

# Maria D. Molina

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**Executive Summary:** Maria D. Molina is an Assistant Professor in the Department of Advertising and Public Relations at Michigan State University. Her research explores the social and psychological effects of new media technologies to devise creative solutions to support healthy online interactions.

## **Academic Positions**

- **Assistant Professor**, Department of Advertising and Public Relations, Michigan State University, August 2020 – Current

## **University Affiliations**

- Center for Latin American and Caribbean Studies, Michigan State University
- Julian Samora Research Institute, Michigan State University (the premier Latino research institute in the Midwest)

## **Education**

- **Ph.D.**, August 2020, Pennsylvania State University, Mass Communications.
- **M.A.**, May 2014, New Mexico State University, Communication Studies.
- **B.A.**, May 2012, West Texas A&M University, Mass Communications-Broadcasting and Speech Communication.

## **Honors and Awards**

- **2019 Association for Education in Journalism and Mass Communication (AEJMC) News Audience Research Paper Award**, August 2019  
Association for Education in Journalism and Mass Communication.
- **Third Place Student Research Competition**, May 2019  
CHI Conference on Human Factors in Computing Systems.
- **Excellence in Communications Doctoral Award (Funding Source: Dr. Marie Hardin and Mr. Jerry Kammer)**, May 2019  
Donald P. Bellisario College of Communications, Pennsylvania State University.
- **International Communication Association Travel Grant**, May 2018
- **International Communication Association Travel Grant – Communication and Technology Division**, May 2018
- **Second Place Graduate Exhibition Award**, Spring 2018  
Pennsylvania State University.
- **Outstanding Graduate Student Award for the College of Arts and Sciences**, 2013-2014  
New Mexico State University.
- **Honors Graduate Student**, Spring 2014

- New Mexico State University.
- **Teaching Academy Distinguished Member**, 2013-2014  
New Mexico State University.
  - **Rebecca M. Verser Memorial Scholarship**, 2014  
New Mexico State University.
  - **Raymond J. and Nylda L. Zakahi Endowment Scholarship**, 2013-2014  
New Mexico State University.
  - **Research Award, Communication Studies Program**, 2012  
West Texas A&M University.

### **Peer-Reviewed Publications**

Note: In all cases below, citations in which Molina is listed as the first author should be understood to indicate a leadership role in the study. In general, the relative role declines as a function of the author's order unless otherwise noted.

\* Indicates student author at the time the research was conducted

† Indicates author with a leadership role if not the first author

‡ Indicates equal contribution

1. ‡Meshi, D., & ‡**Molina, M.D.** (2025). Problematic social media use is associated with believing in and engaging with fake news. *PLoS One*. (2023 Impact Score: 3.33, Quartile 1 Multidisciplinary)
2. **Molina, M. D.** (2025). Do people believe in misleading information disseminated via memes? The role of identity and anger. *New Media & Society*, 27 (2), 847-870. <https://doi.org/10.1177/14614448231186061> (2023 Impact Score: 6.55, Quartile 1 Communication)
3. Molina, F., **Molina, M. D.**, & Molina, C. (2025). Motivating learning through digital apps: The importance of relatedness satisfaction. *International Journal of Human–Computer Interaction*, 41 (1) 1-15. <https://doi.org/10.1080/10447318.2022.2097777> (2023 Impact Score: 5.86, Quartile 2 Human-Computer Interaction, Quartile 1 Human Factors and Ergonomics)
4. **Molina, M. D.** & Sundar, S.S. (2024). Does distrust in humans predict greater trust in AI? Role of individual differences in user responses to content moderation. *New Media & Society*, 26(6), 3638–3656. <https://doi.org/10.1177/14614448221103534> (2023 Impact Score: 4.5, Quartile 1 Communication)
5. \*Zhan, E. S., **Molina, M. D.**, Rheu, M., Peng, W. (2023). What is there to fear? understanding multi-dimensional fear of AI from a technological affordance perspective. *International Journal of Human-Computer Interaction*.1-18. <https://doi.org/10.1080/10447318.2023.2261731> (2022 Impact Score: 5.78, Quartile 2 Human-Computer Interaction, Quartile 1 Human Factors and Ergonomics)

