

# Matthew J. A. Craig

# Curriculum Vitae

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College of Communication & Information  
1125 Risman Drive  
Kent State University  
Kent, OH 4424

E-Mail: [mcraig27@kent.edu](mailto:mcraig27@kent.edu)  
Website: [matthewjacraig.com](http://matthewjacraig.com)  
Phone: +1 (269) 271-9593

## EDUCATION

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### Ph. D., Communication & Information

**Expected and on track May 2024**

College of Communication & Information  
Kent State University, Kent, OH

**Dissertation:** Human-Machine Communication Privacy Management: An Examination of Privacy Expectations, Practices, Breakdowns, and Recalibration with Social Media Algorithms.

**Committee:** Michael Beam, Ph.D. (Chair), Jeffrey T. Child, Ph.D., Mina Choi, Ph.D., Judith Gere, Ph.D.

### M. A., Communication

**April 2020**

Western Michigan University, Kalamazoo, MI

**Master's Project:** Feeling for Our Robot Overlords: Perceptions of Emotionally Expressive Social Robots in Initial Interactions.

**Project Committee:** Chad Edwards, Ph.D. (Chair), Autumn Edwards, Ph.D., Bryan Abendschein, Ph.D.

### B. A., Organizational Communication; Gender & Women's Studies

**April 2017**

Western Michigan University, Kalamazoo, MI

## ACADEMIC APPOINTMENTS

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### Part-time Faculty Member

**Spring, 2024**

School of Communication, Western Michigan University

### Graduate Research Assistant & Instructor

**2020–2024**

College of Communication & Information, Kent State University

### Graduate Teaching & Research Assistant

**2018–2020**

School of Communication, Western Michigan University

## PUBLICATIONS

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### Refereed Journal Articles and Conference Proceedings

*\*Computer Science research is typically published in peer-reviewed conference proceedings. HRI has an acceptance rate of 24%. Full-length papers accepted and published are refereed.*

**Craig, M. J. A., & Choi, M.** (in press). The role of affective and cognitive involvement in the mitigating effects of AI source cues on Hostile Media Bias. *Telematics and Informatics*.  
<https://doi.org/10.1016/j.tele.2024.102097>

- Craig, M. J. A.**, & Edwards, C. (2021). Feeling for Our Robot Overlords: Perceptions of Emotionally Expressive Social Robots in Initial Interactions. *Communication Studies*, 72(2), 251–265. <https://doi.org/10.1080/10510974.2021.1880457>.
- Craig, M. J. A.** (2021). Robots, AI, Automation, and those who define them [Special issue]. *Popular Culture Studies Journal*, 9(1), 233–248. [https://www.mpcaaca.org/files/ugd/5a6d69\\_8e82e21052d34aa8b5b744fc56f30913.pdf#page=241](https://www.mpcaaca.org/files/ugd/5a6d69_8e82e21052d34aa8b5b744fc56f30913.pdf#page=241).
- \***Craig, M. J. A.**, Edwards, C., Edwards, A. (2020) “But they’re my avatar”: Examining character attachment to android avatars in Quantic Dream’s Detroit: Become Human. In *Companion of the 2020 ACM/IEEE International Conference on Human-Robot Interaction (HRI)* (pp. 169–170). ACM. <https://doi.org/10.1145/3371382.3378298>.
- \***Craig, M. J. A.**, Edwards, C., Edwards, A., & Spence, P. (2019). Impressions of message compliance-gaining strategies for considering robot rights. In *14th ACM/IEEE International Conference on Human-Robot Interaction (HRI)* (pp. 560–561). IEEE. <https://doi.org/10.1109/HRI.2019.8673117>.

