

Maria D. Molina

Associate Professor

Department of Advertising and Public Relations
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Executive Summary: Maria D. Molina is an Associate Professor in the Department of Advertising and Public Relations at Michigan State University. Her research examines the social and psychological impacts of new media technologies to develop innovative solutions that promote healthy online interactions.

Academic Positions

- **Associate Professor**, Department of Advertising and Public Relations, Michigan State University, July 2026 – Current
- **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.

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. **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> (2024 IF: 4.3, Q1 Communication)
2. 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> (2024 IF: 4.9, Q1 Human Factors and Ergonomics)
3. **Molina, M. D.**, Thorson, E., Huddleston, P. T., de Bruin, J. (2025). Customers' perceptions of AI designers: The role of cognitive heuristics and customization. *Journal of Consumer Marketing*, 1-15. <https://doi.org/10.1108/JCM-02-2025-7595> (2024 IF: 3.3, Q2 Business)
4. ‡Meshi, D., & ‡**Molina, M.D.** (2025). Problematic social media use is associated with believing in and engaging with fake news. *PLoS One*, 20 (5), e0321361. <https://doi.org/10.1371/journal.pone.0321361> (2024 IF: 2.6, Q2 Multidisciplinary)
5. **Molina, M. D.** (2024). Effects of technology use on self-reported physical activity: A behavioral change perspective. *Health Communication*, 39(4), 729-740. <https://doi.org/10.1080/10410236.2023.2182287> (IF: 2.7, Q1 Communication)
6. **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> (IF: 4.3, Q1 Communication)
7. *Zhan, E. S., **Molina, M. D.**, Rheu, M., Peng, W. (2024). What is there to fear? understanding multi-dimensional fear of AI from a technological affordance perspective. *International Journal of Human-Computer Interaction*, 40(22) 7127-7144. <https://doi.org/10.1080/10447318.2023.2261731>(IF: 4.9, Q1 Human Factors and Ergonomics)
8. **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> (IF: 4.9, Q1 Communication)
9. **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> (IF: 7.2, Q1 Communication)

10. 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> (IF: 7.43, Q1 Communication)
11. **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. <https://doi.org/10.1177/0002764219878224> (IF: 2.53, Q2 Social Sciences)
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> (IF: 6.83, Q1 Psychology)
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> (IF: 3.20, Q1 Communication)
14. **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> (IF: 1.73, Q3 Social Sciences)
15. 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> (IF: 2.4, Q1 Psychology)
16. 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> (IF: 1.79, Q1 Communication)
17. 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> (IF: 2.65, Q1 Computer Science)
18. 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> (IF: 3.54, Q1 Psychology)

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. Chen, C., **Molina, M. D.**, Liao, M., & Cho Snyder, E. (2026). Relational gains, privacy strains: Exploring users' perceptions and experiences with ChatGPT's memory feature. *Proceedings of the 2026 CHI Conference on Human Factors in Computing Systems (CHI '26)*. 1-17. <https://doi.org/10.1145/3772318.3791635> (A1 ranking by CORE conference ranking¹)
2. **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> (A1 ranking by CORE conference ranking²)
3. *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> (A1 ranking by CORE conference ranking¹)
4. **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> (A1 ranking by CORE conference ranking¹)
5. 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. <https://doi.org/10.1145/3313831.3376854> (A1 ranking by CORE conference ranking¹)
6. 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> (B ranking by CORE conference ranking¹)

¹ <http://www.conferencerranks.com/>

² <http://www.conferencerranks.com/>

7. **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. <https://doi.org/10.1145/3290607.3312932> (A1 ranking by CORE conference ranking¹)
8. **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. <https://doi.org/10.1145/3290607.3308451> (A1 ranking by CORE conference ranking¹)

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. (2026). 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.

White Papers and Reports

1. Alhabash, S., Kammel, K., Kanver, D., & **Molina, M. D.** (2025). *Artificial Intelligence and Intellectual Property Protection: Perceptions of Intellectual Property and Brand Protection Professionals*, Michigan State University. <https://a-capp.msu.edu/ai-ip-protection>

Refereed Conference Presentations

1. Zhan, E. S., Kim, T., **Molina, M.D.** (2025, June). *Can AI apologize for organizations? Probing perceptions of AI capabilities and expectation violations*. Paper presented at the 75th annual conference of the International Communication Association (ICA), Denver, CO.
2. Oh, Y. J., Donohue, W., McKinley, E., **Molina, M. D.**, & Peng, W. (2025, November). *Interpersonal persuasion: The language of relational development and its role in*

relational outcomes. Paper presented at the 111th Annual National Communication Association Conference (NCA), Denver, CO, United States.

