

Fanjue Liu, Ph.D.

Tenure-Track Assistant Professor, USC-SJTU Institute of Cultural and Creative Industry

Shanghai Jiao Tong University

Email: liu.fanjue@sjtu.edu.cn [Google Scholar](#) | [ORCID](#) | [Personal Website](#)

RESEARCH AREAS

Human-Machine Communication, AI and Society, Media Psychology, Digital Marketing

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

PEER-REVIEWED PUBLICATIONS

1. **Liu, F.** (forthcoming). Influencing together: How perceived distance and gender congruence foster effective collaborations between human and virtual influencers. *Journal of Retailing and Consumer Services*. [SSCI - Business Q1, IF: 11]
2. 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]
3. **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]
4. 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]
5. 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*, o(o). <https://doi.org/10.1177/14614448241256899> [SSCI - Communication Q1, IF: 5.0]
6. **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]
7. **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]
 8. 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]
 9. **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]
 10. **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]
 11. **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]
 12. 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]
 13. 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]
 14. 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]
 15. 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

16. 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.

CONFERENCE PRESENTATIONS

1. You, L., & Liu, F.* (2025, August). Symbiotic advocacy: How collaborations between virtual influencers and organizations mitigate opportunism and cynicism through trust. **Top Research Paper Award**. Paper Presented at the 2025 Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, USA.
2. Liu, F., & Chen, X. (2025, July). Where do they virtually stand? Charting the rise and reach of virtual influencers through a meta-narrative and bibliometric analysis. Paper Presented at the 2025 Global Marketing Conference, Hong Kong.
3. 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 Presented at the 2025 Annual Conference of the International Communication Association, Denver, CO, USA.
4. 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.

13. **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.
14. **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.
15. **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.
16. 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.
17. **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.
18. **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.
19. **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

Kopenhagen Center Fellows	2025
Kopenhagen 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	
Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Challenges	2025
2025 Global Marketing Conference at Hong Kong	
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 2025

University of Florida

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

STUDENT COMMITTEE ADVISING SERVICE

Master Students

Chair, Xinyu Cheng, USC-SJTU Institute of Cultural and Creative Industry, SJTU

Chair, Qingqing Wu, USC-SJTU Institute of Cultural and Creative Industry, SJTU

Chair, Wenchao Tang, USC-SJTU Institute of Cultural and Creative Industry, SJTU

Chair, Yitong Xu, USC-SJTU Institute of Cultural and Creative Industry, SJTU

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

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

Humanities & Social Sciences Communications

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	
<i>Co-authored an article on <u>payment reform</u> published in July 2015.</i>	

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