### Book Chapters

- Child, J. T., & **Craig, M. J. A.** (in press). Social media, disclosure, and identity management: Interaction with others. In J. S. Owlett & K. R. Rossetto (Eds.), *Social Media and Personal Relationships*. Cognella.
- Craig, M. J. A.**, Edwards, C., & Edwards, A. (in press). Human-Computer Interface Design. In R. Gershon (Ed.), *De Gruyter Handbook of Media Technology and Innovation*. De Gruyter.
- Child, J. **Craig, M. J. A.** (in press). Intentional and mindful social media use: Perspectives on digital literacy and presence. In K. R. Rossetto and E. M. Martin (Eds.), *The Journey into College and Career: Cultivating Resilience among Challenges*. Kendall Hunt Publishing.
- Spence, P., Edwards, C., & **Craig, M. J. A.** (in press). Interacting with social robots: The influence of their distinctive cues, behavioral capabilities, and affordances on social interaction and well-being. In L. Fortunati and A. Edwards (Eds.), *De Gruyter Handbook of Robots in Society and Culture*. De Gruyter.
- Edwards, C., & **Craig, M. J. A.** (2023). HMC in the Educational Context. In A. Guzman, R. McEwen, and S. Jones (Eds.), *The SAGE Handbook of Human-Machine Communication*. SAGE.
- Craig, M. J. A.**, & Edwards, C. (2021). Nonverbal communication in Human-Machine Communication: Wait, robots can have faces? In C. Liberman and J. Wrench (Eds.), *Casing Nonverbal Communication*. Kendall Hunt.

### Manuscripts in Submission

- Choi, M., Lin, M. C., **Craig, M. J. A.**, & Kim, J. (under review). Vicarious virtual intergroup contact: Exploring attitudes of domestic students toward domestic and international students through collaborative gameplay. *Communication Monographs*.
- Etzrodt, K., Kim, J., van der Groot, M. J., Prah, A., Choi, M., **Craig, M. J. A.**, Dehnert, M., Engesser, S., Frehmann, K., Grande, L., Leo-Liu, J., Liu, D., Mooshammer, S., Rambukkana, N., Rogge, A., Sikström, P., Son, R., Szczuka, J., Wilkenfeld, N., Xu,

K., ... Edwards, C. (under review). What HMC teaches us about authenticity. *Human-Machine Communication*.

### **Manuscripts in Preparation**

- Choi, M., **Craig, M. J. A.**, Hassan, T., Zhu Y., Quintela, P. G., Noi, S. M., & Silva, D. E. Responsive algorithms: Investigating the influence of TikTok users' perceived algorithm responsiveness & (in)sensistivity on well-being via self-determination. *Social Media + Society*.
- Craig, M. J. A.**, Edwards, C., Edwards., A., & Lin, X. Over(under) accommodative voice-based assistants: The mediating effects of perceived accommodation when applying stereotype content models to machines. *Computers in Human Behavior*.
- Craig, M. J. A.**, Sapurtua, R., & Whitehead, E. Navigating QPOC authenticity: Experiences of QPOC and their use of Grindr. *Communication Studies*.

### **AWARDS AND HONORS**

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| <b>Top Paper Award, Communication &amp; Technology Interest Group</b><br>Central States Communication Association            | <b>2024</b> |
| <b>OCA Distinguished Graduate Student</b><br>Ohio Communication Association  | <b>2022</b> |
| <b>Department-Level Graduate Research and Creative Scholar Award</b><br>School of Communication, Western Michigan University | <b>2020</b> |
| <b>All University Graduate Research and Creative Scholar Award</b><br>Western Michigan University                            | <b>2019</b> |
| <b>Department Level Graduate Research and Creative Scholar Award</b><br>School of Communication, Western Michigan University | <b>2019</b> |

### **GRANTS**

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| <b>CCI Research and Creative Activity Fund Grant</b><br>\$6,000, Kent State University, <b>Matthew Craig (PI)</b>   | <b>2024</b> |
| <b>National Communication Association Research Cultivation Grant</b><br>\$11,588, Kent State University, Dr. Mina Choi (PI); <b>Matthew Craig (Key Personnel)</b> | <b>2023</b> |

### **SELECTED CONFERENCE ACTIVITY/PARTICIPATION**

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#### **Panels Organized**

- Craig, M. J. A.**, Wilcox, C., Whiteside, A., Pringle, M., & Ofori-Parku, G. M. (2023, March 29–April 2). *Navigating the ivory—A space for graduate student peer mentorship* [Panel Presentation]. Central States Communication Association 92nd Annual Convention, St. Louis, MO, United States.