6. **Molina, M. D.** (2023). Effects of technology use on self-reported physical activity: A behavioral change perspective. *Health Communication*. 1-13.  
<https://doi.org/10.1080/10410236.2023.2182287> 00936502211073398 (2022 Impact Score: 4.46, Quartile 1 Communication)
7. **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. <https://doi.org/10.1177/00936502211073398> (2022 2 Impact Score: 8.24, Quartile 1 Communication)
8. **Molina, M. D.** & Sundar, S.S. (2022). When AI moderates online content: Effects of human collaboration and interactive transparency on user trust. *Journal of Computer-Mediated Communication*, 27(4) 1-12. <https://doi.org/10.1093/jcmc/zmac010> (2021 Impact Score: 7.43, Quartile 1 Communication)
9. Sundar, S.S., **Molina, M. D.**, Cho, E. (2021). Seeing is believing: Is video modality more powerful in spreading Fake News via online messaging apps? *Journal of Computer-Mediated Communication*, 26(6), 1-19. <https://doi.org/10.1093/jcmc/zmab010> (2020 2-year Impact Score: 5.4, Quartile 1 Communication)
10. **Molina, M. D.**, Sundar, S. S., Le, T., & Lee, D. (2021). “Fake news” is not simply false information: A concept explication and taxonomy of online content. *American Behavioral Scientist*, 65(2), 180-212. doi:10.1177/0002764219878224 (2020 2-year Impact Score: 2.36, Quartile 1 Sociology and Political Science)
11. **Molina, M. D.** & Myrick, J.G. (2020) The ‘how’ and ‘why’ of fitness app use: Investigating user motivation to gain insight into the nexus of technology and fitness. *Sport in Society*, 1-16. <https://doi.org/10.1080/17430437.2020.1744570> (2019 2-year Impact Score: 0.93, Quartile 3 Sports Science)
12. Wang, J., **Molina, M. D.**, & Sundar, S.S. (2020). When expert recommendation contradicts peer opinion: Relative social influence of valence, group identity and artificial intelligence. *Computers in Human Behavior*, 107, 1-7. <https://doi.org/10.1016/j.chb.2020.106278> (2019 2-year Impact Score: 7.02, Quartile 1 Human-Computer Interaction)
13. **Molina, M. D.**, & Sundar, S. S. (2020). Can mobile apps motivate fitness tracking? A study of technological affordances and workout behaviors. *Health Communication*, 35, 65-74. <https://doi.org/10.1080/10410236.2018.1536961> (2019 2-year Impact Score: 2.03, Quartile 1 Communication)
14. Cho, E., **Molina, M. D.**, & Wang, J. (2019). The effects of modality, device, and task differences on perceived human likeness of voice-activated virtual assistants. *Cyberpsychology, Behavior*,

and Social Networking, 22(8), 515–520. <https://doi.org/10.1089/cyber.2018.0571> (2018 2-year Impact Score: 2.45, Quartile 1 Communication)

15. Connolly-Ahern, C., Ahern, L., Coman, I. A., **Molina, M. D.**, Davis, S. E., & Cabrera-Baukus, M. (2019). The cost of the veil: Visual communication impacts of Hijab on news judgments. *Mass Communication and Society*, 22(6), 851-871. <https://doi.org/10.1080/15205436.2019.1685107> (2018 2-year Impact Score: 2.19, Quartile 1 Communication)
16. Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N., **Molina, M.**, & Aaziz, O. (2018). Impact of customizability technology on political polarization. *Journal of Information Technology & Politics*, 15(1), 1-15. <https://doi.org/10.1080/19331681.2017.1354243> (2017 2-year Impact Score: 2.63, Quartile 1 Computer Science)
17. Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N., **Molina, M.**, & Aaziz, O. (2017). The dark side of technology: An experimental investigation of the influence of customizability technology on online political selective exposure. *Computers in Human Behavior*, 73, 181-190. <http://dx.doi.org/10.1016/j.chb.2017.03.031> (2016 2-year Impact Score: 4.61, Quartile 1 Human-Computer Interaction)

### **Peer-Reviewed Proceedings**

Note: In all cases below, citations in which Molina is listed as the first author should be understood to indicate a leadership role in the study. In general, the relative role declines as a function of the author order, unless otherwise noted.

\* Indicates student author at the time the research was conducted

† Indicates author with a leadership role if not first author

1. **Molina, M. D.**, \*Zhan, E. S., \*Agnihotri, D., Abdullah, S., & Deka, P. (2023). Motivation to use fitness application for improving physical activity among Hispanic users: The pivotal role of interactivity and relatedness. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. 1-13. <https://doi.org/10.1145/3544548.3581200> (2022 acceptance rate: 28.39%, A\* ranking by CORE conference ranking)
2. \*Kim, T., **Molina, M.D.**, Rheu, M., \*Zhan, E.S., †Peng, W. (2023). One AI Does Not Fit All: A Cluster Analysis of the Laypeople's Perception of AI Roles. *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI '23)*. 1-20. <https://doi.org/10.1145/3544548.3581340> (2022 acceptance rate: 28.39%, A\* ranking by CORE conference ranking<sup>1</sup>)
3. **Molina, M. D.**, Sundar, S. S., Rony, M. M. U., Hassan, N., Le, T., & Lee, D. (2021). Does clickbait actually attract more clicks? Three clickbait studies you must read. *Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems (CHI '21)*, Paper 234.

