Shan Xu

Assistant Professor
Department of Public Relations and Strategic Communication Management
College of Media and Communication, Texas Tech University
Email: shan.xu@ttu.edu
Human-Tech Dynamic Lab

EDUCATION

The Ohio State University
2014-2019   Ph.D. – Communication

Washington State University
2012-2014   M.A. – Communication

Beijing Foreign Studies University
2003-2007   B.A. – Journalism

ACADEMIC APPOINTMENTS

Fall 2019 – Present   Assistant Professor
                           Department of Public Relations and Strategic Communication
                           Management
                           College of Media & Communication
                           Texas Tech University

RESEARCH INTERESTS

- AI in strategic communication
- Human-technology interaction
- Big-data analytics, longitudinal studies, machine learning algorithms

REFEREED JOURNAL PUBLICATIONS

(Ph.D. students are underlined)

1. **Xu, S.,** Kee, K. F., Li, W., Yamamoto, M., & Riggs, R. E. (online first). Examining the Diffusion of Innovations from a dynamic, differential-effects perspective: A longitudinal study on AI adoption among employees. *Communication Research*, https://doi.org/10.1177/00936502231191832
2. Li, W., **Xu, S.,** Yamamoto, M., Kee, K., (2023) Interactive mediated contact on social media: Examining the effects on attitudes toward Ukrainian refugees. *New Media and Society.* https://doi.org/10.1177/14614448231197640
3. Li, W., **Xu, S.,** Yamamoto, M., Kee, K., (2023) The reciprocity of social media engagement and collective actions: A longitudinal study on Ukrainian refugees. *Computers in Human Behavior, 149*, 107959. https://doi.org/10.1016/j.chb.2023.107959
4. Mao, C. (Molly), **Xu, S**., & Kee, K. F. (2023). What influence virtual workers' communication?: Exploring network inertia and media affordance theories. *The Social Science Journal,* 1–16. https://doi.org/10.1080/03623319.2023.2189394
5. **Xu, S.,** & Wang, Z. (2022) Multiple selves and multitasking: A dynamic longitudinal study. *Communication Research. 49*(6), 891–914. https://doi.org/10.1177/0093650221991493

6. **Xu, S**., & <u>Li, W</u>. (2022). A tool or a social being? A dynamic longitudinal investigation of functional use and relational use of AI voice assistants: *New Media & Society*. https://doi.org/10.1177/14614448221108112

7. **Xu, S.**, Wang, Z., & David, P. (2022) Social media multitasking and well-being: A review. *Current Opinion in Psychology*, https://doi.org/10.1016/j.copsyc.2022.101345

8. **Xu, S.**, Coman, I., Yamamoto, M. & <u>Najera, C.</u> (2022) Exposure effects or confirmation bias?: Examining reciprocal dynamics of misinformation, misperceptions, and attitudes toward COVID-19 vaccines. *Health Communication,* 1–11. https://doi.org/10.1080/10410236.2022.2059802

9. Coman, I. A., **Xu, S**. (**co-first author**), & Yamamoto, M. (2022). COVID-19 vaccine hesitancy: Disadvantaged groups' experience with perceived barriers, cues to action, and attitudes. *American Journal of Health Promotion*. https://doi.org/10.1177/08901171221136113

10. **Xu, S.,** <u>Li, W.,</u> & Zhang, W. (2021). The dynamics of social capital: Examining the reciprocity between network features and social support. *Journal of Computer-Mediated Communication*, 26(6), 362–383. https://doi.org/10.1093/jcmc/zmab014

11. **Xu, S**., <u>Li, W.,</u> Zhang, W., & <u>Cho, J.</u> (2021) The dynamics of social support and affective well-being before and during COVID: An experience sampling study. *Computers in Human Behavior* https://doi.org/10.1016/j.chb.2021.106776

12. **Xu, S**., & Wang, Z. (2021). The immediate and delayed impact of multitasking on well-being: An experience sampling study. *Human Behavior and Emerging Technologies*, 3(5), 710–719. https://doi.org/10.1002/hbe2.323

