

# **Andrew Gambino, Ph.D.**

Assistant Professor

[ResearchGate](#)

Department of Communication

[Google Scholar](#)

University of Delaware

[gambino@udel.edu](mailto:gambino@udel.edu)

## **Education**

***Ph.D., Mass Communications*** – College of Communications

The Pennsylvania State University

***M.A., Communication*** – School of Communication

Western Michigan University

***B.A., Film, Video, and Media Studies*** – School of Communication

Western Michigan University

## **Academic Positions**

Assistant Professor, Department of Communication, University of Delaware (2023–)

Assistant Professor, Department of Communication Studies, Hong Kong Baptist University (2022-2023)

## **Research Interests**

### **Communication, Relationships, and Technology**

#### ***Human-Computer Interaction + Computer-Mediated Communication***

Interpersonal Communication – Processes, self-disclosure, and relationships

Immersive Media – VR+AR, games, avatars, presence, players, and communities

Social Technologies – Psychological effects, proper use, and conceptual

User Experience – Human centered design and innovative design

Internet Privacy and Security

Extended, Distributed, and Embodied Cognition

Health Communication – Technology based solutions to improve accessibility

## **Publications**

### ***Refereed Publications***

- Gambino, A.**, & Liu, B. (2022). Considering the context to build theory in HCI, HRI, and HMC: Explicating differences in processes of communication and socialization with social technologies. *Human-Machine Communication*, 4, 111-130. <https://doi.org/10.30658/hmc.4.6>
- Edwards, A., **Gambino, A.**, & Edwards, C. (2022). Factors of attraction in human-machine communication. *Publizistik*, 67, 517–529. <https://doi.org/10.1007/s11616-022-00756-6>
- Fox, J., Pearce, K. E., Massanari, A. L., Riles, J. M., Szulc, L., Ranjit, Y. S., Trevisan, F., Soriano, C. R. R., Vitak, J., Arora, P., Ahn, S. J., Alper, M., **Gambino, A.**, Gonzalez, C., Lynch, T., Williamson, L. D., Gonzales, A. L. (2021). Open science, closed doors? Countering marginalization through an agenda for ethical, inclusive research in communication. *Journal of Communication*, 71, 764-784. <https://doi.org/10.1093/joc/jqab029>
- Fox, J., & **Gambino, A.** (2021). Relationship development with humanoid social robots: Applying interpersonal theories to human-robot interaction. *CyberPsychology, Behavior, and Social Networking*, 24, 294-299. <https://doi.org/10.1089/cyber.2020.0181>
- Ratan, R. A., Boumis, J. K., Kuang, S., **Gambino, A.**, & Huang, K. T. (2021). Reality stems from modality: Stereotype threat effects of a STEM game in augmented and virtual reality in VR. *Frontiers in Virtual Reality*, 2, article 636643. <https://doi.org/10.3389/frvir.2021.636643>
- Ratan, R. A., Earle, K., Rosenthal, S., Chen, V., **Gambino, A.**, Goggin, G., Stevens, H., Li, B., Lee, K. M. (2021). The (Digital) Medium of Mobility is the Message: Examining the influence of e-scooter mobile app perceptions on e-scooter use intent. *Computers in Human Behavior Reports*, 3, article 10076. <https://doi.org/10.1016/j.chbr.2021.100076>