<https://doi.org/10.1145/3411764.3445753> (2020 2-year Impact Score: 4.40, A\* ranking by CORE conference ranking<sup>1</sup>)

4. Sundar, S. S., Kim, J., Rosson, M. B., & **Molina, M. D.** (2020). Online privacy heuristics that predict information disclosure. *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems (CHI '20)*, Paper 725. doi:10.1145/3313831.3376854 (2019 2-year Impact Score: 4.17, A\* ranking by CORE conference ranking<sup>1</sup>)
5. Le, T., Shu, K., **Molina, M. D.**, Lee, D., Sundar, S. S., & Liu, H. (2019). 5 Sources of clickbaits you should know! Using synthetic clickbaits to improve prediction and distinguish between bot-generated and human-written headlines. *Proceedings of ASONAM'19 International Conference on Advances in Social Networks Analysis and Mining (ASONAM'19)*, 1-8. <https://doi.org/10.1145/3341161.3342875> (2018 2-year Impact Score: 0.90)
6. **Molina, M. D.**, Gambino, A., & Sundar, S. S. (2019). Online privacy in public places: How do location, terms and conditions and VPN influence disclosure. *Proceedings of CHI'19 Extended Abstracts on Human Factors in Computing Systems (CHI EA'19)*, 1-6. doi: 10.1145/3290607.3312932 (2018 2-year Impact Score: 3.59, A\* ranking by CORE conference ranking<sup>1</sup>)
7. **Molina, M. D.** (2019). I am what you eat: Effects of social support on meal selection online. *Proceedings of CHI'19 Extended Abstracts on Human Factors in Computing Systems (CHI EA'19)*, 1-6. doi: 10.1145/3290607.3308451 (2018 2-year Impact Score: 3.59, A\* ranking by CORE conference ranking)

### **Book Chapters**

*Note:* In all cases below, citations in which Molina is listed as the first author should be understood to indicate a leadership role in the book chapter. In general, the relative role declines as a function of the author order.

1. **Molina, M. D.**, & Schmierbach, M. (in press). Effects of Collectivism in Perceptions of Websites and Discussion Forums: A Comparison Between National vs. Individual-Level Differences. In M.P. Boyle & A. Rainear (Eds.). *Evolving Journalism Research Methods: Applications, Trends, Analyses*. Routledge.
2. **Molina, M. D.**, & Sundar, S. S. (2021). Effects of digital media technology on health communication. In T. Thompson & P. J. Schulz (Eds.). *Health Communication Theory*. Wiley.
3. **Molina, M. D.** (2020). What makes an internet meme a meme? Six essential characteristics. In S. Josephson, K. Smith, & J. Kelly (Eds.), *Handbook of Visual Communication: Theory, Methods, and Media* (pp.380-394). Routledge.

4. **Molina, M. D.**, & Sundar, S. S. (2019). Technological affordances can promote misinformation: What journalists should watch out for when relying on online tools and social media. In J. E. Katz & K. K. Mays (Eds.), *Journalism and truth in an age of social media* (pp.182-197). New York, NY: Oxford University Press.