**Selected Competitive Refereed Papers Presented**

- Choi, M., Lin, M.C, **Craig, M. J. A.**, Kim, J. (2024, April 2–7). *Vicarious virtual intergroup contact: Exploring attitudes of domestic students toward domestic and international students through collaborative gameplay* [Top Paper presentation]. Central States Communication Association 93rd Annual Convention, Grand Rapids, MI, United States.
- Craig, M. J. A.**, Zhu, Y., Silva, D. E., Noi, S. M., Hassan, T., & Choi, M. (2023, November 16–19). *It listens to me so I feel well and connected: Investigating the influence of TikTok users' perceived algorithm responsiveness & (in)sensitivity on well-being via self-determination* [Paper presentation]. National Communication Association 109<sup>th</sup> Annual Convention, National Harbor, MD, United States.
- Choi, M., **Craig, M. J. A.**, Hassan, T., Zhu, Y., Quintela, P. G., Noi, S. M., & Silva, D. E. (2023, May 24–28). *Why don't you listen to me: An investigation of user perceptions of algorithm responsiveness and insensitivity and its effects on self-determination and well-being* [Paper presentation]. International Communication Association 73<sup>rd</sup> Annual Convention, Toronto, ON, Canada.
- Craig, M. J. A.**, & Choi, M. (2023, May 24–28). *The role of affective and cognitive involvement in the mitigating effects of AI journalism on hostile media bias* [Paper presentation]. International Communication Association 73rd Annual Convention, Toronto, ON, Canada.
- Grusauskaite, K., **Craig, M. J. A.**, Udenze, S., & Upadhyay, A. (2023, April 11–15). *Opinion on the proposal for the European Media Freedom Act: Regulating the use of artificial intelligence in journalism to uphold media independence* [Draft policy brief presentation]. EuromediaApp Spring School 2023, Venice, VE, Italy.
- Craig, M. J. A.** (2022, March 30-April 2). *Information seeking and perceptions of risk in the beginnings of the COVID-19 pandemic: Leveraging public data with scholarly insight* [Paper presentation]. Central States Communication Association 91st Annual Convention, Madison, WI, United States.
- Craig, M. J. A.**, & Edwards, C. (2021, March 23–28). *Feeling for our robot overlords: Perceptions of emotionally expressive social robots in initial interactions* [Paper presentation]. Central States Communication Association 90th Annual Convention, Cincinnati, OH, United States.
- Craig, M. J. A.**, Sapurtua, R., & Whitehead, E. (2020, November 19–22). *Transparency and sexual autonomy: Examining experiences of Queer People of Color and their use of Grindr* [Paper presentation]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States.
- Craig, M. J. A.**, Edwards, C., & Edwards, A. (2019, September 4–6). *Gendered robots and compliance-gaining: Does a robot's physically perceived gender make a difference in their persuasiveness* [Paper presentation]. 11th Conference of The Media Psychology Division, Chemnitz, SN, Germany.

**Craig, M. J. A.**, Edwards, C., & Edwards, A. (2019, May 24–28). *Video games, morality, and robots: Examining player's moral decision making in Quantic Dream's Detroit: Become Human* [Paper presentation]. International Communication Association 69th Annual Convention, Washington, D.C., United States.

### Discussant

Wang, T. R., Anderson, J., Atay, A., Bilge, N, Child, J. T., **Craig, M. J. A.**, Mehlretter Drury, S. A., Edwards, A. L., Edwards, A., Edwards, C., Knobloch, K., Lengel, L. M., Lin, X., Marino, M. I., Omilion-Hodges, L. M., Rahut, D. Roscoe, R. A., & Vanderbeke, M. (2024, June 20–24). *Partner Panel: Central States Communication Association Current and Future Research Directions* [Panel Presentation]. International Communication Association 74th Annual Convention, Gold Coast, QLD, Australia.

Atay, A., Herbig, A., Fassett, D. L., **Craig, M. J. A.**, Edwards, C., & Rahut, D. (2024, April 2–7). *Teaching, Learning, and Researching in the Era of AI* [Panel Presentation]. Central States Communication Association 93rd Annual Convention, Grand Rapids, MI, United States.

Jung, B., **Craig, M. J. A.**, Dehnert, M., Duan, Z., Lee, SK., McEwan, B., Miller, L. C. (2023, November 16–19). *Authenticities of Information and Identities in Emerging Mediation Contexts* [Panel Presentation]. National Communication Association 109th Annual Convention, National Harbor, MD, United States.

