Kate K. Mays, Ph.D.

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| EDUCATION | **Ph.D.,** Emerging Media Studies (2021), College of Communication, Boston University  **M.A.,** Emerging Media Studies (2015), College of Communication, Boston University | |
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|  | **B.A.,** English and American Studies (2010, double-major, cum laude), Georgetown University |  |
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| ACADEMIC EXPERIENCE | **Assistant Professor** (2023 – present):Department of Community Development and Applied Economics, College of Agriculture and Life Sciences, University of Vermont  **Postdoctoral Researcher** (2022–2023): Autonomous Systems Policy Institute, Maxwell School of Citizenship & Public Affairs, Syracuse University  **Visiting Assistant Professor** (2021–2022):Division of Emerging Media Studies, College of Communication, Boston University  **Contract Researcher** (2021): College of Communication, Boston University  **Research Assistant** (2015–2020): College of Communication, Boston University  James Katz, Feld Professor of Emerging Media Studies (2017 – 2020)  Chris Daly, Professor of Journalism (2017)  Lei Guo, Associate Professor, Emerging Media Studies (2015 – 2019)  **Hariri Graduate Student Fellow** (2017–2019):Rafik B. Hariri Institute for Computing and Computational Science & Engineering, Boston University  **Research Member** (2016–2020): Artificial Intelligence & Emerging Media research group, Boston University  **Research Fellow** (2015–2020): Communication Research Center, Boston University  **Summer Intern** (2016): Berkman Klein Center for Internet & Society, Harvard University | |
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| EDITED VOLUME | *Journalism & Truth in an Age of Social Media*. (2019). Editors: J.E. Katz & **K.K. Mays**, Oxford University Press. | |
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| PEER-REVIEWED PUBLICATIONS | 1. Authentic impediments: The influence of identity threat, cultivated perceptions, and personality on robophobia. (2024). **K.K. Mays.** *Human-Machine Communication* 2. The Perceived Robot Rights Entitlement scale: Development and validation of a metric for understanding perceptions of robots’ rights and responsibilities. (2024). **K.K. Mays**, J. Cummings, J.E. Katz. *International Journal of Human-Computer Interaction* 3. More capable, less benevolent: Trust perceptions of generative AI across societal contexts. (2024). K. Novozhilova, **K.K. Mays,** S. Paik, J.E. Katz. *Machine Learning & Knowledge Extraction* 4. Looking Towards an Automated Future: U.S. Attitudes Towards Future Artificial Intelligence Instantiations and Their Effect. (2024). E. Novozhilova, **K.K. Mays**, J.E. Katz. *Humanities and Social Sciences Communications* 5. The Power of Personal Ontologies: Individual Traits Prevail Over Technological Traits in Shaping Robot Humanization Perceptions. (2023). **K.K. Mays**, J. Cummings. *International Journal of Social Robotics* 6. Coping during COVID-19: How attitudinal, efficacy, and personality differences drive adherence to preventive measures. (2023). **K.K. Mays**, S. Paik, B. Trifiro, J.E. Katz. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health* 7. Agenda setting, cross-cutting effects, and political expression on social media: The gun violence case. (2023). L. Guo, Y. Zhang, **K.K. Mays**, A. Akyurek, D. Wijaya, M. Betke. *Communication Research* 8. AI as a boss? A national U.S. survey of predispositions governing comfort with expanded AI roles in society. (2022). **K.K. Mays**, Y. Lei, R. Giovannetti, J.E. Katz. *AI & Society, 37*, 1587-1600. 9. Invasive yet inevitable? Privacy normalization trends in emerging technology. (2022). S. Paik, **K.K. Mays**, J.E. Katz. *Social Media & Society, 8*(4). 10. Mediated communication and customer service experiences: Psychological and demographic predictors of user evaluations in the United States. (2022). **K.K. Mays**, J.E. Katz, J. Groshek. *Periodica Polytechnica Social and Management Sciences.