Fanjue Liu, Ph.D.

Tenure-Track Assistant Professor, Shanghai Jiao Tong University
Institute of Cultural and Creative Industry
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RESEARCH AREAS

Human-AI Relationships, Media Psychology, Virtual Influencers, Human-Machine Communication

ACADEMIC APPOINTMENT

Shanghai Jiao Tong University, China
Tenure-Track Assistant Professor March 2025 - Present

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
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

SELECTED RESEARCH GRANTS AND FELLOWSHIPS

National Natural Science Foundation of China (NSFC), Young Scientists Fund (Class C)
Principal Investigator, Project No. 72602234, *Generation and Rebalancing Mechanisms of Integrated Trust in Human-Machine Collaborative Marketing: A Dual-Path Attribution Perspective*, RMB 300,000, 2027-2029

American Academy of Advertising Research Fellowship
Lead PI (with Rachel E. Lim), *Fitting the (Un)Real: How Human vs. Virtual Co-Endorsers, Product Attributes, and Endorsement Settings Shape the Effectiveness of Virtual Influencer Collaborations*, US$2,000, 2026-2028

PEER-REVIEWED PUBLICATIONS

1. You, L., & **Liu, F*.** (2026). Who stands with the virtual influencer? Trust in nonprofit versus corporate partnerships in social advocacy. *Journal of Research in Interactive Marketing*, 1-16. **[SSCI - Business Q1, IF: 11.4]**
2. Nah, S., **Liu, F.**, Luo, J., LaPlaca, L., & DeFelice, C. (2026). Modeling Civic Engagement in the Age of AI: A Communication Mediation Approach to AI News, Multifaceted Trust, and Participation in a Two-Wave Panel Study. *The International Journal of Press/Politics*, 19401612261479714. **[SSCI - Communication Q1, IF: 4.1]**
3. **Liu, F.**, Hao, H., & Xu, K. (2026). Practicing love with algorithms: How online communities narrate

and make sense of human–AI intimacy. *New Media & Society*, *0*(0). **[SSCI - Communication Q1, IF: 4.5]**

4. **Liu, F.**, Chen, X., & Xu, K. (2026). Charting the evolution of human-machine communication: A systematic review of 25 years of empirical research. *Annals of the International Communication Association*, wlag033. **[SSCI - Communication Q1, IF: 5.8]**
5. **Liu, F.** (2026). When being friendly is not enough: How consumers interpret social attributes and agency when trusting virtual influencers. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-print. **[SSCI - Business Q1, IF: 5.5]**
6. **Liu, F.** (2026). As if human or as if machine? Examining dimensional trade-offs of machine heuristics in human-virtual influencer collaborations. *Journal of Research in Interactive Marketing*, 1-19. **[SSCI - Business Q1, IF: 11.4]**
7. **Liu, F.**, Chen, M., & Nah, S. (2026). Who writes the news matters: The role of social trust in shaping credibility across AI, human, and human-AI collaboration. *Online Information Review*, 50(3), 466-484. **[SSCI - Information Science & Library Science Q1, IF: 3.8]**
8. Nah, S. **Liu, F.,** & Shao, C. (2026). Expanding Integrated Storytelling Networks: The Role of AI Newsbots and Mobile Apps in Civic Engagement. *Journal of Information Technology & Politics*, 1-18. **[SSCI - Communication Q1, IF: 2.8]**
9. **Liu, F.**, Nah, S., LaPlaca, L., & DeFelice, C. (2025). Socially Constructed Ethics in AI Acceptance: A Longitudinal Study on AI Ethics as the Mechanism Bridging Social Persuasion and Technology Acceptance. *International Journal of Human–Computer Interaction*, 1–18. **[SSCI – Computer Science Q1, IF: 4.9]**
10. **Liu, F.** (2026). Who and how to pair with a virtual influencer? The impact of co-endorser type, perceived distance, and gender congruence on consumer responses in virtual influencer collaborations. *Journal of Retailing and Consumer Services*, *89*, 104593. **[SSCI - Business Q1, IF: 11]**
11. Chen, M., Koratsky, I., **Liu, F.**, & Nah, S. (2025). Generative AI in the news: The impact of framing on public attitude and Engagement. In *Proceedings of the HCI International 2025 Conference*. **[CPCI & EI Compendex Proceedings]**
12. **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: 10.1]**
13. 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]**
14. 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]**
15. **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]**
16. **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]**

17. 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]**
18. **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]**
19. **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]**
20. **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 **[CPCI & EI Compendex Proceedings]**
21. 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]**
22. 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 **[CPCI & EI Compendex Proceeding]**
23. 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 **[CPCI & EI Compendex Proceedings]**
24. 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.

HONORS AND AWARDS

Shanghai Magnolia Young Talent Program 2025
Shanghai Municipal Talent Program

Kopenhaver Center Fellows 2025
Kopenhaver Center for the Advancement of Women in Communication

First Place, AEJMC PR Division Top Paper Award 2025

Association for Education in Journalism and Mass Communication, Public Relations Division

AAA-AEF Visiting Professor Program Selection 2024
American Academy of Advertising (AAA) and ANA Educational Foundation (AEF)

AAA Doctoral Dissertation Award 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 2022
College of Journalism and Communication, University of Florida

First Place, AEJMC Gene Burd Top Faculty Research Paper Award 2021
Association for Education in Journalism and Mass Communication, Communication Technology Division

Dean's Graduate Student Travel Award 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
2. Look Who's Talking: Celebrity Causes vs. AI-Powered Advocacy
3. Are Human or Virtual Influencers More Effective When Advertising Products? **[Institute for Public Relations]**
4. 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
6. 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
8. 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

10. 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
12. Who's Responsible for Brand Success or Failure When the Endorser Isn't Human?
13. Hanging Out with My Pandemic Pal: Voice Assistants as Human Agents During COVID
14. 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
16. 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
18. Smart Speakers Require Smart Management
19. CJC Doctoral Students Receive Top Faculty Research Paper Award in 2021 AEJMC Competition

TEACHING EXPERIENCES

Shanghai Jiao Tong University

Digital Technology and the Entertainment Industry (Graduate): Fall 2026, Spring 2026
Research Methods (Graduate): Spring 2026

University of Florida

Media and Society (Undergraduate): Spring 2023, Fall 2022, Spring 2022, Fall 2021

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

Editorial Board Member

Humanities & Social Sciences Communications 2026 April-Present
PLOS One 2026 May-Present

Journal Ad Hoc Reviewer

Journal of Business Research
Internet Research
Journal of Retailing and Consumer Services
Journal of Product & Brand Management
Computer in Human Behavior

Journal of Brand Management
Policy & Internet
Mass Communication & Society
International Journal of Human-Computer Interaction
Journalism & Mass Communication Quarterly
Journal of Broadcasting and Electronic Media
Human Communication Research
Behaviour & Information Technology
International Journal of Consumer Studies
British Journal of Management
Journal of Cross-Cultural Gerontology

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

Pace Center for Girls, Gainesville, Florida, USA Spring 2018
Community Outreach Intern

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

The Amity Foundation, Nanjing, China Summer 2016
Program Assistant

People's Daily Online, Beijing, China Summer 2015
Reporter and Editorial Assistant

Co-authored an article on payment reform published in July 2015.

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