- Gambino, A.**, Fox, J., & Ratan, R. A. (2020). Building a stronger CASA. Extending the Computers are Social Actors paradigm. *Human-Machine Communication, 1*, 71-86. <https://doi.org/10.30658/hmc.1.5>
- Edwards, A., Edwards, C., & **Gambino, A.** (2020). The social pragmatics of communication with social robots: Effects of robot message design logic in a regulative context. *International Journal of Social Robotics, 12*, 945-957. <https://doi.org/10.1007/s12369-019-00538-7>
- Gambino, A.**, & Sundar, S. S. (2019). Acceptance of self-driving cars: Does their posthuman ability make them more eerie or more desirable? Published in *Proceedings of SIGCHI '19 Human Factors in Computing Systems (CHI '19)*. <https://doi.org/10.1145/3290607.3312870>
- Gambino, A.**, Kim, J., & Sundar, S. S. (2019). Digital doctors and robot receptionists: User attributes that predict acceptance of automation in healthcare facilities. Published in *Proceedings of SIGCHI '19 Human Factors in Computing Systems (CHI '19)*. <https://doi.org/10.1145/3290607.3312916>
- Molina, M. D., **Gambino, A.**, & Sundar, S. S. (2019). Online privacy in public places: How do location, terms and conditions and VPN influence disclosure? Published in *Proceedings of SIGCHI '19 Human Factors in Computing Systems (CHI '19)*. <https://doi.org/10.1145/3290607.3312932>
- Kim, J., **Gambino, A.**, Sundar, S. S., Rosson, M. B., Aritajati, C., Ge, J., & Fanning, C. (2018). Interface cues to promote disclosure and build community: An experimental test of crowd and connectivity cues in an online sexual health forum. Published in *Proceedings of CSCW '18, Computer Supported Cooperative Work (CSCW '18)*. <https://doi.org/10.1145/3274359>
- Adithya, R. V., Diccico, E., & **Gambino, A.** (2018). Facebook Reactions: Impact of introducing new features of SNS on social capital. Published in *Proceedings of Human Computer Interaction International '18*. [https://doi.org/10.1007/978-3-319-92270-6\\_64](https://doi.org/10.1007/978-3-319-92270-6_64)

- Peña, J., Rosson, M. B., Ge, J., Jeong, E., Sundar, S. S., Kim, J., & **Gambino, A.** (2018). An exploration of design cues for heuristic-based decision-making about information sharing. In *Proceedings of International Conference on Information*, 677-683. [https://doi.org/10.1007/978-3-319-78105-1\\_78](https://doi.org/10.1007/978-3-319-78105-1_78)
- Gambino, A.**, Kim, J., Sundar, S. S., Ge, J., & Rosson, M. B. (2016). User disbelief in privacy paradox: Heuristics that determine disclosure. Published in *Proceedings of SIGCHI '16 Human Factors in Computing Systems (CHI '16)*. <https://dx.doi.org/10.1145/2851581.2892413>
- Kim, J., & **Gambino, A.** (2016). Do we trust the crowd or information system? Effects of personalization and bandwagon cues on users' attitudes and behavioral intentions toward a restaurant recommendation website. *Computers in Human Behavior*, 65, 369-379. <https://doi.org/10.1016/j.chb.2016.08.038>
- Edwards, A., Edwards, C., Spence, P., Harris, C., & **Gambino, A.** (2016). Communicating with a robot in the classroom: Differences in perceptions of credibility and learning between 'robot as teacher' and 'teacher as robot.' *Computers in Human Behavior*, 65, 627-634. <https://doi.org/10.1016/j.chb.2016.06.005>

### **Book Chapters**

- Sundar, S. S., **Gambino, A.**, & Kim, J. (2019). Smart but nosy: Gratifications of ubiquitous media that threaten our privacy. In E. Downs (Ed.), *The dark side of media*.
- Edwards, C., Stoll, B., Edwards, A., Spence, P., & **Gambino, A.** (2018). I'll present to the human: Effects of a robot evaluator on public speaking anxiety. In A. L. Guzman (Ed.), *Human-Machine Communication*.
- Sundar, S. S., Kim, J., & **Gambino, A.** (2017). Using Theory of Interactive Media Effects (TIME) to analyze digital advertising. In S. Rodgers & E. Thorson (Eds), *Digital advertising: Theory and research*.