* 11. Breaching perpetual contact: Non-use of mobile and social media in everyday life. (2021). A. Caron, **K.K. Mays**. *First Monday, 26*(8)*.* 12. Trait motivational reactivity as a predictor of online dating app behavior. (2021). J. Cummings, **K.K. Mays**. *Computers in Human Behavior, 121*. 13. Opening education through emerging technology: What are the prospects? Public perceptions of Artificial Intelligence and Virtual Reality in the classroom. (2021). **K.K. Mays**, J.E. Katz, Y. Lei. *Opus et Educatio, 8*(1)*.* 14. What makes gun violence a (less) prominent issue? A computational analysis of compelling arguments and selective agenda setting. (2021). L. Guo, **K.K. Mays**, Y. Zhang, D. Wijaya, M. Betke. *Mass Communication & Society, 24*(5), 651-675. 15. Accurate, fast, but not always cheap: Evaluating “crowdcoding” as an alternative approach to analyze social media data. (2020). L. Guo, **K.K. Mays**, S. Lai, M. Jalal, M. Betke, P. Ishwar. *Journalism and Mass Communication Quarterly, 97*(3), 811-834. 16. Whose story wins on Twitter? Visualizing the South China Sea debate. (2019). L. Guo, **K.K. Mays**, J. Wang. *Journalism Studies*, *20*(4), 563-584. 17. Detecting frames in news headlines and its application to analyzing news framing trends surrounding U.S. gun violence. (2019). S. Liu, L. Guo, **K.K. Mays**, M. Betke, D. Wijaya. *Proceedings of the 23rd Conference on Computational Natural Language Learning (CoNLL),* 504-514. 18. A time-series, multinational analysis of democratic forecasts and (Web 2.0) Internet diffusion. (2017). **K.K. Mays**, J. Groshek. *International Journal of Communication (IJoC), 11*, 23. | |
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| BOOK CHAPTERS & OTHER PUBLICATIONS | 1. Machines are Us: An excursion in the history of human-machine communication. (2023). **K.K. Mays**, J.E. Katz, in *The SAGE Handbook of Human-Machine Communication*. 2. Possibility or peril? Exploring the emotional choreography of social robots in inter- and intrapersonal lives. (2022). **K.K. Mays**, in *Perceiving the Future through New Communication Technologies*, Palgrave Macmillan. 3. Mobile communication: Relationships and emotions. (2020). J.E. Katz, **K.K. Mays**, in the *Oxford Handbook of Mobile Communication,* Oxford University Press. 4. Introduction. (2019). J.E. Katz, **K.K. Mays**, in *Journalism & Truth in an Age of Social Media,* Oxford University Press. 5. Conclusion. (2019). **K.K. Mays**, J.E. Katz, in *Journalism & Truth in an Age of Social Media,* Oxford University Press. 6. BUOCA: Budget-Optimized Crowd Worker Allocation. (2019). M. Sameki, S. Lai, **K.K. Mays**, L. Guo, P. Ishwar., M. Betke. arXiv preprint. arXiv:1901.06237. 7. Dynamic allocation of crowd contributions for sentiment analysis during the 2016 U.S. presidential election. M. Sameki, M. Gentil, **K.K. Mays**, L. Guo, M. Betke. arXiv preprint. arXiv:1608.08953. | |
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| CONFERENCES | * “Where in society will AI agents fit? A proposed framework for understanding attitudes toward AI occupational roles from theoretical perspectives of status, identity, and ontology”: K. Novozhilova, **K.K. Mays,** D. Huang, H. Lee, J.K. Katz. Association of Internet Researchers (AoIR), 2023 * “Tutorial: Bringing People in to High-Stakes System Design: Concrete Challenges and Emerging Lessons”: w/ Sarah Atwood, Kyle Bozentko, David Robinson. ACM Conference on Fairness, Accountability, and Transparency (FAccT), 2023 * “Authentic impediments: The influence of identity threat, cultivated perceptions, and personality on robophobia”: **K.K. Mays**. Human-Machine Communication (HMC) preconference at International Communication Association (ICA), 2023 * “Looking Towards an Automated Future: U.S. Attitudes Towards Future Artificial Intelligence Instantiations and Their Effect”: K. Novozhilova, **K.K. Mays**, B. Dederichs, J.E. Katz. ICA, 2022 * “The Perceived Robot Rights Entitlement scale: Development and validation of a metric for understanding perceptions of robots’ rights and responsibilities”: **K.K. Mays**, J. Cummings, J.E. Katz. HMC preconference at ICA, 2022 * “Humanizing robots? The influence of technological and individual traits on social perceptions of robots”: **K.K. Mays**, J. Cummings. ICA, 2021 * “Living with robots: An ontological leap?”: **K.K. Mays**, Y. Lei, J.E. Katz. Association of Internet Researchers (AoIR), 2020 * “Invasive yet inevitable? Privacy normalization trends in emerging technology”: S. Paik, **K.K. Mays**, J.E. Katz. AoIR, 2020. * “Male and Female Perceptions of Gendered Robots: Results of a U.S. National Survey”: **K.K. Mays**, J.E. Katz, R. Dier. HMC preconference at ICA, 2020. * “AI as a boss? A national U.S. survey of predispositions governing comfort with expanded AI roles in society”: **K.K. Mays**, Y. Lei, R. Giovannetti, J.E. Katz. ICA, 2020 * “Opening education through emerging technology: What are the prospects? Public perceptions of Artificial Intelligence and Virtual Reality in the classroom”: **K.K. Mays**, J.E. Kaytz, Y. Lei. ICA, 2020 **[Top Student Paper, Instructional Development and Communication Division]** * “Agenda Setting as an Antecedent of Political Expression on Social Media: The Gun Violence Case”: L. Guo, Y. Zhang, **K.K. Mays**, D. Wijaya, M. Betke. ICA, 2020 * “The Effects of Personal Traits and Robot Features on Robot Acceptability: A Comparative Study of Taiwan and Mainland China”: L. Tian, Y.L. Liu, **K.K. Mays**, J.E. Katz. ICA, 2020 * “Mediated communication and customer service experiences: Psychological and demographic predictors of user evaluations in the United States”: **K.K. Mays**, J.E. Katz., J. Groshek. Hawaii International Conference on System Sciences (HICSS), 2020 * “Detecting Frames in News Headlines and Its Application to Analyzing News Framing Trends Surrounding U.S. Gun Violence”: S. Liu, L. Guo, **K.K. Mays**, M. Betke, D. Wijaya. Conference on Computational Natural Language Learning (CoNLL), 2019 * “What makes gun violence a prominent issue? A computational analysis of compelling arguments and partisanship”: L. Guo, **K.K. Mays,** Y. Zhang, M. Betke, D. Wijaya. Association for Education in Journalism and Mass Communication (AEJMC), 2019 * “Breaching perpetual contact: Non-use of mobile and social media in everyday life”: **K.K. Mays**, A. Caron, ICA, 2019 * “Robots revisited: Cyberdystopia, robotphobia, and social perceptions of robots in the evolving AI landscape”: **K.K. Mays**, S. Krongard, J.E. Katz, ICA, 2019 * “Cyberbullying and Online Harassment in 19 Countries: Demographic, Personality, Social and Political Factors”: T. Cahill, **K.K. Mays**, J. Donegan, J.E. Katz, AEJMC, 2018 * “Swiping ad nauseam? The influence of affective state vs. individual traits on Tinder”: **K.K. Mays**, J. Cummings, ICA, 2018 * “Trait motivation as a predictor of online dating app behavior”: J. Cummings, **K.K. Mays**, ICA, 2018 * “Possibility or peril? Perceptions of artificially intelligent automated agents”: HMC preconference at ICA, 2018 * “Comparing the performance of crowdworkers and NLP tools on named-entity recognition and entity-level sentiment analysis of political Tweets”: M. Jalal, **K.K. Mays**, L. Guo, M. Betke, 17th Annual Conference of the North American Chapter of the Association for Computational Linguistics: Human Language Technologies, WiNLP Workshop, 2018 * “An Algorithm for budget-optimized crowdworker allocation, applied to the sentiment analysis of political tweets”: M. Sameki, **K.K. Mays**, G. Lian, L. Guo, M. Betke, Association for the Advancement of Artificial Intelligence’s (AAAI) 5th Conference on Human Computation and Crowdsourcing (HCOMP), 2017 * “From crowdsourcing to crowdcoding: An alternative approach to annotate big data in communication research”: L. Guo, **K.K. Mays**, M. Sameki, M. Betke, ICA, 