Fanjue Liu, Ph.D.

Tenure-Track Assistant Professor, USC-SJTU Institute of Cultural and Creative Industry
Shanghai Jiao Tong University
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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.**, 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,* Ahead-of-Print. **[SSCI – Information Science Q1, IF: 3.5]**

2. 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]**

3. **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]**

4. **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]**

5. 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]**

6. **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]**

7. 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]**

8. 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]**

9. **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]**

10. **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]**

11. 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]**

12. **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]**

13. **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]**

14. **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]**

15. 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]**

16. 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]**

17. 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]**

18. 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

19. 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. Nah, S., **Liu, F.**, Luo, J., LaPlaca, L., & DeFelice, C. (2025, November 19–21). 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. Paper Presented at the 11th Conference of The International Journal of Press/Politics, National University of Singapore.

2. 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.

3. **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.

4. **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.

5. **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.

6. **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.

7. **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.

8. **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.

9. **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.

10. **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.

11. 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.

12. 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.

13. **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.

14. **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.

15. **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.

16. **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.

17. 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.

18. **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.

19. **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.

20. **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

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

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
Chair, Yuxuan Liu, USC-SJTU Institute of Cultural and Creative Industry, SJTU
Chair, Ruizi Liu, 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

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