Edwards, A., Edwards, C., Spence, P., Lin, X., **Craig, M. J. A.**, Beattie, A., Jin, X., & Richards, R. (2022, March 30-April 2). *Building a lab across different institutions* [Panel Presentation]. Central States Communication Association 91<sup>st</sup> Annual Convention, Madison, WI, United States.

## TEACHING EXPERIENCE

\* denotes instructor of record

### Kent State University

*EMAT 33310 Human Computer Interaction	Spring 2024
*COMM 15000 Introduction to Human Communication	Fall 2023
*COMM 15000 Introduction to Human Communication	Summer 2023
*EMAT 33310 Human Computer Interaction	Spring 2023
*COMM 15000 Introduction to Human Communication	Fall 2023
*COMM 15000 Introduction to Human Communication	Summer 2022
*EMAT 33310 Human Computer Interaction	Spring 2022
*COMM 15000 Introduction to Human Communication	Fall 2021

### Western Michigan University

*COM 3000 Communication Research Methods	Spring 2024
COM 3000 Communication Research Methods	Spring 2020
COM 2800 Introduction to Organizational Communication	Spring 2020
COM 3000 Communication Research Methods	Fall 2019

COM 2500 Introduction to Public Relations	Fall 2019
COM 1000 Communication and Community Engagement	Spring 2019
COM 1000 Communication and Community Engagement	Fall 2019

## **PROFESSIONAL MEMBERSHIPS OR AFFILIATIONS**

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**Central States Communication Association**  
**National Communication Association**  
**International Communication Association**

## **RESEARCH EXPERIENCE**

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**Graduate Researcher** **2020–Present**  
Kent State University, Kent, OH

- Used both quantitative (surveys, text analysis, and experiments) and qualitative (interviews and content analysis) methods.
- Led research teams in multiple phases of research projects including but not limited to literature review, IRB application, data collection and analysis, and publication.
- Managed and facilitated multiple projects while working with senior and junior scholars in addition to mentoring other graduate researchers and research assistants.
- Presented research and participated in workshops internationally.
- Subject matter expert in human-machine communication and communication privacy management.
- Applied to research grants with scholars and received grant funding as PI.

**Post-Graduate Research Fellow** **2020–Present**  
[COMBOT Labs](#)

- Contributed to handbooks for the field of Human-Machine Communication.
- Served as ad hoc stats and methods expert.
- Collaborated with junior and senior scholars.

**Consultant/ Digital Research Associate** **2021–2022**  
[Voters Not Politicians](#), Lansing, MI

- Provided my expertise in Human-Computer Interaction to design and deploy specific solutions for their volunteer and staff teams.
- Collaborated with other consultants to address specific needs for software applications relevant to campaigns.
- Developed an experimental research tool that used both survey form collection and a chatbot based platform for collecting materials relevant for oppositional campaigning to be leveraged for internal communications and an external facing reporting tool for their field team.
- Maintained an accurate real-time database of information collected by the developed system in various formats including photos, videos, voice recordings, and text.
- Managed volunteers who assisted in handling high-volume submissions from the field with varying comfort levels with technology.

**Graduate Researcher** **2018–2020**  
Western Michigan University, Kalamazoo, MI

- Created and administered robot stimulus in Wizard of Oz experiments for various research projects led by me and other faculty members.
- Managed and facilitated multiple projects while working with junior and senior scholars in addition to mentoring undergraduate research assistants.
- Presented research and had work accepted at major ACM/IEEE and other interdisciplinary conferences domestic and international.

## **PROFESSIONAL SERVICE**

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### **Service To Discipline**

#### **Conference Reviewing**

*International Communication Association*

Communication and Technology Division (2023, 2024)

*National Communication Association*

Human Communication and Technology Division (2022)

*Central States Communication Association*

Communication and Technology Division (2020, 2021, 2024)

Graduate Student Caucus (2021)

Great Ideas for Teaching (G.I.F.T) Division (2020)