13. **Xu**, S., Kee, K., & <u>Mao, C.</u> (2021). Work-life balance and multitasking: Explicating multitasking when working from home. *Journal of Broadcasting & Electronic Media*, *65*(3), 397–425. https://doi.org/10.1080/08838151.2021.1976779

14. Yamamoto, M., Ran, W., & **Xu, S.** (2021). How you watch television news matters: A panel analysis of second screening and political learning from the news. *Journal of Broadcasting & Electronic Media*, *65*(3), 377–396. https://doi.org/10.1080/08838151.2021.1957894

15. **Xu, S.,** Wang, Z. & <u>Woods, K.</u> (2019) Multitasking and dual motivational systems: A dynamic longitudinal study. *Human Communication Research*, 45(4), 371-394., https://doi.org/10.1093/hcr/hqz009

16. **Xu, S.,** & David, P. (2018). Distortions in time perceptions during task switching. *Computers in Human Behavior*, 80, 362–369. https://doi.org/10.1016/j.chb.2017.11.032

17. **Xu, S.,** Wang, Z., & David, P. (2016). Media multitasking and well-being of university students. *Computers in Human Behavior*, *55, Part A*, 242–250. https://doi.org/10.1016/j.chb.2015.08.040

18. Jain, P., Hoffman, E., Beam, M., & **Xu, S**. (2016). Effect of message format and content on attitude accessibility regarding sexually transmitted infections. *Health Communication*, *32*(11), 1–9. https://doi.org/10.1080/10410236.2016.1222561

19. Ran, W., Yamamoto, M., & **Xu, S**. (2016). Media multitasking during political news consumption: A relationship with factual and subjective political knowledge. *Computers in Human Behavior*, *56*, 352–359. https://doi.org/10.1016/j.chb.2015.12.015

MANUSCRIPTS UNDER REVIEW

1. **Xu, S**., Jitkajornwanich, K., <u>Park, H</u>., David, P., <u>Chumthong, T.</u>, <u>Zhao, Y., Adu, J.</u>, (under review) A Longitudinal Examination of Collaboration Diversity Among Communication Scholars: 1990 to 2023.
2. **Xu, S**., & Li, W., (R&R) When Design and Perception Diverge: Examining Multidimensional Features of Generative AI and Their Impact on Perception.
3. **Xu, S**., Gong, H., Li. Y., Zhao, Y., (under review) The Trust Cost of AI Hallucinations: Examining Cognitive, Relational, and Behavioral Trust Dynamics in Human-AI Collaboration.
4. **Xu, S**. (under review) Remote Work Revisited: Unraveling the Effects of Working from Home and Media Richness Daily Workplace Relationships Multidimensions AI features.
5. Li, W., **Xu, S**., Zheng, X., Sun, R., (2nd R&R) The Knowledge Gap in Artificial Intelligence (AI): Examining the Roles of Social Media Use and Information Elaboration.
6. Yamamoto, M., **Xu, S.,** & Li, W., (under review) Testing a Dynamic Developmental Model of Trust in AI: How Trust Develops and Affects Critical Thinking in the American Workforce.
7. Yamamoto, M., **Xu, S.,** & Coman, I., (under review) Testing belief gaps in COVID-19 vaccines: Evidence from a short-term longitudinal study.

INVITED PUBLICATIONS
1. Kee, K., Xu, S., & Jitkajornwanich, K. AI, chatbots, and employee communication (2023). In *Routledge Handbook of Employee Communication and Organizational Process*. London: Routledge.
2. <u>Liu, M.</u> & **Xu, S**. (2020) China: Government communication during the COVID-19 pandemic. In Lilleker DG, Coman IA, Novelli E, Gregor M (Eds.), *Political Communication during COVID-19*. London: Routledge
3. **Xu, S**. & Wang, Z. (2017) Multitasking: Does it really exist? In P.Vorderer (Eds.), *Permanently Online - Permanently Connected*, Chapter 7. London: Routledge.
4. **Xu, S**. & Wang, Z. (2016) Multi-tasking (Media). In P. Roessler (Eds.), *The International Encyclopedia of Media Effects*, New Jersey: John Wiley & Sons.