3. 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 107th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.
4. **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.
5. 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.
6. **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
7. **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.
8. *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.
9. **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.
10. **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 71th annual conference of the International Communication Association (ICA), virtual.
11. 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.

12. 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 conference of the National Communication Association (NCA), Baltimore, MD.
13. **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.
14. **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.
15. **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 conference of the National Communication Association (NCA), Salt Lake City, UT.
16. **Molina, M. D.** (2018, November). *I am what you eat: Effects of social influence on meal selection online*. Paper presented at the 104th annual conference of the National Communication Association (NCA), Salt Lake City, UT.
17. **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 (AEJMC), Washington, DC.
18. 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 101st annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC.
19. **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 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.
20. 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 68th annual conference of the International Communication Association (ICA), Prague, Czech Republic.
21. **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 104th annual conference of the National Communication Association (NCA), Dallas, TX.

22. **Molina, M. D.** (2017, August). *What makes a meme a meme? Five essential characteristics*. Poster presented at the 100th annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL.
23. 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 67th annual conference of the International Communication Association (ICA), San Diego, CA.
24. 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 103rd annual conference of the National Communication Association (NCA), Las Vegas, NV.

Funded Grants

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, 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. PI: Maria D. Molina (\$582,392)
3. 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. PI: Maria D. Molina (\$4970)
4. Chatbot As a Culturally Tailored Coach: Improving Physical Activities in Hispanic Communities. (2021). MSU Trifecta Initiative Facilitating Funds Awards. PI: Maria D. Molina, Co-PI: Pallav Deka (\$8000)
5. Effects of Meme Modality in the Believability and Dissemination of Misinformation. (2020) Trifecta Award. College of Communication Arts & Sciences, Michigan State University. PI: Maria D. Molina, Co-PI: Jiliang Tang (\$2,000)
6. Investigating Individual Differences in Susceptibility to Misinformation: Social Media Use, Personality Traits, and Cognition. (2020) Trifecta Award. College of Communication Arts & Sciences, Michigan State University. PI: Dar Meshi, Co-PI: Maria D. Molina (\$2,000)

Submitted Proposals

1. 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)

2. 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)
3. 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)
4. 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)
5. 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)
6. 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)
7. AI Institute: Institute for Human-AI Partnership in Complex Project Teams (December 2020). National Science Foundation. (Not Funded), PI: Sinem Mollaogly (\$19,998,800)

Invited Talks - External

1. Invited Talk. (2026, June 3). When AI Becomes the Source: Trust, Misinformation, and the Crisis of Truth, Annual Kenneth L. Artiss Symposium 2026. NCC Psychiatry Residency Program, Walter Reed National Military Medical Center.
2. Invited Talk. (2024, March 21). *Generative AI in PR: Opportunities, challenges, and ethical Considerations*, Public Relations Society of America (PRSA) Tri-Cities Program.
3. 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.
4. Participation by Invitation-Only (2022). *NIH workshop on message development and targeting approaches for digital tobacco education programs*. National Institutes of Health.
5. 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.
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, February 24). *Evaluating content online: Can we detect misinformation?* Hacking the U.S. Election Symposium, Washington D.C.
8. 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.
9. 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.

Invited Talks – Internal

1. Panelist. (2026, January 22). *Blurred realities*, Michigan State University Museum.
2. Invited Talk. (2024, November 15). *Generative AI in health & risk communication: Navigating risks and unlocking potential*, Day of Innovation, Health and Risk Communication Center.
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. 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.
6. Panelist. (2021, September 21). *Graduate School Panel*. Chicana/Latina Association at Michigan State University

Guest Lectures

1. *Generative AI in communication: Opportunities, challenges, and ethical considerations*. The World of Media, School of Journalism, Michigan State University. (2024, November 6 and March 20).
2. *How to use AI for creatives*. Multimedia Commercial Production, Advertising and Public Relations, Michigan State University. (2024, March 28).
3. *What makes an Internet Meme a Meme?* Entertainment Media Analysis Course, College of Journalism and Mass Communication, University of Georgia. (October 6, 2020).
4. *Why do we fall for fake news? A media effects perspective*. Media Effects, College of Communications, Penn State University. (2020, March 10).