#### **Refereed Conference Presentations**

1. Alhabash, S., **Molina, M. D.**, Kanver, D., Kammel, K. (2024, August). *Perceived threats and benefits of artificial intelligence to intellectual property*. Extended Abstract presented at the 107<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.
2. **Molina, M.D.**, Yang, J., Robson, K., Chowles, P., & Gvirtz, A. (2024, August). *Revolutionizing the classroom: Integrating generative AI into advertising and marketing communications curricula*. Panel discussion chaired by Campell, C., and Huh, J. at the American Marketing Association Summer Conference (AMA), Boston, MA.
3. Ozanne, M., **Molina, M. D.**, & Le, Thai (2024, March). *Moderation transparency: The impact of disclosing moderation sources on brand trust and engagement*. Paper presented at the American Academy of Advertising, Portland, OR.
4. **Molina, M. D.**, Rifon, N., & Santos-Muraro, I. (2023, May). *How do bots persuade? The role of image-identity congruence in creating an online persona*. Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada
5. **Molina, M. D.** (2023, May). *Do people believe in misleading information disseminated via memes? The role of identity and anger*. Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.
6. \*Zhan, E. S., **Molina, M. D.**, Rheu, M., Peng, W. (2023). *What is there to fear? understanding multi-dimensional fear of AI from a technological affordance perspective*. Paper presented at the 73rd annual conference of the International Communication Association (ICA), Toronto, Canada.
7. **Molina, M. D.** & Sharma, D. (2022, May). *Can fitness applications increase physical activity? a novel application of propensity score matching in testing the effects of technological affordances on self-reported physical activity change?* Paper presented at the 72nd annual conference of the International Communication Association (ICA), virtual.
8. **Molina, M. D.** & Sundar, S.S. (2020, May). *Moderating harmful online content: Can collaboration between AI and humans enhance trust and acceptance of content classification systems?* Paper presented at the 71<sup>th</sup> annual conference of the International Communication Association (ICA), virtual.
9. 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), virtual.
10. 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 105<sup>th</sup> annual conference of the National Communication Association (NCA), Baltimore, MD.
  11. **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 102<sup>nd</sup> annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
  12. **Molina, M.D.**, & Avram, M. (2018, December). Response to “getting science in the picture”: Games with a purpose to curb misinformation. In B. G. Southwell & V. Boudewyns (Eds.) *Proceedings of Curbing the Spread of Misinformation Insights, Innovations, and Interpretations from the Misinformation Solutions Forum*, 26-27.
  13. **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 104<sup>th</sup> annual conference of the National Communication Association (NCA), Salt Lake City, UT.
  14. **Molina, M. D.** (2018, November). *I am what you eat: Effects of social influence on meal selection online*. Paper presented at the 104<sup>th</sup> annual conference of the National Communication Association (NCA), Salt Lake City, UT.
  15. **Molina, M. D.**, & Sundar, S. S. (2018, August). *Fake news: A concept explication and taxonomy of online news*. Paper presented at the 101<sup>st</sup> annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
  16. Cho, E., **Molina, M. D.**, & Wang, J. (2018, August). *Hey Cortana, wanna talk: The effects of modality, device, and task differences on human-likeness in virtual assistant interactions*. Paper presented at the 101<sup>st</sup> annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
  17. **Molina, M. D.**, & Schmierbach, M. (2018, May). *The Effects of culture in website format preference: The role of collectivism in perceptions of technology*. Paper presented at the 68<sup>th</sup> annual conference of the International Communication Association (ICA), Prague, Czech Republic.
  18. Oliver, M. B., **Molina, M. D.**, Myrick, J. G., DiRusso, C., & Chai, Y. (2018, May). *Creating and sharing love and kindness: Emotional implications of collaboration with digital media*. Paper presented at the 68<sup>th</sup> annual conference of the International Communication Association (ICA), Prague, Czech Republic.

19. **Molina, M. D.**, & Erlichman, S. (2017, November). *The role of Internet memes in virtual communities: Can memes create sense of belonging and community in an online setting?* Paper presented at the 104<sup>th</sup> annual conference of the National Communication Association (NCA), Dallas, TX.
20. **Molina, M. D.** (2017, August). *What makes a meme a meme? Five essential characteristics.* Poster presented at the 100<sup>th</sup> annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
21. Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N., **Molina, M.**, & Aaziz, O. (2017, May). *Impact of customization technology on political participation.* Paper presented at the 67<sup>th</sup> annual conference of the International Communication Association (ICA), San Diego, CA.
22. Dylko, I., Dolgov, I., Hoffman, W., Eckhart, N., **Molina, M.**, & Aaziz, O. (2015, November). *The dark side of technology: An experimental investigation of the influence of customizability technology on political selective exposure.* Paper presented at the 103<sup>rd</sup> annual conference of the National Communication Association (NCA), Las Vegas, NV.

### **Grants**

*Note:* Funded grants are in bold.

1. **ChatBond: Assess Trust and Relationship Building in Human-AI Interactions with Chat Log and Experience Sampling Data.** (2025). MSU Trifecta Initiative Facilitating Funds Awards (**Funded**), PI: Wei Peng, Co-PI: Parisa Kordjamshidi, Wenjuan Ma, Maria D. Molina (\$11,805)
2. **CAREER: Calibrating Trust in GenAI Chatbots: Investigating the Effects of Competing Cues and Interactivity Strategies to Mitigate Unfounded Cognitive Heuristics.** (2024). NSF CAREER Grant IIS, Human-Centered Computing. (**Funded**), PI: Maria D. Molina (\$582,392)
3. Chatbot As a Culturally Tailored Coach: Improving Physical Activities in Hispanic Communities. (2023). MSU-DFI Discretionary Funding Initiative (Not Funded), PI: Maria D. Molina, Co-PI: Pallav Deka (\$40,920.87)
4. CAREER: Calibrating Trust in Explainable AI: Investigating the Effects of Cues and Interaction in Content Moderation Systems. (2022). NSF CAREER Grant IIS, Human-Centered Computing. (Not Funded), PI: Maria D. Molina (\$532,181)
5. **How to Accurately Convey Artificial Intelligence (AI) for an Appropriate User Reliance on AI-Based Systems for Content Moderation.** (2022). ComArtSci RCW Incubator & Accelerator (CRCIA) Award. (**Funded**), PI: Maria D. Molina (\$4970)
6. Chatbot As a Culturally Tailored Coach: Improving Physical Activities In Hispanic Communities. (2022). NSF, IIS, Human-Centered Computing. (Not Funded), PI: Maria D. Molina, Co-PI: Saeed Abdullah (\$311,773)



