindsay Smith (BA Honor's Thesis Supervisor)*
Meredith Steer (BA Honor's Advisor & Thesis Supervisor)*
Soren Tanis (BA Honor's Thesis Supervisor)*
Steve Thompson (BA Honor's Thesis Supervisor)*

* Graduated