Fanjue Liu, Ph.D.

Incoming Assistant Professor in Digital Technology and Culture

USC-SJTU Institute of Cultural and Creative Industry (ICCI)

Shanghai Jiao Tong University

Email: fanjueliu@ufl.edu   Google Scholar ⎪ LinkedIn ⎪ ResearchGate ⎪ Personal Website

RESEARCH AREAS

- ◆ Human-Machine Communication (HMC)
- ◆ Media Psychology
- ◆ AI Ethics
- ◆ Technology-Driven Marketing

EDUCATION

California Institute of Technology, USA   2025

Professional Certificate in Data Analytics

University of Florida, USA   2024

Ph.D. in Mass Communication

Committee: Kun Xu (Co-Chair), Sylvia Chan-Olmsted (Co-Chair), Yu-Hao Lee,
Chris Janiszewski

University of Florida, USA   2019

M.A. in Public Relations

Thesis: Managing a crisis on Facebook: How communication of emotion influences
public relations

Committee: Marcia DiStaso (Chair), Linda Hon, Myiah Hutchens

Nanjing University of Aeronautics and Astronautics, China   2017

Bachelor of Laws in Political Science

National Tsing Hua University, Taiwan   2016

Exchange Program in Sociology

PEER-REVIEWED PUBLICATIONS

1. Chen, M., Koratsky, I., **Liu, F.**, & Nah, S. (Accepted). Generative AI in the news: The impact of framing on public attitude and Engagement. In *Proceedings of the HCI International 2025 Conference*. **[Scopus Proceeding, CiteScore: 2.6]**

2.   **Liu, F.** & Wang, R. (2025). Fostering parasocial relationships with virtual influencers in the uncanny valley: Anthropomorphism, autonomy, and a multigroup comparison. *Journal of Business Research, 186,* 115024. https://doi.org/10.1016/j.jbusres.2024.115024 **[SSCI - Business Q1, IF: 11.4]**

3.   You, L., & **Liu, F*.** (2024). From virtual voices to real impact: Authenticity, altruism, and egoism in social advocacy by human and virtual influencers. *Technological Forecasting and Social Change, 207,* 123650. https://doi.org/10.1016/j.techfore.2024.123650 **[SSCI - Business Q1, IF:12.9, *Corresponding author]**

4.   Xu, K., Chen, X., **Liu, F.**, & Huang, L. (2024). What did you hear and what did you see? Understanding the transparency of facial recognition and speech recognition systems during human–robot interaction. *New Media & Society, 0*(0). https://doi.org/10.1177/14614448241256899 **[SSCI - Communication Q1, IF: 5.0]**

5.   **Liu, F.** & Lee, Y. H. (2024). Virtually authentic: examining the match-up hypothesis between human vs. virtual influencers and product types. *Journal of Product & Brand Management, 33*(2), 287-299. https://doi.org/10.1108/JPBM-03-2023-4418 **[SSCI - Management Q1, IF: 5.6]**

6.   **Liu, F.** & Lee, Y. H. (2024). Virtually responsible? Attribution of responsibility toward human vs. virtual influencers and the mediating role of mind perception. *Journal of Retailing and Consumer Services, 77*, 103685. https://doi.org/10.1016/j.jretconser.2023.103685 **[SSCI - Business Q1, IF: 11]**

7.   Nah, S., **Liu, F.**, Shao, C., Romanova, E., & Nam, G. (2024). When trust in AI mediates: AI news use, public discussion, and civic participation. *International Journal of Public Opinion Research, 36*(2), edae019. https://doi.org/10.1093/ijpor/edae019 **[SSCI - Communication Q1, IF: 1.9]**

8.   **Liu, F.**, Makady, H., Nah, S., & McNealy, J. (2024). When citizens support AI policies: the moderating roles of AI efficacy on AI news, discussion, and literacy. *Journal of Information Technology & Politics, 21*(4), 493-509. https://doi.org/10.1080/19331681.2023.2294363 **[SSCI - Communication Q1, IF: 2.8]**

9.   **Liu, F.** (2023). Hanging out with my pandemic pal: Contextualizing motivations of anthropomorphizing voice assistants during COVID-19. *Journal of Promotion Management, 29*(5), 676-704. https://doi.org/10.1080/10496491.2022.2163031 **[Scopus -**

Business Q2, CiteScore: 5.3]

10. **Liu, F.**, & Lee, Y. H. (2022). Unveiling behind-the-scenes human interventions and examining consumers' source orientation in virtual influencer endorsements. In *Proceedings of ACM International Conference on Interactive Media Experiences* (pp. 175-192). https://doi.org/10.1145/3505284.3529962 **[Indexed Proceeding, H-Index: 137]**

