

# 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

PI: Dr. Richard Huskey

### University of California, Davis

Davis, CA

Master of Science in Statistics (Data Science Track), 2019-2023

### University of Illinois at Urbana-Champaign

Urbana, IL

Master of Science in Advertising, Aug 2019

Advisor: Dr. Brittany Duff

### Zhejiang Gongshang University

Hangzhou, China

Bachelor of Art in Advertising, June 2017

## RESEARCH INTERESTS

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**Network Analysis, Machine Learning, Reinforcement Learning Modeling, Psychophysiological and Neuroscientific Methods, Time Series Analysis**

## JOURNAL PAPERS

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**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*, 2023;, jqad014.

**Gong, X.**, Huskey, R., Eden, A. & Ulusoy, E. (in press) People prefer negatively-valenced movies in a two-alternative movie decision task: A drift-diffusion modeling approach for testing mood management theory. *Journal of Communication*.

**Gong, X.** & Huskey, R. (in press). Moving behavioral experimentation online: A tutorial and some recommendations for drift diffusion modeling. *American Behavioral Scientist*.

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.

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.

**Gong, X.**, Huskey, R. (under review) Media selection is highly predictable, In principle. *Computational Communication Research*.

## BOOK CHAPTER

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**Gong, X., & Huskey, R.** (conditional acceptance). Computational Modeling Entertainment Media Choice and Decision Making in Communication Science. In Bowman, N. D. (Ed.), DeGruyter Handbook of Entertainment. (Volume 1.). Berlin, Germany: DeGruyter.

## REWARD AND GRANT

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### **Top Paper Award (2023) - *International Communication Association - Communication Science and Biology***

Annual Meeting of the International Communication Association

**Gong, X. & Huskey, R.** (2023). Media selection is highly predictable, In principle.

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

Annual Meeting of the National Communication Association

**Gong, X. & Huskey, R.** (2021). People Prefer Negatively-Valenced Movies in a Two-Alternative Movie Decision Task: A Drift Diffusion Modeling Approach for Testing Mood Management Theory.

### **Graduate Student Reward (2021) - *Cognitive Neuroscience Society***

Annual Meeting of the Cognitive Neuroscience Society

**Gong, X. & Huskey, R.** (March, 2021). Fronto-Parietal and Reward Networks are Integrated During the Psychological State of Flow. Annual Meeting of the Cognitive Neuroscience Society, Virtual Conference.

### **Top 5 Paper award (2021) - *International Communication Association***

Annual Meeting of the International Communication Association

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.

### **Small Research Grant (2020) - *Department of Communication at UC, Davis***

A Drift Diffusion Modeling Approach for Testing Mood Management Theory

PI: Dr. Richard Huskey

## CONFERENCE PAPERS

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**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. (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 Conference.

**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 Conference.

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 Conference.

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 Conference.

**Gong, X.,** Duff, B. (May, 2020). An Exploration Account of Media Multitasking: The Exploration-Exploitation Model to Explain Media Multitasking Behavior. 70th Annual International Communication Association Conference.

**Gong, X.,** Yeghyan, N. (May, 2020). When To Switch? An Information Foraging Model of Media Switching Behaviors. 70th Annual International Communication Association Conference.

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. 69th Annual International Communication Association Conference.

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. 2019 American Academy of Advertising Annual Conference.

## **TEACHING EXPERIENCE**

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### **Instructor**

CMN 001: Introduction to Public Speaking (Summer 2022). 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

#### ADDITIONAL INFORMATION

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- **Languages:** Mandarin Chinese (Native); English (Fluent).
- **Technical:** Python, R, Matlab, SQL