### ***Conference Papers and Panels Presented***

- Gambino, A.** (2022, Aug) *Refining arguments when employing frameworks from multiple areas before starting manuscript preparation through publication and bringing awareness to the interdisciplinary nature of communication and technology*. Panel AEJMC Broadcast & Mobile Journalism Division: *Engaging junior mobile journalism scholars effective strategies for publication in communication and technology*. Presented at the 105th annual conference of the Association for Education in Journalism and Mass Communication, 2022.
- Gambino, A., & Liu, B.** (2022, May) *Considering the context to build theory in HMC: Socialization and message production processes as exemplars for theoretical application and expansion*. Panel HMC session: *Theory*. Presented at the 72nd annual conference of the International Communication Association, 2022.
- Liu, B., & Gambino, A.** (2022, May). *Rebooting the message paradigm in human perception of AI decision-making*. Panel ICA CAT division: *Artificial Intelligence, Decision-Making, and Communication Research: Perspectives on Individual Perception, Messages, and Methodologies*. Presented at the 72nd annual conference of the International Communication Association, 2022.
- Gambino, A.** (2021, May). *Modern Media Effects: Human Communication Theory and Social Technologies*. Panel ICA CAT division: *Media All the Way Down: A Discussion with (a few) Early Career Scholars on our Future of Media Research*. Panel presented at the 71<sup>st</sup> annual conference of the International Communication Association, 2021.
- Fox, J., & Gambino, A.** (2021, May). *Evaluations of information seeking interactions: Perceptions of friends, strangers, and conversational agents*. Paper presented at the 71<sup>st</sup> annual conference of the International Communication Association, 2021.
- Boumis, J., Ratan, R. A., Gambino, A., Kuang, S., & Huang, K. T.** (2021, May). *Stereotype threat effects of a STEM game in augmented and virtual reality*. Paper presented at the 71<sup>st</sup> annual conference of the International Communication Association, 2021.
- Ratan, R. A., Earle, K., Rosenthal, S., Chen, V., Gambino, A., Goggin, G., Stevens, H., Li, B., Lee, K. M.** (2021, May). *The (digital) medium of mobility is the message:*

*Comparing perceptions of E-Scooter mobile apps and E-Scooters themselves.*

Paper presented at the 71<sup>st</sup> annual conference of the International Communication Association, 2021.

**Gambino, A., & Ratan, R. A.,** (2020, November) Panel: *Team Communication Research in the Age of Artificial Intelligence*. Presented at the 106th annual conference of the National Communication Association, 2020.

**Gambino, A.,** Fox, J., & Ratan, R. A. (2020, May). *Building a stronger CASA: Extending the Computers are Social Actors paradigm after three decades of change*. Paper presented at the 70<sup>th</sup> annual conference of the International Communication Association, 2020, Gold Coast, AU.

Ratan, R. A., **Gambino, A.,** & Li, B. (2020, May). *Ephemeral Agent Embodiment: A new MECHanism of the Proteus effect on behavioral influence*. Paper presented at the 70<sup>th</sup> annual conference of the International Communication Association, 2020, Gold Coast, AU.

Chen, C., **Gambino, A.,** & Sundar, S. S. (2020, May). *Why passive social media monitoring isn't always bad*. Paper presented at the 70<sup>th</sup> annual conference of the International Communication Association, 2020, Gold Coast, AU.

Mitchell, K. M., Ratan, R. A., Maas, M, K., Holt, K., Slaker, J., & **Gambino, A.** (2020, May). *People report lower relationship satisfaction after watching virtual reality pornography than flat screen pornography*. Paper presented at the 70<sup>th</sup> annual conference of the International Communication Association, 2020, Gold Coast, AU.

**Gambino, A.,** & Sundar, S. S. (2019, May). *Personal Media: How Human-Machine collaboration influences decision-making based on relational closeness*. Paper presented at the 69<sup>th</sup> annual conference of the International Communication Association, 2019, Washington DC.

**Gambino, A.,** & Sundar, S. S. (2019, May). *Fantasy machines that may reduce sex crimes: Predictors of acceptance of Sex Robots at personal and societal levels*. Paper presented at the 69<sup>th</sup> annual conference of the International Communication Association, 2019, Washington DC.