11. Xu, K., Chan-Olmsted, S., & **Liu, F.** (2022). Smart speakers require smart management: Two routes from user gratifications to privacy settings. *International Journal of Communication, 16*, 192-214. **[SSCI - Communication Q2, IF: 1.9]**

12. Chen, M., **Liu, F.**, & Lee, Y. H. (2022). My tutor is an AI: The effects of involvement and tutor type on perceived quality, perceived credibility, and use intention. In H. Degen & S. Ntoa (Eds.), *Artificial Intelligence in HCI*. HCII 2022, *Lecture Notes in Computer Science* (Vol. 13336). Springer, Cham. https://doi.org/10.1007/978-3-031-05643-7_15 **[Scopus Proceeding, CiteScore: 2.6]**

13. Makady, H., & **Liu, F.** (2022). The status of human-machine communication research: A decade of publication trends across top-ranking journals. In M. Kurosu (Ed.), *Human-Computer Interaction. Theoretical Approaches and Design Methods*. HCII 2022, *Lecture Notes in Computer Science* (Vol. 13302). Springer, Cham. https://doi.org/10.1007/978-3-031-05311-5_6 **[Scopus Proceeding, CiteScore: 2.6]**

14. Xu, K., **Liu, F.**, Mou, Y., Wu, Y., Zeng, J., & Schäfer, M. S. (2020). Using machine learning to learn machines: A cross-cultural study of users' responses to machine-generated artworks. *Journal of Broadcasting & Electronic Media*, *64*(4), 566-591. https://doi.org/10.1080/08838151.2020.1835136 **[SSCI - Communication Q2, IF: 2.0]**

BOOK CHAPTER

1. Xu, K., **Liu, F.**, Chen, X., & Lombard, M. (2023). The Media are Social Actors paradigm and beyond: Theory, evidence, and future research. In S. Nah (Ed.), *Research handbook on AI and communication*. Edward Elgar.

REVISION & UNDER-REVIEW

1. **Liu, F.**, Chen, M., & Nah, S. (under review). Symbiotic AI journalists and human touch: A Comparative study of news credibility among AI, journalists, and AI-journalists collaboration. ████████████████

2. 汪让, 刘璠珏, & 周颖. (under 2nd review). 虚实之间：基于社会化人机关系视角的虚拟影响

者广告效果研究. ████████

3. **Liu, F.** (under review). "Influencing Together": Social presence, spatial distance, and gender congruence in crafting effective collaborations between virtual influencer and co-presented partners. ████████████

WORKS IN PROGRESS

Leading-author projects:

1. **Liu, F.** Machine as a good partner: The role of machine heuristics in symbiotic human-AI influencer collaborations. (current stage: in preparation of manuscript)

2. **Liu, F.**, Xu, K., & Chen, X. Navigating the odyssey of human-machine communication research: A systematic review of empirical studies from 2000-2023. (current stage: in preparation of manuscript)

3. **Liu, F.**, & Chen, X. Where do they virtually stand? Charting the rise and reach of virtual influencers through a meta-narrative and bibliometric analysis. (current stage: in the process of coding)

4. **Liu, F.** "You are muted for 12 hours"! Exploring the role of AI moderators on conformity and attributions in online communities. (current stage: in the process of stimuli development)

Supporting-author projects:

1. Nah, S., Jung, H., **Liu, F.**, & Liu, W. Communication infrastructure theory revisited: Community storytelling network and its causal mechanism on civic engagement. (current stage: in preparation of manuscript)

2. You, L., & **Liu, F.*** Symbiotic advocacy: Leveraging virtual Influencers in corporate and nonprofit partnerships. (current stage: in the process of data collection)

3. Chen, X., & **Liu, F.*** Breaking boundaries: Exploring the mechanisms behind users' bypassing of ChatGPT prompts for counseling, companionship, and intimate interaction. (current stage: in preparation of data collection)

CONFERENCE PRESENTATIONS

1. **Liu, F.** (2025, June). "Influencing Together": Social presence, spatial distance, and gender congruence in crafting effective collaborations between virtual influencer and co-presented

partners. Paper Acepted by the 2025 Annual Conference of the International Communication Association, Denver, CO, USA.

2. **Liu, F.**, Chen, M., & Nah, S. (2024, August). When artificial intelligence meets humans: A comparative study of news credibility among AI, journalists, and AI-journalists collaboration. Paper Presented at the 2024 Annual Conference of the Association for Education in Journalism and Mass Communication, Philadelphia, PA, USA.