RESEARCH IN PROGRESS
Xu., S. (in progress). Human-AI collaboration: An eye-tracking study.
Xu., S. (in progress). AI-mediated communication in the workplace.
Xu., S. (in progress). The dynamics of minority identity and social support in the workplace
Xu., S. (in progress). Motivational suppression: A dynamic longitudinal study.

REFEREED CONFERENCE PRESENTATIONS
1. **Xu, S**., Jitkajornwanich, K., <u>Park, H</u>., David, P., <u>Chumthong, T.</u>, <u>Zhao, Y., Adu, J.</u>, (under review) A Longitudinal Examination of Collaboration Diversity Among Communication Scholars: 1990 to 2023. *Paper accepted at the International Communication Association 2024 Annual Convention*
2. **Xu, S**., Kee, K., Li, W., Yamamoto, M., <u>Riggs. R.,</u> (2023) Examining the diffusion of innovations from a dynamic, differential-effects perspective: A longitudinal study on AI adoption among employees. *Paper presented at the International Communication Association 2023 Annual Convention*

3. Li, W., **Xu, S**., Kee, K., Yamamoto, M., (2023) Social media engagement and willingness to help Ukrainian refugees: A longitudinal study testing the mechanisms and reciprocal effects of action and cues. *Paper presented by the International Communication Association 2023 Annual Convention*

4. **Xu, S**., & Li, W. (2022). A tool or a social being? A dynamic longitudinal investigation of functional use and relational use of AI voice assistants: *New Media & Society. Paper accepted by the National Communication Association 2022 Annual Convention.*

5. **Xu, S.**, Coman, I., Yamamoto, M. & Najera, C., (2022) Exposure effects or confirmation bias?: Examining reciprocal dynamics of misinformation, misperceptions, and attitudes toward COVID-19 vaccines. *Paper accepted by the International Communication Association 2022 Annual Convention*

6. Coman, I. & **Xu, S.** (co-first author), Yamamoto, M. (2022) Covid vaccine hesitance among disadvantaged groups: Explicating barriers and cue to action in the health belief model. *Paper accepted by the International Communication Association 2022 Annual Convention*

7. Kee, K., Olshansky, A., & **Xu, S**. (2021) A socio-technical framework for measuring organizational capacity of big data science projects in cyberinfrastructure diffusion in STEM. *IEEE BigData Workshop on Methods to Improve Big Data Science Projects (MIDP-2021)* https://doi.org/10.1109/BigData52589.2021.9672004

8. **Xu, S**., & Wang, Z. (2021) The immediate and delayed impact of multitasking on well-being: A dynamic longitudinal examination. *Paper accepted by the National Communication Association 2021 Annual Convention.*

9. **Xu, S**., Li, W., Zhang, W., & Cho, J. (2021) The dynamics of social support and affective well-being before and during COVID: An experience sampling study. *Paper accepted by the International Communication Association 2021 Annual Convention*.

10. **Xu, S**., Li, W., & Zhang, W., (2021) The dynamics of social capital: Examining the reciprocity between network features and social support. *Paper accepted by the International Communication Association 2021 Annual Convention*.

11. **Xu, S.** Kee. K, & Mao, C., (2021) Work-life balance and multitasking? Examining the antecedent and consequences of multitasking when working from home. *Paper accepted by the International Communication Association 2021 Annual Convention*.

12. Mao, C., **Xu, S.**, & Kee, K., (2021) Computer-mediated task and relational communication amongst virtual workers: The roles of tie strength, persistence, and privacy concerns. *Paper accepted by the International Communication Association 2021 Annual Convention*.

13. Yamamoto, M., Ran, W., & **Xu. S.** (2021) How you watch television news matters: A panel analysis of second screening and political learning from the news. *Paper accepted by the International Communication Association 2021 Annual Convention*.

14. **Xu, S**. (2020). Multiple selves and multitasking: A dynamic longitudinal study. *Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2020 Annual Convention*.

15. **Xu, S.,** Wang, Z., Woods, K. & Adams, E. (2018). For the good or the bad? Dual motivational systems and media multitasking. *Paper accepted at the National Communication Association 2018 Annual Convention*.