- Ratan, R. A., & **Gambino, A.** (2019, May). *A Self-Other-Utility framework of Media Malleability*. Paper presented at the 69<sup>th</sup> annual conference of the International Communication Association, 2019, Washington DC.
- Ratan, R. A., & **Gambino, A.** (2019, April). *What is Media?* Paper presented at the 10<sup>th</sup> annual What is... conference (What is Technology '19). Portland, OR.
- Mitchel, K., Ratan, R. A., Mass, M., Holt., K., & **Gambino, A.** (2019, April). *Virtual reality pornography is associated with greater rape myth acceptance, relationship dissatisfaction, and self-reported addiction, but causality is uncertain*. Paper presented at the 2019 annual meeting of the Society for the Scientific Study of Sexuality, 2019, Denver, CO.
- Edwards, A., Edwards, C., & **Gambino, A.** (2018, April). *Preference for rhetorical messages from a social robot in regulatory situations*. Paper presented and published In *Proceedings of the APA's Technology, Mind, and Society*, 8.  
<https://doi.org/10.1145/3183654.3183687>
- Gambino, A.** (2017, May). *Me and my i-phone? A framework for the human-technology relationship*. Paper presented at the 67<sup>th</sup> annual conference of the International Communication Association, 2017, San Diego, CA.
- Gambino, A.** (2017, May). *Extended cognition in Communication*. Paper presented at the 67<sup>th</sup> annual conference of the International Communication Association, 2017, San Diego, CA.
- Edwards, A., Edwards, C., & **Gambino, A.** (2017, May). *Responses to robotic group communication: Message design logic in the realm of social robotic relations*. Paper presented at the 67<sup>th</sup> annual conference of the International Communication Association, 2017, San Diego, CA.
- Gambino, A.**, & Kim, J. (2016, June). *An algorithm wrote this? Psychological responses to AI news writers: Eeriness, branding, and credibility*. Paper presented at the 66<sup>th</sup> annual conference of the International Communication Association, 2016, Fukuoka, Japan.
- Edwards, C., Stoll, B., Edwards, A., Spence, P., & **Gambino, A.** (2016, June). *I'll present to the human: Effects of a robot evaluator on public speaking anxiety*. Paper

- presented at the 66<sup>th</sup> annual conference of the International Communication Association, 2016, Fukuoka, Japan.
- Sundar, S. S., Kim, J., **Gambino, A.**, & Rosson, M. (2016, May). *Six ways to enact privacy by design: Cognitive heuristics that predict users' online information disclosure*. Paper presented at the SIGCHI '16 Privacy by Design Workshop, 2016, San Jose, CA.
- Kim, J., **Gambino, A.**, & Zhao, X. (2015, August). *Do we trust the crowd or the system?* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC), 2015, San Francisco, CA.
- Gambino, A.**, & Kim, J. (2015, July). *The writer is an algorithm? Differences in data driven and human driven pieces*. [University Sponsored Student] Boaster presented at the 2015 Human-Computer Interaction Consortium (HCIC): Theory, Watsonville, CA.
- Gambino, A.**, Kahn, A. S., & Edwards, A. (2015, May). *Incidental and deliberate cues, credibility, and impression formation on YouTube*. Paper presented at the 65<sup>th</sup> annual conference of the International Communication Association, 2015, San Juan, Puerto Rico.
- Edwards, C., Edwards, A., Spence, P. R., Gentile, C., & **Gambino, A.** (2014, April). *Communicating with a robot in the classroom: Differences in perceptions of credibility and behavioral learning between robot as teacher and teacher as robot*. Paper presented at the Annual Meeting of the Central States Communication Association, Minneapolis, MN.
- Gambino, A.** (2013, July). *From the new world*. Paper presented at the Annual Meeting of the University Film and Video Association, Anaheim, CA.
- Gambino, A.**, Bohlen, B., & Tyler, J. M. (2013, April). *Make it pinteresting: Classroom learning through social-media*. Paper presented at the Annual Meeting of the Central States Communication Association, Kansas City, MO.



***Funded Research Project Experience***

*Exploring Heuristics and Designing Interface Cues to Understand Revealing or Withholding of Private Information* (2014-2018). National Science Foundation, Early-concept Grants for Exploratory Research (EAGER), Secure and Trustworthy Computing (SaTC). Principal Investigator – Dr. S. Shyam Sundar  
*VIPER – Virtual Persona in Terrorist Extremist Messaging Networks* (2017-2018). Applied Research Laboratory, The Pennsylvania State University.  
*Gaming for Good: Utilizing unique Affordances of Games to Produce Pro-social outcomes*. Proposal submitted to the National Science Foundation’s EAPSI Fellowship Program. Finalist.  
*Examining the Psychological Perceptions of Automated News* (2017). Tow Center at Columbia University for Digital Journalism.