#### **Administrative Positions**

**Chair, Graduate Student Caucus** **2022–2023**

Central States Communication Association

**Secretary, Graduate Student Caucus** **2021–2022**

Central States Communication Association

**Executive Director Assistant** **2018–2020**

Central States Communication Association

### **University/Departmental Service**

**Executive Vice-Chair, Graduate Student Senate** **2023–2024**

Kent State University

**President, Communication Graduate Student Association** **2022–2023**

College of Communication & Information, Kent State University

**Research Chair, Communication Graduate Student Association** **2021–2022**

College of Communication & Information, Kent State University

**Union Steward, Teaching Assistants Union (TAU)** **2018–2020**

School of Communication, Western Michigan University

## MEDIA COVERAGE

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- Yoo, M. (2023, December 10). How AI is perceived in classrooms leading up to finals. *KentWired*. <https://kentwired.com/107213/latest-updates/how-ai-is-perceived-in-classrooms-leading-up-to-finals/>.
- Virtual reality study hopes to bridge gap between domestic and international students: Professor Mei-Chen Lin and her collaborators to explore how VR can impact communication, relationships. (2023, August 17). *Kent State Today*. <https://www.kent.edu/today/news/grant-study-impact-vr-attitudes-toward-international-students>.
- Flynn, E. (2019, December 11). Hey, Siri—WMU leads the way in studying human-robot communication. *WMU News*. <https://wmich.edu/news/2019/12/57097>.
- Haywood, T. (2018, April 25). A hookup gone wrong: Michigan's HIV Criminalization Negatively Affects Michiganders. *Pride Source*. <https://pridesource.com/article/a-hookup-gone-wrong-michigans-hiv-criminalization-negatively-affects-michiganders>.

## PROFESSIONAL EMPLOYMENT

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### Consultant

2017–Present

I periodically maintain consulting contracts with local and statewide organizations, lending my expertise in organizational communication, communication technology, public relations, and political consulting.

### Campaign Manager, Thomas Whitener for Kalamazoo County Treasurer, Kalamazoo, MI 2020

In this role, I managed remotely a countywide race for Thomas Whitener (the then candidate), who was running for the county treasurer seat in Kalamazoo County, Michigan. In this role, I was responsible early on for the development and deployment of internal campaign infrastructure, campaign finance reporting and fundraising, internal and external communications, and campaign strategy. We won the campaign and unseated an 8+ year (2+ term) incumbent.

### Field Organizer, Organizing Together, Kalamazoo, MI

2020

I built new and used existing community connections to establish grassroots organizing for Michigan's 6th Congressional District (formerly). I created and coordinated digital strategy for our regional team's area of responsibility, which was highlighted via statewide teams for my performance in digital targeting and email campaigns. I assisted in building an online organizing community for our region with over 700 volunteers in under two months, having developed and delivered key volunteer training programs from scratch that were adopted regionally.

### Regional Organizing Director, George Franklin for Congress, Kalamazoo, MI

2018

I assisted in the recruitment and training of volunteers for field organizing efforts. Early in this role, I was responsible for building and coordinating the petition gathering system/tracker to get George Franklin on the ballot across Michigan's (formerly) 6th Congressional District. I also established grassroots community connections for the campaign for field (voter engagement) efforts in Kalamazoo County.

### Coalition Director, Michigan Coalition for HIV Health and Safety, Lansing, MI

2017–2018



As Coalition Director, I created and directed strategic communications efforts, working with HIV advocacy organizations all over Michigan. I organized key events to provide basic HIV education to lawmakers while connecting them with their constituents in lobbying for the introduction of legislation to modernize Michigan's HIV criminalization laws. This advocacy work was instrumental in the passing of HB 6020 and HB 6021 in 2018, which amended Michigan's HIV criminalization laws to require prosecutors to prove intent to transmit HIV given that those on HIV treatment who are virally suppressed pose no risk of transmitting the virus.

## **SKILLS**

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**Statistics Software:** R, SPSS, HLM, Mplus, JASP, jamovi, Gephi

**Research Software:** Qualtrics, LimeSurvey

**IDE:** Visual Studio, R Studio

**Robotics:** Vector SDK, NAOqi

**CMS:** Editor X, WIX, Wordpress

**Communication SaaS:** Slack, Microsoft Teams, Zoom

**Services:** Apache, SSH

**Cloud platforms:** Azure, AWS, GCP

**OS:** Linux, OS X, Windows

**Production Software:** Adobe CC Suite, Audacity, Procreate, Garage Band, iMovie