16. **Xu, S.,** & Zhang, G. (2018). Self-control and media multitasking: The role of conflict identification and intrinsic motivation. *Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC)2018 Annual Convention*.

17. **Xu, S**. & Wang, Z. (2017). Media multitasking and food choice. *Paper presented at the National Communication Association 2017 Annual Convention*.
18. **Xu, S**., & David. P. (2015). Distortions in time perceptions during multitasking. *Paper presented at the International Communication Association 2015 Annual Convention*.
19. **Xu, S**., Wang, Z., David. P., & Xie, T. (2015). Media multitasking and wellbeing of university students. *Paper presented at the International Communication Association 2015 Annual Convention*.
20. **Xu, S**., & David. P. (2014). Tobacco content on smoking among females in Chinese newspaper, 2005 - 2013. *Paper accepted for presentation at the International Communication Association 2014 Annual Convention.*
21. Jain, P., Beam, M. A., Hoffman, E., & **Xu, S**. (2015) The Influence of sexual norms of peers on intentions to practice responsible sex and engage in sexual discussion. *Paper presented at the National Communication Association 2015 Annual Convention*.
22. Wang, Z., Woods, K. W., **Xu, S**., & Cooper, C. (2015). Does media multitasking make food taste bland? *Paper presented to the International Communication Association, May 2015, Puerto Rico*.
23. Beam, M. A., Jain, P., Hoffman, E., & **Xu, S**. (2014) Could that be me? Investigating personally tailored and targeted STD ads on social network sites. *Paper presented at the International Communication Association 2014 Annual Convention*.
24. David, P., Brickman, J. S., Silva, D. E., **Xu, S**., & Ran, W. (2014) Beyond time and frequency: attending to attention in media multitasking. *Paper presented at the International Communication Association 2014 Annual Convention.*

AWARDS AND NOMINATIONS

- Nominated for the President's Excellence in Teaching at Texas Tech University, 2024
- Faculty Fellowship Award for Community Engaged Scholarship, Texas Tech University, 2023-2024
- Texas Tech University Outstanding Research Award, 2023
- Nominated for the Hemphill-Wells New Professor Excellence in Teaching Award at Texas Tech University, 2023

FUNDED GRANT ACTIVITIES

Co-Principle Investigator	*Combating AI-Generated Science Misinformation*. Funded by the Office of Proposal Development at Stony Brook University 2024-2025 ($28,000)
Co-Principle Investigator	*Viewing with Critical Eyes: Examining Selective Exposure to AI-Generated Creative Works using the Eye-tracking Method*. Funded by the Scholarship Catalyst Program at Texas Tech University 2023-2024 ($4,000)
Principle Investigator	*Promote Social Capital for Ethnic Minority Employees: Examining Individual, Organizational and Technological Factors in the Dynamic Model of Social Identity and Networks*. Funded by the Waterhouse Family Institute 2022-2023 ($10,000)
Principle	*Toward a More Diverse Collaboration Network in Academia: Identifying*

Investigator	*Determinants and Barriers*. Funded by the Office of Institutional Diversity at Texas Tech University for 2022-2023 ($10,000)
Consultant	*Organizational Capacity and Capacity Building for Cyberinfrastructure Diffusion.* Funded by National Science Foundation (NSF), 2015-2021 ($517,000)
Principle Investigator	*Multitasking and Multiple Selves* Funded by Ohio State University Morgan Scholarship Award, 2018-2019 ($4,899)
Principal Investigator	*Multitasking and Well-being* Funded by Ohio State University Duebler Research Grant, 2017-2018 ($1,000)
Team Member	*Quantum Theory for Dynamic Strategic Decision Making* Funded by Air Force Office of Scientific Research (AFOSR), 2015-2019 ($810,000)
Team Member	*Construct a General Hilbert Space Multi-dimensional Model* Funded by National Science Foundation (NSF), 2016-2019 ($500,000)