2017 * “A time-series, multinational analysis of democratic forecasts and (Web 2.0) Internet diffusion”: **K.K. Mays**, J. Groshek, ICA, 2017 * “Dynamic allocation of crowd contributions for sentiment analysis during the 2016 U.S. presidential election”: M. Sameki, M. Gentil, **K.K. Mays**, L. Guo, M. Betke, AAAI’s 4th Conference HCOMP, 2016 * “Structuring digital romance: Analysis of mobile dating apps’ technological features across platforms”: **K.K. Mays**, AoIR, 2016 * “Mapping the South China Sea dispute: A network analysis of news coverage and public opinion in China, the Philippines, and the United States (2011-2014)”: L. Guo, **K.K. Mays**, J. Wang, AEJMC, 2016 * “Structuring the same-sex marriage debate: Comparing content and information networks before and after the Supreme Court ruling”: **K.K. Mays**, J. Groshek, International Association of Media and Communication Research annual conference (IAMCR), 2016 | |
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| INVITED  TALKS | * “Artificial Intelligence in local government: Applications and considerations" (October, 2024): Vermont Town and City Management Association conference. * “Chatting ChatGPT: Ethical Use of AI in Research and Pedagogy” (August 2024, panelist): Teaching Panel Session, Association for Education in Journalism and Mass Communication (AEJMC). * “Assembling public perspectives on AI” (December 2023, w/Sarah Atwood, Kyle Bozentko, Baobao Zhang): Public event for Brookings Institution’s Artificial Intelligence and Emerging Technology Initiative. https://www.brookings.edu/events/assembling-public-perspectives-on-ai/ * “Toward robot humanization: Exploring relational dynamics & perceptions of robots & artificial intelligence” (March 2020): Communication Research Center Colloquium talk, Boston University. * “Beyond the public sphere: Nudging in an emerging technology landscape” (September 2020, w/ S. Paik, R. Giovanetti, Y. Lei): Individual Freedom versus the Hidden Persuaders conference, Boston University. * “Public attitudes about AI and VR’s role in American education: Prospects and concerns” (April 2019, w/ J.E. Katz): Media – Knowledge – Education: Augmented and Virtual Realities conference, University of Innsbruck, Austria. * “Acceptance and gender perceptions of robots in a U.S. context” (April 2019, w/ J.E. Katz): Should Robots be our Friends? conference, Boston University. * “Effects of personal traits and robot features on people’s acceptance of robots: A comparative study of Taiwan and Mainland China” (April 2019, w/ L. Tian, Y.L. Liu, J.E. Katz): Should Robots be our Friends? conference, Boston University. * “What technology gives and takes away: Non-use of mobile and social media in everyday life” (April 2019, w/ A. Caron): Human Community & Perpetual Contact conference, Boston University. * “‘Crowdcoding’ as an approach to analyzing social media data” (February 2019, w/ L. Guo, S. Lai, M. Jalal, P. Ishwar, M. Betke): Student Lightning Talk, 4th Annual BU Data Science Day conference, Boston University. * “The Facebooked self from high school to college: Do online representations of the self shift when the offline context changes?” (June 2015): BU graduate student conference, Screentime: Integrated Communication, Digital Diffusion, and the Networked Era, Boston University. | |
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| TEACHING EXPERIENCE | UNIVERSITY OF VERMONT  **Public Communication Capstone (CDAE 4240):** Instructor of Record (Spring 2025)  **AI for Sustainable Communities (CDAE 1990):** Instructor of Record (Fall 2024)  **Social Media Theory2Practice (CDAE 2120):** Instructor of Record (Spring 2024, Spring 2025))  **Gradate Seminar (CDAE 6920):** Instructor of Record, University of Vermont (Fall 2023, Spring 2024); graduate-level  BOSTON UNIVERSITY  **Master’s Collaboratory Project (EM777):** Instructor of record (Fall 2021–Summer 2022); graduate-level  **Artificial Intelligence & Society (EM861)**: Instructor of record (Summer 2022); PhD-level  **Media Theory (CM710 A1, D1)**: Instructor of record (Fall 2021, two sections); graduate-level  **Communication Research Methods (CM321)**: Instructor of record (Spring 2019, Fall 2019); advanced undergraduate  **Social Media and Public Presentation:** Course developer (Spring 2018); introductory undergraduate  **Communication Research (CM722)**: Course coordinator (Spring 2017); graduate-level  **Theory and Process of Communication (CM380)**: Teaching assistant (Fall 2016, Spring 2017); advanced undergraduate  **Introduction to the World of Communication (CO101):** Assistant instructor (Fall 2015, Spring 2016), peer teaching mentor (Spring 2016), teaching assistant (Fall 2014, Spring 2015); introductory undergraduate  GEORGETOWN UNIVERSITY  **Writing Center**: tutor (Fall 2007, Spring 2008) | |
| INVITED LECTURES | * “AI in criminal justice: Designing for fairness and transparency” (Fall 2024), CDAE1600: Design Innovation, UVM Department of Community Development and Applied Economics * “AI Justice? Human-centered approaches to AI implementation” (Fall 2023), CDAE1600: Design Innovation, UVM Department of Community Development and Applied Economics * “Levels of Measurement for Variables and Statistical Tests” (Fall 2017), EM777: Masters Collaboratory Project, BU College of Communication * “Crowd-Coding: Combining Human and Computational Methods for better Content Analysis with Big Data” (Spring 2017), EM755: Computation Text Analysis, BU College of Communication * “New Media II: Social Information Processing Theory in the Context of Online Dating” (Spring 2017), CM380: Communication Theory, BU College of Communication * “Genderlect: Differences in Communication Styles of Women and Men” (Fall 2016), CM380: Communication Theory, BU College of Communication * “Second-Level Agenda Setting: How the Media Frames what We Think about in the 2016 Presidential Election” (Fall 2016), CM380: Communication Theory, BU College of Communication * “First-Level Agenda Setting: Media’s Influence in the 2016 Presidential Election” (Fall 2016), CM380: Communication Theory, BU College of Communication * “Micro- and Macro-Level Effects of Emerging Media: How Online Technologies are Disrupting our Lives, from Interpersonal Relationships to Traditional Business Models” (Spring 2016), CO101: The World of Communication, BU College of Communication * “Deconstructing Digital Platforms: Our Online Selves, Offline Selves, and how Technology Interacts with Both” (Fall 2015), CO101: The World of Communication, BU College of Communication | |
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| AWARDS, SCHOLARSHIPS, GRANTS | * USDA NIFA, Vermont Agricultural Experiment Station Hatch Award (2024 – present): $60,000 * University of Vermont OVPR Express Grant (2023): $3,000 * Competitive Feld Research Grant (2020): “Humanizing Robots? The influence of technological and individual traits on social perceptions of robots,” $5,000 * Top student paper award (2020): “Opening education through emerging technology: What are the prospects? Public perceptions of Artificial Intelligence and Virtual Reality in the classroom,” Instructional Development and Communication Division, International Communication Association * “Brilliant Bud Award” (2019): Hariri Institute for Computing and Computational Science & Engineering * Hariri Graduate Student fellowship (2018): Rafik B. Hariri Institute for Computing and Computational Science & Engineering for computational and data-driven research, $11,000 * Graduate Student Research Award (2018), College of Communication, Boston University * Division of Emerging Media Studies travel grants for conference attendance:   + HICSS 2020   + ICA 2019, Washington, DC   + ICA 2018, Prague, Czech Republic   + ICA 2017, San Diego, California   + AoIR 2016, Berlin, Germany * COM Prize for Academic and Professional Achievement (2016): Boston University, $1500 * MIT Center for Civic Media and the Berkman Center for Internet & Society’s 2015 Media Cloud Data Challenge (2015): “Legalizing Same-Sex Marriage: Comparing the U.S. Supreme Court’s Decision Framing on Twitter and in Traditional Media” (w/ Kieran Seth), $8,000 * Dean’s Scholarship, College of Communication, Boston University (2014—2015): $50,000 in full tuition coverage + stipend * Bunn Student Journalism Award for Newswriting (2008): Georgetown University, $500 | |
