Xuanjun (Jason) Gong

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Appointments

Texas A&M University — **College Station, TX**

Assistant Professor — 2024-now

Department of Communication and Journalism

Education

University of California, Davis — **Davis, CA**

Doctor of Philosophy in Communication — 2019-2024

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

Media Selection, Information Diffusion, Computational Methods, Behavioral Modeling, Neuro-Psychophysiological Measures

Publication

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

Grant Activity

- **Academic Senate Small Grant (2023) - *UC, Davis* - $4,000 -** *Exploration and Reinforcement Mechanisms of Sequential Media Selection* - Co-PI
- **Dissertation Award Grant (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
- **Research Grant (2020) - *Department of Communication, UC, Davis* - $800 -** A Drift Diffusion Modeling Approach for Testing Mood Management Theory - Co-PI
- **Graduate Student Fellowship (2019-2020) - *UC, Davis* - $54,295**

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***

Services

- **Journal Review**
  - Journal of Communication
  - Journal of Media Psychology
  - National Science Review
  - British Journal of Social Psychology
- **Conference Review**
  - International Communication Association (2019-2023)
  - National Communication Association (2019-2023)
- **Departmental Service**
  - Brownbag research seminar manager at the University of California, Davis (2019-2020)

Conference papers

Gong, X., Huskey, R. (Jun, 2024) What to Read Next: Reward Generalization, Exploration, and Foraging Shape Sequential Media Selection. *Annual Meeting of the International Communication Association, Gold Coast.*

Grizzard, M., Brown, L., **Gong, X.**, Huskey, R. (Jun, 2024) Moral Narrative Prediction Accuracy Systematically Varies Along an Audience Response Temporal Gradient. *Annual Meeting of the International Communication Association, Gold Coast.*

Gong, X., Huskey, R. (Nov, 2023) Media multitasking as an exploratory (vs. explotive) 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., Schmälzle, 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., Yegiyan, 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.*

Invited Talks

- Modeling Media Selection as Sequential Behaviors (Feb 2024) • University of Pennsylvania AHA Lab.

Teaching experience

- **University of California, Davis (Teaching Assistant/Associate Instructor)**
  - CMN 001: Introduction to Public Speaking, Summer 2022/2023
  - CMN 120: Interpersonal Communication, Spring 2023
  - CMN 110: Communication Networks, Winter 2022
  - CMN 12Y: Data Visualization in Social Science, Spring 2022
  - CMN 140: Introduction to the Mass Media, Fall 2021/Fall 2022
  - CMN 001: Introduction to Public Speaking, Fall 2020
  - ADV 409: Media Entrepreneurship, Fall 2018

Professional Affiliations

International Communication Association **2018–Present**
Communication Science & Biology Interest Group
Computational Methods Division
Information Systems Division

National Communication Association **2018–Present**
Mass Communication Division
Social Cognition Division

IC2S2 **2023–Present**

Professional Training

NeuroHackAdemy (Summer 2020)

Neurohackademy is a two-week hands-on summer institute in neuroimaging and data science held at the University of Washington eScience Institute. Researchers receive training in the latest technologies used to analyze human neuroscience data, as well as tools to make analysis and results shareable and reproducible.

Summer Institute in Computational Social Science-Penn (Summer 2024) Philadelphia, PA

This Summer Institute is a two-week training program for computational social science research held at the University of Pennsylvania for social scientists (broadly conceived) and data scientists (broadly conceived). This instructional program involves lectures, group problem sets, and participant-led research projects. Topics covered include text as data, website scraping, digital field experiments, machine learning, and ethics.