7. **Chatbot As a Culturally Tailored Coach: Improving Physical Activities in Hispanic Communities.** (2021). MSU Trifecta Initiative Facilitating Funds Awards (**Funded**), PI: Maria D. Molina, Co-PI: Pallav Deka (\$8000)
8. Interactive Image Control: Addressing Users' Privacy Concerns in Public Spaces Through User Involvement (2021). Facebook Award: 2021 People's Expectations and Experiences with Digital Privacy (Not Funded), PI: Maria D. Molina, Co-PI: Ruth Shillair (\$99,997.41)
9. Do People Really Believe Misinformation in Memes, or Simply Laugh it Off? A Cross-Cultural Study (2021). Facebook Award: Foundational Integrity & Impact Research: Misinformation and Polarization (Not Funded), PI: Maria D. Molina, Co-PI Juan Pablo Gallegos (\$96,324.54)
10. Interactive Transparency in Personalized Ads: The Role of User Agency in Reducing Privacy Concerns (2021). Facebook Award: People's Expectations and Experiences with Digital Privacy (Not Funded). PI: Maria D. Molina, Co-PI: Ruth Shillair (\$83,087.17)
11. **Effects of Meme Modality in the Believability and Dissemination of Misinformation.** (2020) Trifecta Award (**Funded**), College of Communication Arts & Sciences, Michigan State University, PI: Maria D. Molina, Co-PI: Jiliang Tang (\$2,000)
12. **Investigating Individual Differences in Susceptibility to Misinformation: Social Media Use, Personality Traits, and Cognition.** (2020) Trifecta Award (**Funded**), College of Communication Arts & Sciences, Michigan State University, PI: Dar Meshi, Co-PI: Maria D. Molina (\$2,000)
13. AI Institute: Institute for Human-AI Partnership in Complex Project Teams (December 2020). National Science Foundation (Not Funded), PI: Sinem Mollaogly
  - a. Key Personnel.
  - b. Involved in writing.

#### **Guest Lectures - External**

1. Invited Talk. (2024, March 21). *Generative AI in PR: Opportunities, challenges, and ethical Considerations*, Public Relations Society of America (PRSA) Tri-Cities Program
2. Invited Talk. (2024, March 1). *Do we trust Artificial Intelligence (AI) as a source of communication? The role of cognitive heuristics and shared Agency*, University of Miami
3. Participation by Invitation-Only (2022). *NIH workshop on message development and targeting approaches for digital tobacco education programs*. National Institute of Health.
4. Discussant. (2021, December 3-4). *Euro-American Interdisciplinary Workshop on Disinformation*. North Atlantic Treaty Organization's Public Diplomacy Division and Clemson University's Watt Family Innovation Center.

5. Invited Talk. (2020, March 10). *Why do we fall for fake news? A media effects perspective.*, Media Effects Course, College of Communications, Penn State University.
6. Invited Talk. (2020, October 22). *Evaluating content online: Can we detect misinformation?* Penn State Institute for Computational and Data Sciences Virtual Symposium 2020.
7. Invited Talk. (2020, October 6). *What makes an Internet Meme a Meme?* Guest Lecture, Entertainment Media Analysis Course, College of Journalism and Mass Communication, University of Georgia.
8. Invited Talk. (2020, February 24). *Evaluating content online: Can we detect misinformation?* Hacking the U.S. Election Symposium, Washington D.C.
9. Invited Talk. (2015, November 7), Presentation to online education instructors at Universidad San Francisco de Quito, Ecuador, on how to create dynamic and engaging videos for online education.
10. Invited Talk. (2015), Media training for Nestlé, Quito, Ecuador. The training covered topics such as group communication, small group communication, how to create effective presentations, among others.

#### **Guest Lectures – Internal**

1. Invited Talk. (2024, November 15). *Generative AI in health & risk communication: Navigating risks and unlocking potential*, Day of Innovation, Health and Risk Communication Center.
2. Invited Talk. (2024, November 6). *Generative AI in communication: Opportunities, challenges, and ethical considerations*, Guest Lecture, The World of Media, School of Journalism, Michigan State University.
3. Invited Talk. (2024, September 16). *AI as a source of communication: Audience perceptions and ethical considerations*, Edward R. Murrow Program for Journalists: New and Traditional Broadcast Media II, MSU Visiting International Professional Program (VIPP).
4. Invited Talk. (2024, April 24). *Do people believe in misleading Information disseminated via memes? The role of identity and anger*, Communication on Tap, Health and Risk Communication Center.
5. Invited Talk. (2024, March 20). *Generative AI in communication: Opportunities, challenges, and ethical considerations*, Guest Lecture, The World of Media, School of Journalism, Michigan State University.
6. Invited Talk. (2024, March 28). *How to use AI for creatives*, Guest Lecture, The World of Media, School of Journalism, Michigan State University.