3. **Liu, F.**, Makady, H., Nah, S., & McNealy, J. (2023, August). When citizens support AI policies: The moderating roles of AI efficacy on AI news, discussion, and literacy. Presented at the 2023 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., USA.

4. **Liu, F.** (2023, August). Whom am I following? Toward an integrated model of mind perception and source orientation for human-virtual influencer encounters. Presented at the 2023 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., USA.

5. **Liu, F.**, Wang, R., & Chen, J. (2023, August). What makes a virtual influencer social? Deciphering the persuasion mechanism underlying virtual influencers' robotic social attributes. Presented at the 2023 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, D.C., USA.

6. **Liu, F.**, & Wang, R. (2023, May). Brand tastemakers or eeriness-makers? Disentangling parasocial relationships with virtual influencers from the uncanny valley perspective. Presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

7. **Liu, F.**, & Lee, Y. H. (2023, May). Can virtual influencers have real influence? Real vs. virtual influencers' authenticity, product-endorser fit, and effectiveness in endorsements of functional, symbolic, and experiential products. Presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

8. Nah, S., **Liu, F.**, Shao, C., Romanova, E., & Nam, G. (2023). When trust in AI mediates: AI news use, public discussion, and civic participation. Presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

9. Xu, K., **Liu, F.**, & Chen, X. (2023, May). A mini imitation game: How individuals model social robots via behavioral outcomes and social roles. Presented at the 2023 Annual Conference of the International Communication Association, Toronto, Canada.

10. **Liu, F.**, Makady, H., & Xu, K. (2022, May). Mapping the landscape of human-machine communication research: A systematic review of empirical research from 2010 to 2021. **Top Paper Panel.** Presented at the 2022 Annual Conference of the International Communication Association, Paris, France.

11. **Liu, F.**, & Lee, Y. H. (2022, June). Unveiling behind-the-scenes human interventions and examining consumers' source orientation in virtual influencer endorsements. Presented at the 2022 ACM International Conference on Interactive Media Experiences, Aveiro, Portugal.

12. **Liu, F.**, & Chen, M. (2021, August). Alexa as perfect pandemic pals: Contextualizing motivations of anthropomorphizing voice assistants during Covid-19. Presented at the 2021 Annual Conference of the Association for Education in Journalism and Mass Communication, Virtual.

13. **Liu, F.**, Chen, M., & Lee, Y. H. (2021, August). Who is to blame? How source identifications of virtual influencers affect consumers' responsibility attribution in responses to brand endorsement. **Gene Burd Top Faculty Research Paper Award.** Presented at the 2021 Annual Conference of the Association for Education in Journalism and Mass Communication, Virtual.

14. Chen, M., & **Liu, F.** (2021, May). Do we heuristically trust machine-generated information: the perceived credibility of information sources? Presented at the 2021 Annual Conference of the International Communication Association, Virtual.

15. **Liu, F.** (2020, October). Falling in love with robots: The three-stage model of source orientation and social interaction with virtual influencers. Presented at the 18th Conference of the International Society for Presence Research (ISPR), Virtual.

16. **Liu, F.** (2020, May). Observations on the failure of communication in China's social media field: case analysis based on interactions between government and public discourse. Presented at the 2020 Annual Conference of the International Communication Association, Virtual.

17. **Liu, F.** (2020, March). Managing a crisis on Facebook: How communication of emotion influences public relations. Presented at the 2020 International Public Relations Research Conference, Orlando, FL, USA.

HONORS AND AWARDS

AAA-AEF Visiting Professor Program Selection ($1000)   2024

American Academy of Advertising (AAA) and ANA Educational Foundation (AEF)

AAA Doctoral Dissertation Award ($1597)   2024

American Academy of Advertising

Outstanding International Student   2023

College of Journalism and Communication, University of Florida

Academic Publishing and Peer Review Program Cohort   2023

Journalism & Mass Communication Quarterly

ICA Top Paper Panel Selection   2022

International Communication Association, Human-Machine Communication Interest Group

Doctoral Dissertation Award ($500)   2022

College of Journalism and Communication, University of Florida

First Place, AEJMC Gene Burd Top Faculty Research Paper Award ($1000)   2021

Association for Education in Journalism and Mass Communication, Communication Technology Division