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| SERVICE TO DEPARTMENT | **Committees**   * Member, hiring committee for tenure-track hire in Community Entrepreneurship * Member, undergraduate honors thesis committee (Marcus Aloisi) * Member, CDAE Master’s thesis committee (Beatrice Nyarko) * Member, Animal Biosciences Master’s thesis committee (Machara Renz)   **Ad Hoc**   * Helped coordinate CDAE Graduate Student Town Hall (Spring 2024) * CDAE faculty representative at UVM Admitted Student Days (Spring 2024) | |
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| SERVICE TO PROFESSION | **Committees**   * External member, Ph.D. qualifying exam committee (Katya Novozhilova) * COM SONA Review Board, 2019 – 2020 * Boston University Graduate Student Advisory Board, 2017 – 2019 * Graduate Student Council, College of Communication, Boston University, 2016   **Conferences**   * Politics of Emerging Technologies Mini-Conference: Co-organizer, 2023 * “Mobile Culture” panel, ICA: Chair, 2019 * “Borderless World: Redefining Human Connections” panel at Boston University: Moderator, 2019 * “Crowdsourcing as a Content Analysis Tool” ICA preconference workshop: Co-organizer and presenter, 2018 * “Streaming, Binge-Watching, & Second Screening” conference at Boston University: Discussant, 2017 * “Making Social Media Matter,” Social Media Analytics Workshop at Boston University: Co-organizer, 2016 & 2017   **Reviewer**   * Journals: *Human-Machine Communication; Social Media + Society; Technology, Mind, & Behavior; Digital Journalism; New Media & Society; Scientific Reports* * ACM Conference on Fairness, Accountability, and Transparency (FAccT) * Human-machine communication interest group, ICA (2019 – present) * *Oxford Handbook for Mobile Communication* (2018) * Computational Methods and Measures interest group, ICA (2017 – 2019) * Communication and Technology division, ICA (2017 – present) * Mediated Communication, Public Opinion, and Society division, IAMCR (2016) | |
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| PROFESSIONAL EXPERIENCE | ***Academic Medicine*, Washington D.C.**   * Freelance Editor (2014–2016) * Staff Editor (2013–2014) * Editorial Assistant (2010–2013) | |
|  | **Georgetown University Press, Washington, D.C.** Marketing Assistant (2009–2010)Georgetown University *Voice*, Washington, D.C.  * Editor in Chief (2009) * Previous positions (2006–2009): Editor at Large, Features Editor, News Editor, Assistant News Editor, columnist   **Philadelphia *Daily News*, Philadelphia, PA**   * Summer Intern (2007) | |
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| COMPUTER SKILLS | Proficiency in: SPSS, Stata, Qualtrics, Gephi, UCINET, Pajek, Boston University’s Twitter Collection and Analysis Toolkit (BU-TCAT), Wordpress, Adobe InDesign, FilemakerPro Database  Basic proficiency in: R, HTML, CSS, Photoshop, FinalCut Pro | |
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| REFERENCES | **Baobao Zhang:** [baobaozhangresearch@gmail.com](mailto:baobaozhangresearch@gmail.com)  Maxwell Dean Assistant Professor of the Politics of AI, Maxwell School of Citizenship & Public Affairs, Syracuse University  **James Cummings**: [cummingj@bu.edu](mailto:cummingj@bu.edu)  Assistant Professor, Division of Emerging Media Studies, College of Communication, Boston University  **James Katz**: [katz2020@bu.edu](mailto:katz2020@bu.edu)  Feld Professor of Emerging Media and Director, Division of Emerging Media Studies, College of Communication, Boston University | |