GRANT UNDER-REVIEW

Co-Principle Investigator	*Collaborative Research: Dancing with Wolves - Exploring the Impact of Generative Artificial Intelligence on Engineering Education* by National Science Foundation (NSF), 2024-2027 ($569,689) Shan Xu (30%)
Co-Principal Investigator	*CI-Pulse: A Scientific Exploration and Impact Analysis Service for Cyberinfrastructure* Unfunded by National Science Foundation (NSF), 2022-2027 ($3,138,748) Shan Xu (TTU portion 50%, $117,833)

UNFUNDED GRANT ACTIVITIES

Principle Investigator	*Synthesis of Informal Science Learning on Social Media* Unfunded by National Science Foundation (NSF), 2023-2025 ($490,598) Shan Xu (100%)
Principle Investigator	*Integrating Human Cognition, Social Capital, and Diffusion Strategies into the Future Crowdsourcing Platform* Unfunded by National Science Foundation (NSF), 2021-2025 ($1,210,749) Shan Xu (40%, $484,299.6)
Principal Investigator	*Understanding Working-from-Home and Multitasking: An Experience Sampling Study on Work-Life Balance* Unfunded by the Russell Sage Foundation, 2020-2021 ($45,000) Shan Xu (100%, $45,000)
Co-Principal	*Promoting Flu Vaccination via Social Media: Building Machine Learning*

Investigator   *Models for Social Listening and Virality* Unfunded by National Institutes of
                   Health (NIH)*,* 2021-2023 ($398,512)
                   Shan Xu (40%, $159,404.8)

TEACHING EXPERIENCE

2019-present; Assistant Professor – Texas Tech University
- Spring 2024
  - PR 3311 Public Relations Strategies (Online)
  - MCOM 5364 Research Methods (F2F)
- Fall 2023
  - PR 3311 Public Relations Strategies (Online)
  - MCOM 5364 Research Methods (F2F)
- Summer 2023
  - PR 4380 Applied PR Research (Online)
- Spring 2023
  - PR 3311 Public Relations Strategies (Online)
  - MCOM 5364 Research Methods (F2F)
- Fall 2022
  - PR 3311 Public Relations Strategies (Online)
  - MCOM 5364 Research Methods (F2F)
- Spring 2022
  - PR 3311 Public Relations Strategies (Online)
  - PR 4380 Applied PR Research (F2F)
- Fall 2021
  - PR 3311 Public Relations Strategies (Online)
  - PR 4380 Applied PR Research (F2F)
- Summer 2021
  - PR 4380 Applied PR Research (Online)
- Spring 2021
  - PR 6315 Special Topics in PR: Health Communication (Online)
  - PR 3311 Public Relations Strategies (Online)
- Fall 2020
  - PR 3311 Public Relations Strategies (Online)
  - PR 4380 Applied PR Research Methods (Online)
- Summer 2020
  - PR 4380 Applied PR Research Methods (Online)
- Spring 2020
  - PR 3311 Public Relations Strategies (Hybrid)
  - PR 4380 Applied PR Research Methods (Hybrid)
- Fall 2019
  - PR 3311 Public Relations Strategies (F2F)
  - MCOM 3380 Research Methods (F2F)

2014-2019 Instructor and Teaching Assistant – Ohio State University
- COMM 2331 Strategic Communication Principle (F2F)

- COMM 3163 Industry Research Methods (F2F)
- COMM 1100 Intro to Communication (Online)
- COMM 3668 Intercultural Communication (F2F)
- COMM 3444 Advertising and Society (F2F)
- COMM 2367 Persuasive Communication (F2F)

2012-2014 Lab Instructor– Washington State University
- COMM 210 Multimedia Content Creation (Online)

GUEST LECTURES

2019-present; Assistant Professor – Texas Tech University
- PR 6315 The Professoriate (Special Topics): *How to write your dissertation*, 2020
- PR 4351 International and Multicultural PR: *PR in Asia*, 2020

