

# Xuanjun (Jason) Gong

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## EDUCATION

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- University of California, Davis** **Davis, CA**  
Doctor of Philosophy in Communication, 2019-2024 (expected)
- University of California, Davis** **Davis, CA**  
Master of Science in Statistics (Data Science Track), 2021-2023
- University of Illinois at Urbana-Champaign** **Urbana, IL**  
Master of Science in Advertising, 2017-2019
- Zhejiang Gongshang University** **Hangzhou, China**  
Bachelor of Art in Advertising, 2013-2017

## RESEARCH INTERESTS

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**Media Science, Selective Media Exposure, Information Diffusion, Computational Methods, Behavioral Modeling, Neuro-Psychophysiological Measures**

## PUBLICATION

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- Gong, X.**, & Huskey, R. (in press). Computationally modeling entertainment media choice and decision making in communication science. In Bowman, N. D. (Ed.), *DeGruyter Handbook of Entertainment*. (Volume 1.). Berlin, Germany: DeGruyter.
- Gong, X.**, Huskey, R., (2023). Consider the time dimension: Theorizing and formalizing sequential media selection. *Human Communication Research*. doi: <https://doi.org/10.1093/hcr/hqad051>
- Gong, X.**, Huskey, R. (2023). Media selection is highly predictable, in principle. *Computational Communication Research*. doi: <https://doi.org/10.5117/CCR2023.1.15.GONG>
- Gong, X.** & Huskey, R. (2023). Moving behavioral experimentation online: A tutorial and some recommendations for drift diffusion modeling. *American Behavioral Scientist*. doi: <https://doi.org/10.1177/00027642231207073>
- Gong, X.**, Huskey, R., Xue, H., Shen, C., & Frey, S. (2023). Broadcast information diffusion processes on social media networks: exogenous events lead to more integrated public discourse. *Journal of Communication*, 73 (3), 247–259. doi: <https://doi.org/10.1093/joc/jqad014>
- Gong, X.**, Huskey, R., Eden, A., & Ulusoy, E. (2023). Computationally modeling mood management theory: a drift-diffusion model of people's preferential choice for valence and arousal in media. *Journal of Communication*, jqad020. doi: <https://doi.org/10.1093/joc/jqad020>
- Huskey, R., Keene, J. R., Wilcox, S., **Gong, X.**, Adams, R., & Najera, C. J. (2022). Flexible and modular brain network dynamics characterize flow experiences during media use: A functional magnetic resonance imaging study. *Journal of Communication*, 72(1), 6-32. doi: <https://doi.org/10.1093/joc/jqab044>

Xue, H., **Gong, X.**, & Stevens, H. (2022). COVID-19 Vaccine Fact-Checking Posts on Facebook: Observational Study. *Journal of Medical Internet Research*, 24(6), e38423. doi: <https://doi.org/10.2196/38423>

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#### MANUSCRIPT IN PROGRESS

Huskey, R., Boydston, A., Eden, A., Coronel, J., **Gong, X.**, Ulusoy, E., Riggs, E. (Data collection undergoing – manuscript in development) Investigating the decision-making processes and brain activities for negativity bias of news selection: An fMRI study.

**Gong, X.**, Huskey, R., (Manuscript in development). A computational modeling framework for advertisement effectiveness: the value-based decision-making framework. *Journal of Advertising*.

**Gong, X.**, Huskey, R., Duff, B., (Data collection complete - manuscript in development). Media Multitasking as an Exploratory (vs. Exploitative) Behavior. *Media Psychology*.

**Gong, X.**, Andrews, M., Weisman, W., Huskey, R., Peña, J., Klein, V., Sarieva, S., Kang, R., Schmälzle, R., & Hancock, J. (Data collection complete - manuscript in development) Intersubject synchrony and collaborative task performance: A hyperscanning paradigm using AR Tangram and the Muse EEG.

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#### GRANT ACTIVITY

**UC Davis Academic Senate Small Grant (2023) - UC, Davis - \$4,000**

Exploration and Reinforcement Mechanisms of Sequential Media Selection  
Collaborator; PI: Richard Huskey

**Dissertation Award (2023) - UC, Davis - \$1,000**

**Travel Grant (2023) - International Communication Association - Communication Science and Biology - \$343**

**Scientific Research Project (2022) - Grammy Museum Grant Program - not awarded**

Co-PI

**Small Research Grant (2020) - Department of Communication, UC, Davis - \$800**

A Drift Diffusion Modeling Approach for Testing Mood Management Theory  
Collaborator; PI: Richard Huskey

**Graduate Student Fellowship (2019-2020) - UC, Davis - \$54,295**

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#### AWARDS

**Top Paper Award (2023) - International Communication Association**

**Top Paper Award (2021) - National Communication Association Annual Conference**

**Graduate Student Award (2021) - Cognitive Neuroscience Society**

**Top Paper Award (2021) - International Communication Association**

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#### SERVICES

**Journal Review**

Journal of Communication  
Journal of Media Psychology

National Science Review

### Conference Review

International Communication Association (2019-2023)

National Communication Association (2019-2023)

### Departmental Service

Brownbag research seminar manager (2019-2020)

### CONFERENCE PAPERS

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**Gong, X.**, Huskey, R. (Nov, 2023) Mechanisms of people's book reading: exploration and reinforcement learning. *Annual Meeting of the National Communication Association, Maryland.*

**Gong, X.**, Huskey, R. (Nov, 2023) Media multitasking as an exploratory (vs. exploitive) behavior. *Annual Meeting of the National Communication Association, Maryland.*