Dean's Graduate Student Travel Award ($500)   2020-2024

College of Journalism and Communication, University of Florida

Outstanding Undergraduate Thesis Award (granted to top 2%)   2017

Nanjing University of Aeronautics and Astronautics

Award for Academic Excellence   2016

College of Humanities and Social Science, Nanjing University of Aeronautics and Astronautics

Outstanding Student Award   2015

College of Humanities and Social Science, Nanjing University of Aeronautics and Astronautics

Second Prize, College Students' Entrepreneurship Competition   2015

Nanjing University of Aeronautics and Astronautics

First Prize, College Students' Innovative Practice Competition   2015

Nanjing University of Aeronautics and Astronautics

PRESS COVERAGE

1. Study: Human Qualities of Virtual Influencers Can Affect Trustworthiness in Parasocial Relationships

   https://www.jou.ufl.edu/2024/10/23/study-human-qualities-of-virtual-influencers-can-affect-trustworthiness-in-parasocial-relationships/

2. Look Who's Talking: Celebrity Causes vs. AI-Powered Advocacy

   https://www.jou.ufl.edu/insights/look-whos-talking-celebrity-causes-vs-ai-powered-advocacy/

3. Are Human or Virtual Influencers More Effective When Advertising Products?

   https://instituteforpr.org/are-human-or-virtual-influencers-more-effective-when-advertising-products/

4. Pixels vs. People: The Battle for Consumer Trust in Influencer Marketing

   https://www.jou.ufl.edu/insights/pixels-vs-people-the-battle-for-consumer-trust-in-influencer-marketing/

5. Study: The Advantage of Virtual Influencers in Commercial Marketing May Not Enhance Their Role in Advocacy for Social Causes

   https://www.jou.ufl.edu/2024/08/14/study-the-advantage-of-virtual-influencers-in-commercial-marketing-may-not-enhance-their-role-in-advocacy-for-social-causes/

6. Study: Facial Recognition Technology in Human-Robot Interaction Enhances Users' Robot Acceptance

   https://www.jou.ufl.edu/2024/06/20/study-facial-recognition-technology-in-human-robot-interaction-enhances-users-robot-acceptance/

7. Empowering Citizens in the Age of AI: The Importance of Efficacy and Literacy

   https://www.jou.ufl.edu/insights/empowering-citizens-in-the-age-of-ai-the-importance-of-efficacy-and-literacy/

8. UFCJC Advertising Faculty, Doctoral Students and Alumni Recognized at 2024 AAA Annual Conference

   https://www.jou.ufl.edu/2024/03/19/ufcjc-advertising-faculty-doctoral-students-and-alumni-recognized-at-2024-aaa-annual-conference/

9. Study: Virtual Influencers are Perceived as Less Effective in Comparison with Human Influencers

   https://www.jou.ufl.edu/2024/02/07/study-virtual-influencers-are-perceived-as-less-effective-in-comparison-with-human-influencers/

10. Study: Frequent Consumption of AI-Related News Can Lead to Increased AI Literacy and Support of AI Policies and Regulation

    https://www.jou.ufl.edu/2024/01/02/study-frequent-consumption-of-ai-related-news-can-lead-to-increased-ai-literacy-and-support-of-ai-policies-and-regulation/

11. Four UF CJC Faculty and Two Doctoral Students Contribute to Research Handbook on AI and Communication

    https://www.jou.ufl.edu/2023/11/21/four-ucjc-faculty-and-two-doctoral-students-contribute-to-new-handbook-on-ai-and-communication/

12. Who's Responsible for Brand Success or Failure When the Endorser Isn't Human?

    https://www.jou.ufl.edu/insights/whos-responsible-for-brand-success-or-failure-when-the-endorser-isnt-human/

13. Hanging Out with My Pandemic Pal: Voice Assistants as Human Agents During COVID

    https://www.jou.ufl.edu/insights/hanging-out-with-my-pandemic-pal-voice-assistants-as-human-agents-during-covid-19/

14. Voice Assistants Can Help People Feel Less Lonely and Develop Psychological Well-Being

    https://www.jou.ufl.edu/2023/01/18/study-voice-assistants-can-help-people-feel-less-lonely-and-develop-psychological-well-being/

15. My Tutor is an AI: The Effects of Involvement and Tutor Type on Perceived Quality, Perceived Credibility, and Use Intention

    https://www.jou.ufl.edu/insights/my-tutor-is-an-ai-the-effects-of-involvement-and-tutor-type-on-perceived-quality-perceived-credibility-and-use-intention/