GRADUATE ADVISING

2019-present; Assistant Professor – Texas Tech University
- Chair of master's thesis committee for Jeffery Adu (ongoing)
- Chair of master's thesis committee for Huda Asiri (ongoing)
- Chair of master's thesis committee for Maritza Ramirez (graduated 2023 Fall)
- Member of doctoral dissertation committee for Chaitra Kulkarni (graduated 2023 Summer)
- Member of Ph.D. qualifying exam committee for Chaitra Kulkarni (graduated 2023 Summer)
- Member of Master's thesis committee for Autumn Bippert (graduated 2023 Summer)
- Chair of Master's thesis committee for Varsha Reddy Ala (graduated 2023 Spring)
- Chair of Master's thesis committee for Leonardo Flores (graduated 2022 Fall)
- Member of doctoral dissertation committee for Rachel Riggs (graduated 2022 Summer)
- Member of Ph.D. qualifying exam committee for Rachel Riggs (graduated 2022 Summer)
- Chair of Master's thesis committee for Breck Gavin (graduated 2021 Fall)
- Member of Master's thesis committee for Kay Leigh Shannon (graduated 2021 Spring)
- Member of Master's thesis committee for Kylie Lloyd (graduated 2020 Spring)

UNIVERSITY AND PROFESSIONAL SERVICE

- Elected Secretary for the Information Systems Division of the International Communication Association (ICA), term 2024-2026
- College Graduate Council (2023-2025)
- Graduate Student Relations Officer (2023-2025)
- Department Recruitment & Retention Committee (2023-2024)
- College Advisor Search Committee (2023)
- Department Curriculum Committee (2021-2023)
- Department Undergraduate Scholarship Committee (2021 to 2023)
- Department Instructor Search Committee (2021)

- College Grade Appeal Committee (Graduate) (2021)
- Public Affairs Officer, Chinese Faculty and Staff Association at Texas Tech University (2020).
- Department PR Showdown Competition Committee (2020)
- Department Faculty Workload Committee (2020-2021)
- College Diversity Committee (2020-present)
- College Graduate Scholarship Committee (2019-2020)

Post-hoc Reviews
- *Journal of Communication* (3 manuscripts)
- *Communication Research* (4 manuscripts)
- *Journal of Computer-Mediated Communication* (2 manuscript)
- *New Media & Society* (1 manuscript)
- *Computers in Human Behavior* (9 manuscripts)
- *Media Psychology* (2 manuscripts)
- *Journal of Health Communication* (1 manuscript)
- *Management Communication Quarterly* (1 manuscript)
- *Journal of Media Psychology* (4 manuscripts)
- *Journal of Communication Psychology* (1 manuscript)
- *Studies in Higher Education* (1 manuscript)
- *IEEE Transactions on Human-Machine Systems* (1 manuscript)
- *Information Technology & People* (1 manuscript)

PROFESSIONAL DEVELOPMENT
- Machine learning workshop (online. Jan. 2022)
- Statistics with R workshop. (online, Jun. 2021)
- Longitudinal Data Analysis using SEM workshop. (online, Dec. 2020)
- Longitudinal Data Analysis using Stata workshop. (San Diego, Feb. 2020)
- Grant Writing Workshop at TTU (Jan. 2020)
- Workshop, Tenure Academy, Texas Tech University & Teaching, Learning, and Professional Center. (Nov. 2019).

PROFESSIONAL AFFILIATIONS
2012 – present
- Association for Education in Journalism and Mass Communication (AEJMC).
- International Communication Association (ICA)
- National Communication Association (ICA)

PROFESSIONAL EXPERIENCE
Edelman
2010 – 2011   Consumer Marketing, Beijing, China
Clients: Procter & Gamble (P&G), Cotton USA, Mars Company
- Designed and implemented marketing campaigns for product launch. Designed and organized corporate social responsibilities campaigns. Leveraged opinion-leaders'

endorsement to maximize product awareness and third-party alliance to penetrate new markets.
- Managed media relations. Acted as an interface between media and client. Managed news and provide guided stimulation on press coverage and delivered quality media co-op work for client.
- Conducted marketing communication research. Carried out surveys, interviews and media content analysis. Collected data to measure campaign outcomes.

Microsoft
2006 – 2009   Public Relations Department, Beijing, China
- Conducted research on government actions and industry policies. Collected facts, statistics, opinions and decisions available on government websites, state-owned enterprises' financial reports, and through reliable sources inside government organizations, to complete project research.

LANGUAGES
Cantonese (native), Mandarin (native), English (fluent)