7. Panelist. (2022, November 3). *Calibrating user trust for a more responsible design of AI systems*. 2022 Ethics of Big Data and Artificial Intelligence Conference. Michigan State University.
8. Panelist. (2021, September 21). *Graduate School Panel*. Chicana/Latina Association at Michigan State University

### **Media Appearances**

1. Jankowski, C. (2025, February 05). *'It is accessible to all of us': MSU Assistant Professor explains AI impact on students*. Fox 47 News. [https://www.fox47news.com/neighborhoods/msu-campus/it-is-accessible-to-all-of-us-msu-assistant-professor-explains-ai-impact-on-students#google\\_vignette](https://www.fox47news.com/neighborhoods/msu-campus/it-is-accessible-to-all-of-us-msu-assistant-professor-explains-ai-impact-on-students#google_vignette)
2. Nuestro Tiempo, Visión Latina TV. (2025, January 15). *AI and transparency live interview*.
3. Turner, S. (2024, September 26). *Decoding disinformation: AI and the threat to democracy*. WKAR Live Broadcast. Michigan State University.
4. Boughton, S. (Director). (2024, November 12). Binary minds: A.I. in education (Season 1, Episode 3) [Docuseries] In S. Boughton (Producer), *Binary minds*. WKAR Public Media <https://www.wkar.org/shows/binary-minds/episodes/binary-minds-ai-in-education-jpjszd>
5. Connell, R. (2023, November 29). *Michigan takes steps to regulate Artificial Intelligence in campaign ads*. WILX 10 News. <https://www.wilx.com/2023/11/30/michigan-takes-steps-regulate-artificial-intelligence-campaign-ads/>
6. Horne, D. (2023, July 28). *Stranger makes AI nudes of Lansing woman without consent*. WLNS 6 News. <https://www.wlns.com/video/stranger-makes-nude-ai-photos-of-lansing-woman-without-consent/8861947/>.
7. Petit, Z. (2023, February 02). *The chumbox is still the dirty design secret of the internet*. Fast Company . <https://www.fastcompany.com/90843502/the-chumbox-is-still-the-dirty-design-secret-of-the-internet>

### **References to Work**

1. Psychreg News Team. (2023, July 28). *Research reveals Internet memes are less effective than text for spreading misinformation – Identity still plays a crucial role*. <https://www.psychreg.org/research-reveals-internet-memes-less-effective-than-text-spreading-misinformation-identity-still-plays-crucial-role/>.
2. Bernard, T. (2023, June 19). *Human vs. machine: User perceptions of trust and accountability in content moderation*. <https://www.unitary.ai/articles/human-vs-machine-user-perceptions-of-trust-and-accountability-in-content-moderation>.
3. Tecnotop. (2022, September). *Los usuarios confían en la IA tanto como en los humanos para marcar contenido problemático*. <https://tecnologiastop.club/los-usuarios-confian-en-la-ia-tanto-como-en-los-humanos-para-marcar-contenido-problematico/>.

4. McVerry, J. F. (2022, September 22). *People who distrust fellow humans show greater trust in artificial intelligence*. <https://techxplore.com/news/2022-09-people-distrust-fellow-humans-greater.html>.
5. Tech Post and Science (2022, September 22). *People who distrust fellow humans show greater trust in artificial intelligence*. <https://techandsciencepost.com/news/tech/people-who-distrust-fellow-humans-show-greater-trust-in-artificial-intelligence/>.
6. Science Daily. (2022, September 21). *People who distrust fellow humans show greater trust in artificial intelligence*. <https://www.sciencedaily.com/releases/2022/09/220921210021.htm>.
7. Byrne, T. (2022, September 16). *Users trust AI as much as humans for flagging problematic content*. *AI News*. <https://ainews.site/users-trust-ai-as-much-as-humans-for-flagging-problematic-content/>.

### **Teaching Experience**

- **Instructor of Record:**
  - **ADV342: Account Planning and Research**, January 2025-Current
  - **ADV 492: AI and the Future of Communication: A Primer for Strategic Communicators**, January 2023 – Current
  - **CAS975: Introductory Research Methods**, August 2024 – December 2024  
College of Communication Arts and Sciences, Michigan State University.  
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
  - **PR 305: Methods of Public Relations Inquiry**, August 2020 – May 2024  
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
  - **ADV825: Advertising Strategy**, August 2022 – December 2023  
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
  - **ADV845: Advertising and Public Relations for Health, Science, and the Environment**, January 2020 – May 2022  
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
  - **COMM 418: Media Effects, Undergraduate Level**, January 2020 – May 2020  
Department of Film-Video and Media Studies, Donald P. Bellisario College of Communications, Pennsylvania State University
  - **COMM 304: Research Methods, Undergraduate Level**, August 2019– December 2019  
Department of Film-Video and Media Studies, Donald P. Bellisario College of Communications, Pennsylvania State University.
  - **COMM 110: Media and Democracy, Undergraduate Level**, June 2018 – August 2018