16. Societal Issues and User Experience and Engagement Dominated Human-Machine Communication Research Over the Past Decade

    https://www.jou.ufl.edu/insights/societal-issues-and-user-experience-and-engagement-dominated-human-machine-communication-research-over-the-past-decade/

17. Research and Insights: Fanjue Liu on AI-Enabled Virtual Assistants as Social Actors

    https://www.jou.ufl.edu/insights/video-doctoral-student-fanjue-liu-discusses-ai-enabled-virtual-assistants-as-social-actors/

18. Smart Speakers Require Smart Management

https://www.jou.ufl.edu/insights/smart-speakers-require-smart-management/

19. CJC Doctoral Students Receive Top Faculty Research Paper Award in 2021 AEJMC

    Competition

    https://www.jou.ufl.edu/2021/05/18/yu-hao-lee-and-two-cjc-doctoral-students-receive-top-faculty-research-paper-award-in-2021-aejmc-competition/

TEACHING EXPERIENCES

University of Florida

  Instructor of Record

   RTV3405 Media and Society

   Spring 2023 [in-person delivery]

   - Instructor evaluation: 4.69/5.0

   - Course evaluation: 4.46/5.0

   Fall 2022 [in-person delivery]

   - Instructor evaluation: 4.51/5.0

   - Course evaluation: 4.27/5.0

   Spring 2022 [in-person delivery]

   - Instructor evaluation: 5.0/5.0

   - Course evaluation: 4.50/5.0

   Fall 2021 [in-person delivery]

   - Instructor evaluation: 5.0/5.0

   - Course evaluation: 4.88/5.0

  Teaching Assistant

   RTV3101 Advanced Writing for Electronic Media

   Spring 2020 [online delivery]

   - Professor: Genevieve Murphy

   RTV3405 Media and Society

   Fall 2020 [online delivery]

   - Professor: Kun Xu

   RTV4800 Media Management and Strategy

   Spring 2020 [in-person delivery]

   Fall 2019 [online delivery]

   - Professor: Sylvia Chan-Olmsted

INVITED TALKS

Peking University

School of Journalism and Communication   April 2024

"Exploring Psychological Mechanisms in Human-Computer Interactions: Bridging the Gap Between Reality and Virtuality"

Communication University of China   April 2024

School of Government and Public Affairs

"Research, Academic Writing, and Publishing at SSCI Journals"

University of Florida   September 2021

MMC 6936 Human-Machine Communication

"Mapping the Landscape of Human-Machine Communication Research: A Systematic Review of Empirical Research from 2010 to 2021"

SERVICE

Journal Ad Hoc Reviewer

Journal of Business Research

Journal of Retailing and Consumer Services

Journal of Product & Brand Management

Policy & Internet

Mass Communication & Society

Journal of Brand Management

International Journal of Human-Computer Interaction

Journalism & Mass Communication Quarterly

Humanities and Social Sciences Communications

Conference Reviewer

International Communication Association

Association for Education in Journalism and Mass Communication

ACM International Conference on Interactive Media Experiences

PROFESSIONAL EXPERIENCES

Edelman, Beijing, China   Summer 2018

Public Relations Intern

*Managed media relations, coordinated media exposure, liaised on core media topics,
handled special media requests, and drafted press releases. Provided on-site support
for PR events and translated various materials and documents.*

Pace Center for Girls, Gainesville, Florida, USA   Spring 2018

Community Outreach Intern

*Participated in community outreach initiatives to promote the organization's mission,
produced monthly newsletters, managed the resource database, and coordinated
content across social media platforms.*

Boys & Girls Club of America, Gainesville, Florida, USA   Fall 2017

Social Media Intern

*Assisted in developing and executing online fundraising campaigns, monitored and
analyzed social media analytics to optimize content and strategies.*

The Amity Foundation, Nanjing, China   Summer 2016

Program Assistant

*Managed the pairing of orphans with sponsors, oversaw the collection and input of
data into databases, and reviewed, organized, and translated feedback on orphans'
school performance to facilitate communication.*

People's Daily Online, Beijing, China   Summer 2015

Reporter and Editorial Assistant

*Assisted the editorial team with article editing and research, conducted interviews,
wrote news stories, and co-authored an article on payment reform published in July
2015. [http://finance.people.com.cn/money/n/2015/0715/c42877-27304427.html]*

SKILLS

Software

SPSS (with Process Macro), Mplus, R, Python, SQL, Tableau, AMOS, Google Analytics,
Microsoft Office

Certifications

Hootsuite Platform Certification, Social Marketing Certification, University of Michigan
Institute for Social Research (ICPSR) Summer Program in Quantitative Methods