**Gong, X.**, Andrews, M., Weisman, W., Huskey, R., Peña, J., Klein, V., Sarieva, S., Kang, R., Schmäzle, R., & Hancock, J. (May, 2023). Intersubject synchrony and collaborative task performance: A hyperscanning paradigm using AR Tangram and the Muse EEG. *Annual Meeting of the International Communication Association, Toronto.*

**Gong, X.** & Huskey, R. (May, 2023). Media selection is highly predictable, in principle. *Annual Meeting of the International Communication Association, Toronto.* **Top Paper Award, Communication Science and Biology**

### Interest Group

**Gong, X.** & Huskey, R. (Nov, 2022). Computational methods and formal modeling in media selection research. *Annual Meeting of the National Communication Association, New Orleans.*

**Gong, X.** & Huskey, R., Hopp, F. (Nov, 2022). Media selection is highly predictable, In principle. *Annual Meeting of the National Communication Association, New Orleans.*

**Gong, X.** Xue, H., Huskey, R., Shen, C., Frey, S. (May, 2022). Identify the integration and segregation dynamics of social network dynamics and its influence on the collective attention, learning, and innovation. *Annual Meeting of the International Communication Association Conference, Paris.*

**Gong, X.**, Huskey, R. (May, 2022). Media decision making study. *Annual Meeting of the International Communication Association Conference, Paris.*

**Gong, X.**, Huskey, R. (May, 2022). Modeling human music mobility. *Annual Meeting of the International Communication Association Conference, Paris.*

**Gong, X.**, Huskey, R., Eden, A., & Ulusoy, E. (Nov, 2021). Computationally modeling mood management theory: A drift-diffusion model of people's preference for valence and arousal. *National Communication Association, Seattle.* **Top Paper Award, Communication and Social Cognition Division.**

**Gong, X.**, Huskey, R. (Sep, 2021). Online behavioral experimentation: A tutorial and recommendations. *Conference of the German Communication Association's Methods Division, Virtual.*

**Gong, X.** & Huskey, R. (Mar, 2021). Fronto-parietal and reward networks are integrated during the psychological state of flow. *Annual Meeting of the Cognitive Neuroscience Society, Virtual*. **Graduate Student Award**

**Gong, X.**, Huskey, R., Eden, A. & Ulusoy, E. (May, 2021). People prefer negatively-valenced movies in a two-alternative movie decision task: A drift diffusion modeling approach for testing mood management theory. *Annual Meeting of the International Communication Association Conference, Virtual*.

Huskey, R., Keene, J., Wilcox, S., **Gong X.**, Adams, R. & Najera, C. (May, 2021). Flexible and modular brain network dynamics characterize flow experiences during media use: A mechanistic inquiry into content dynamics and well-being. *Annual Meeting of the International Communication Association Conference, Virtual*. **Top Paper Award, Communication Science and Biology Interest Group**

Huskey, R., Keene, J. R., Wilcox, S., **Gong, X.**, Adams, R., & Najera, C. J. (May, 2021). A multi-layer network neuroscience investigation of the psychological state of flow. *Annual Meeting of the Social and Affective Neuroscience Society, Virtual*.

**Gong, X.**, Duff, B. (May, 2020). An exploration account of media multitasking: the exploration-exploitation model to explain media multitasking behavior. *Annual International Communication Association Conference, Virtual*.

**Gong, X.**, Yegiyani, N. (May, 2020). When to switch? An information foraging model of media switching behaviors. *Annual International Communication Association Conference, Virtual*.

Ren, Y., Lee Y., Yao, J., **Gong, X.**, Ahn, R., Yun, J., & Duff, B. (May, 2019). An examination of how boredom proneness influences media multitasking behavior. *Annual International Communication Association Conference, Washington*.

Yao, J., Ren, Y., Lee, Y., **Gong, X.**, Ahn, R., Yun, J., Duff, B., & Wise, K. (2019). How multitasking preference and media multitasking behavior influence general advertising perceptions. *American Academy of Advertising Annual Conference, Dallas*.

## **TEACHING EXPERIENCE**

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### **Associate Instructor** (Instructor of Record)

CMN 001: Introduction to Public Speaking (Summer 2022/2023). University of California, Davis

### **Graduate Teaching Assistant**

CMN 120: Interpersonal Communication, Instructor: Virginia Hamilton (Spring 2023). University of California, Davis

CMN 110: Communication Networks, Instructor: Cuihua (Cindy) Shen (Winter 2022). University of California, Davis

CMN 12Y: Data Visualization in Social Science, Instructor: Seth Frey (Spring 2022). University of California, Davis

CMN 140: Introduction to the Mass Media, Instructor: Richard Huskey (Fall 2021/Fall 2022). University of California, Davis

CMN 001: Introduction to Public Speaking, Instructor: Alisa Shubb (Fall 2020). University of California, Davis

ADV 409: Media Entrepreneurship, Instructor: Steve Raquel (Fall 2018). University of Illinois at Urbana-Champaign

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#### UNDERGRADUATE ADVISING

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Teaden Gurung (June 2022). Mentorships for Undergraduate Research. Guidance on the development of EEG data collection and analysis pipeline.

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#### ADDITIONAL INFORMATION

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**Languages:** Mandarin Chinese (Native); English (Fluent).

**Programming Languages:** Python, R, Matlab, SQL, Spark, Slurm, Bash, JavaScript

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#### REFERENCES

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##### **Richard Huskey, Ph.D.**

Associate Professor, Department of Communication  
Chair ICA Communication Science and Biology Group  
Center for Mind and Brain

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Department of Communication  
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##### **Cuihua (Cindy) Shen, Ph.D.**

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##### **Laramie Taylor, Ph.D.**

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##### **Allison Eden, Ph.D.**

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East Lansing, MI 48824

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