- Department of Film-Video and Media Studies, Donald P. Bellisario College of Communications, Pennsylvania State University.
- **English (Online), Undergraduate Level**, January 2015 – December 2016  
Instituto de Lenguas Extranjeras, Universidad San Francisco de Quito, Ecuador.
  - **English, Undergraduate Level**, June 2014 - December 2014  
Instituto de Lenguas Extranjeras, Universidad San Francisco de Quito, Ecuador.
  - **Business English, Corporate Training**, June 2014 – September 2014  
Instituto de Lenguas Extranjeras, Universidad San Francisco de Quito, Ecuador.
  - **Public Speaking, Corporate Training**, June 2014 – August 2014  
Instituto de Lenguas Extranjeras, Universidad San Francisco de Quito, Ecuador.
  - **COMM 265: Principles of Human Communication (Online), Undergraduate Level**, May 2013 – June 2013  
Communication Studies Department, New Mexico State University.
  - **COMM 265: Principles of Human Communication, Lab Section, Undergraduate Level**, August 2012 – May 2014  
Communication Studies Department, New Mexico State University.
- **Educational Development**
    - **A Conversation on “Ungrading,”** October 27, 2023  
Center for Teaching and Learning, College of Communication Arts & Sciences, Michigan State University
    - **Faculty Success Program**, May 2021 – August 2021  
National Center for Faculty Development & Diversity
    - **SOIREE (Spartan Online Instructional Readiness for Educational Excellence) Workshop**, December 7, 2020  
Michigan State University
    - **Graduate Student Online Teaching Certificate**, Fall 2018  
Pennsylvania State University.
    - **Practices to Improve the Academic Level of Online Classes**, November 7, 2015  
Universidad San Francisco de Quito, Ecuador.
    - **The Role of the Instructor in the XXI Century**, August 27, 2015  
Universidad San Francisco de Quito, Ecuador.
    - **Advanced Instructional Strategies in the Virtual Classroom**, May 25, 2015  
5-week course by University of California, Irvine offered through Coursera.
    - **Performance Assessment in the Virtual Classroom**, June 23, 2015  
5-week course by University of California, Irvine offered through Coursera.
    - **How to Motivate and Interact with Online Students?** March 21, 2015  
Universidad San Francisco de Quito, Ecuador.
    - **Teaching Scholars**, Spring 2014  
New Mexico State University.  
*Effective teaching methodology and course design. The program specifically explored three areas of course design: (1) learning objectives, (2) assessment, and (3) pedagogy.*
    - **Preparing Future Faculty Program**, 2013-2014  
New Mexico State University.

*Nationwide program designed to develop the next generation of faculty at community colleges and institutions of higher education.*

- **Teaching Academy “Team Mentoring for Grads” program**, November 2013  
New Mexico State University.

*The program consisted of (1) weekly group meeting to support new teachers and share experiences (2) mentoring sessions with a professor to get advice on teaching strategies and other topics of relevance.*

### **Professional Development**

- **Scale Construction and Development**, November 14-16, 2024, Statistical Horizons
- **AI Product Management Nanodegree/certification**, September 2023 - December 2023, Udacity
- **Introduction to Generative AI with Google Cloud Course**, November 2023, Udacity
- **AI Conference**, September 2023. Attended AI conference, with top industry experts, researchers, and leaders in the area.
- **Human-Computer Interaction and AI: What practitioners need to know to design and build effective AI systems from a human perspective**, April 2023. Workshop from the ACM CHI Conference on Human Factors in Computing Systems.
- **Create Effective and Responsible AI User Experiences with The Human-AI Experience (HAX) Toolkit**, April 2023. Workshop from the ACM CHI Conference on Human Factors in Computing Systems.
- **Diverse Voices Program**, Public Engagement and Communication, May 16-17, 2023, Michigan State University
- **Building Your Research Impact Identity and Vision**, October 4, 2022, Michigan State University
- **Write Winning Grants 2022**, January 6-7, 2022, Michigan State University
- **Faculty Diversity Program**, May-August 2021, National Center for Faculty Development and Diversity
- **The Iceman’s Run: Competitive Advantages in NIH grant writing**, September-November 2020, Michigan State University
- **Professional Presentation Training: Improve the User Experience of your CHI Presentation**, May 6, 2019, CHI Conference on Human Factors in Computing Systems.
- **Journalism & Mass Communication Quarterly Reviewer Training Program**, 2018-2019
- **PhDigital Bootcamp: Preparing Future Faculty to Lead Innovative Curriculum**, May 2018, Knight Foundation
- **Teaching Academy “Unlocking the Door to Academic Publishing”: Writing Templates and Text-Structured Analysis**, July 31, 2013, New Mexico State University.