Recent Media Appearances and References to Work

1. Galt, J. (2025, May 18). *Scrollaholics beware: Study links social media addiction to falling for fake news*. Dallas Express. <https://dallasexpress.com/national/scrollaholics-beware-study-links-social-media-addiction-to-falling-for-fake-news/>
2. WSJM. (2025, May 15). *Study: Heavy social media use makes falling for fake news more likely*. WSJM. <https://www.wsjm.com/2025/05/15/study-heavy-social-media-use-makes-falling-for-fake-news-more-likely/>
3. Neuroscience News. (2025, May, 10). *Heavy Social Media Use Linked to Believing and Spreading Fake News*. Neuroscience News. <https://neurosciencenews.com/social-media-misinformation-spread-28879/>
4. Ouellete, J. (2025, May 10). *Belief in fake news linked to problematic social media use*. Ars Technica. <https://arstechnica.com/science/2025/05/social-media-addicts-more-likely-to-believe-fake-news/>
5. 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
6. Nuestro Tiempo, Visión Latina TV. (2025, January 15). *AI and transparency live interview*.
7. 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>
8. Turner, S. (2024, September 26). *Decoding disinformation: AI and the threat to democracy*. WKAR Live Broadcast. Michigan State University.

Teaching Experience

- **Michigan State University:**
 - **ADV 342: Account Planning and Research**, January 2025-Current
College of Communication Arts and Sciences, Michigan State University.
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
 - **ADV 492: AI and the Future of Communication: A Primer for Strategic Communicators**, January 2023 – Current
College of Communication Arts and Sciences, Michigan State University.
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
 - **CAS 975: 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.
 - **ADV 825: Advertising Strategy**, August 2022 – December 2023
Department of Advertising and Public Relations, College of Communication Arts and Sciences, Michigan State University.
 - **ADV 845: 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.
- **Pennsylvania State University:**
 - **COMM 418: Media Effects**, January 2020 – May 2020
Department of Film-Video and Media Studies, Donald P. Bellisario College of Communications, Pennsylvania State University
 - **COMM 304: Research Methods**, 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**, June 2018 – August 2018
Department of Film-Video and Media Studies, Donald P. Bellisario College of Communications, Pennsylvania State University.
 - **Universidad San Francisco de Quito:**
 - **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.
 - **New Mexico State University:**
 - **COMM 265: Principles of Human Communication (Online)**, May 2013 – June 2013
Communication Studies Department, New Mexico State University.
 - **COMM 265: Principles of Human Communication, Lab Section**, August 2012 – May 2014
Communication Studies Department, New Mexico State University.

Recent 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.

Editorial and Professional Service

- 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

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

Graduate Advising and Mentorship

- Issac Gogolin, (Ph.D. Information and Media), Committee Member
- Huajie (Jay) Cao (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 Kim (Ph.D. Information and Media), Committee Member
- Emily (Zhan) Shuo (Ph.D. Information and Media), Committee Member [Degree Awarded]
- Chaeyun Lim (Ph.D. Information and Media), Committee Member [Degree Awarded]
- Katie Mitchell (Ph.D. Information and Media), Committee Member [Degree Awarded]
- Olivia Santoni (M.A. in Advertising and Public Relations), Advisor [Degree Awarded]
- Elizabeth Desmarais (M.A. in Advertising and Public Relations), Advisor [Degree Awarded]
- Mark Maskara (M.A. in Health & Risk Communication), Committee Member [Degree Awarded]
- Regina Anderson (M.A. in Health & Risk Communication), Committee Member [Degree Awarded]
- Huiyi, Liu (M.A. in Health & Risk Communication), Committee Member [Degree Awarded]

Undergraduate Mentorship Activities

- **Research Assistant**
 - V Kumar (September 2024- current)
- **Honors Option**
 - Smith, Mya S (September 2022 - 2023)
- **Independent Research**
 - Nguyen, Alva (November 2025- current)
 - Smith, Mya J (June 2022 - 2023)

Academic Affiliations

- Association for Computing Machinery (ACM)
- International Communication Association (ICA)