### **Positions Held**

- Associate Chair, Understanding People (Quantitative Methods) Subcommittee, *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems (CHI ‘23)*, Association for Computing Machinery.
- Editorial Board, *Journal of Media Psychology*

### **Grant Proposal Reviewer/Panelist**

- MSU Trifecta Initiative Facilitating Funds Awards (2022-current)

- Michigan State University Strategic Partnership Grant (SPG) Panelist (2021-2022)
- National Science Foundation (NSF) Panelist/Reviewer (2021)

**Journal Reviewer**

- Communication Theory
- Media Psychology
- Human Communication Research
- Journal of Communication
- New Media & Society
- ACM Conference on Human Factors in Computing Systems (CHI)
- Mass Communication & Society
- Communication Research
- Health Communication
- Digital Journalism
- Journal of Broadcasting & Electronic Media
- Journalism & Mass Communication Quarterly
- Journalism Studies
- Journal of Interactive Advertising
- Computers in Human Behavior
- Environmental Communication
- International Journal of Information Technology & Decision-Making
- International Journal of Human-Computer Interaction
- Frontiers
- PloS One

**Conference Paper Reviewer**

- International Communications Association (ICA)
- American Academy of Advertising (AAA)
- Association for Education in Journalism and Mass Communication (AEJMC)

### **University Service**

- Research Committee, Advertising and Public Relations Department, Michigan State University (2025- present)
- College Advisory Committee (Graduate subcommittee), College of Communication Arts and Sciences, Michigan State University (2023- 2025).
- Trifecta Grant CommArtSci Representative and Reviewer, College of Communication Arts and Sciences, Michigan State University, (2023- 2025)
- Department Advisory Committee, Advertising and Public Relations Department, Michigan State University (2022- 2024).
- Information and Media (I&M) Ph.D. Speaker Series Organizing Committee, Advertising and Public Relations Department representative (2022- 2024).
- Faculty Search Committee, Advertising and Public Relations Department, Michigan State University (October 2022- 2023)
- Panel Member for the Humanities, Social Science, and Education Panel for the Strategic Partnership Grant (SPG) Program, Michigan State University (2021- 2023).
- Graduate Student Committee, Advertising and Public Relations Department, Michigan State University (2021- 2022).

### **Participation in Student Research Committees**

- Issac Gogolin, (Ph.D. Information and Media), Advisor
- Huajie (Jay) Cao (Ph.D. Information and Media), Committee Member
- Emily (Zhan) Shuo (Ph.D. Information and Media), Committee Member
- Taewoo Kang (Ph.D. Information and Media), Committee Member
- Sofia Aparicio (Ph.D. Information and Media), Committee Member
- Dayeoun Jang (Ph.D. Information and Media), Committee Member
- Taenyun Kin (Ph.D. Information and Media), Committee Member
- Chaeyun Lim (Ph.D. Information and Media), Committee Member
- Katie Mitchell (Ph.D. Information and Media), Committee Member
- Dan Henley (Ph.D. Information and Media), Committee Member
- Elizabeth Desmarais (M.A. in Advertising and Public Relations), Advisor
- Mark Maskara (M.A. in Health & Risk Communication), Committee Member
- Regina Anderson (M.A. in Health & Risk Communication), Committee Member
- Huiyi, Liu (M.A. in Health & Risk Communication), Committee Member

### **Undergraduate Mentorship Activities**

- **Research Assistant**
  - V Kumar (September 2024- current)
- **Honors Option**
  - Smith, Mya S (September 2022 - 2023)
- **Independent Research**
  - Smith, Mya J (June 2022 - 2023)

### **Academic Affiliations**



- Association for Computing Machinery (ACM).
- International Communication Association (ICA).
- Association for Education in Journalism and Mass Communication (AEJMC)

### **Industry Experience**

- **Content Developer**, October 2014 – July 2016  
Online Education, Universidad San Francisco de Quito, Ecuador.  
*Creation of multimedia and interactive content for online classes, training teachers on good online education practices, and planning the development of Master Courses.*
- **Accreditation Online Journalism**, May 2015  
Universidad San Francisco de Quito, Ecuador.  
*Helped write the documents necessary for the accreditation process of the new online journalism program.*
- **Confucius Institute Course Development**, April 2015  
*Development and design of online Spanish courses for Chinese students.*
- **Copenhagen Consensus Center Organizer**, March 2015  
*Organized the Post-2015 Consensus Youth Forum in Quito-Ecuador.*
- **Production Assistant**, July 2, 2012 - August 2, 2012  
180 Grados Producciones, *Ecuadorian television production company.*