**Discipline Service**

**Editorial Board** – *Journal of Media Psychology* (2021–), *Human-Machine Communication* (2022–)

**Reviewer, Journals & Final Proceedings** – *Journal of Computer-Mediated Communication*, *Human Communication Research*, *Communication Theory*, *Communication Research*, *Review of Communication Research*, *New Media & Society*, *Media Psychology*, *Journal of Media Psychology*, *Human-Machine Communication*, *ACM Transactions on Social Computing*, *International Journal of Human-Computer Studies*, *Telematics and Informatics*, *ACM Transactions on Human-Robot Interaction*, *Journal of the Association of Information Science and Technology*, *SIGCHI - Main Papers*, *CSCW - Main Papers* [**special recognition for outstanding review**], *Cyberpsychology, Behavior, and Social Networking*, *Communication Studies*, *Computers in Human Behavior*

**Editorial Assistant** – *Journal of Computer-Mediated Communication* (2015-2018)

## **University Teaching History**

### *Hong Kong Baptist University*

COMM 2006 (2022, Fall): Introduction to Communication Theory. Responsible for two sections of 40 students.

PRAD 2005 (2022, Spring): Introduction to Advertising and Public Relations.  
Responsible for 40 students.

### *The Pennsylvania State University*

CAS 283 (2021, Fall): Communication and Information Technology. Responsible for 25 students

Rated 6.6 / 7.0 overall ( $n = 10$ )

CAS 100A (2021, Fall): Effective Speech. Responsible for 25 students

Rated 6.1 / 7.0 overall ( $n = 8$ )

IST 440W (Capstone Course - 2020, Spring): Integration. Responsible for two sections of 45 students

IST 440W (Capstone Course - 2019, Fall): Integration. Responsible for two sections of 45 students.

IST 440W (Capstone Course - 2019, Spring): Integration. Responsible for two sections of 45 students

COMM 190 (2018, Spring): Gaming and Interactive Media – World Campus –  
Responsible for 50 Students

Rated 6.1 / 7.0 overall ( $n = 12$ )

COMM 420 (2017, Fall): Research Methods in Advertising and Public Relations

Responsible for 60 Students

Rated 5.0 / 7.0 overall ( $n = 21$ )

COMM 418 (2017, Spring): Media Effects: Theory and Research

*Graduate Teaching Assistant* – Responsible for 30 students

Rated 4.9 / 5.0 overall ( $n = 18$ )

COMM 506 (2016, Fall): Research Methods in Communication (Graduate Level)

*Graduate Teaching Assistant* – Responsible for 15 students

COMM 418 (2016, Spring): Media Effects: Theory and Research

*Graduate Teaching Assistant* – Responsible for 30 students

Rated 4.9 / 5.0 overall ( $n = 26$ )  
COMM 517 (2016, Spring): Psychological Aspects of Communication Technology  
(Graduate Level) *Graduate Teaching Assistant* – Responsible for 10 students  
COMM 506 (2015, Fall): Research Methods in Communication (Graduate Level)  
*Graduate Teaching Assistant* – Responsible for 15 students

*Western Michigan University*

COM 2010 (2013, Fall; 2014, Spring): Communication Inquiry (Research Methods)

*Graduate Teaching Assistant – Responsible for 90 students*

COM 2400 (2013, Spring; 2014, Spring): Intro to Media and Telecom

*Graduate Teaching Assistant – Responsible for 240 students*

Rated 4.6 / 5.0 overall ( $n = 25$ )

COM 2560 (2012, Fall; 2013, Fall): Digital Media Operations

*Graduate Teaching Assistant – Responsible for 90 students*

Rated 4.6 / 5.0 overall ( $n = 7$ )

COM 1000 (2012, Fall; 2013 Spring): Communication and Community

*Graduate Teaching Assistant – Led lab sections of 25 students twice weekly*

***Professional Memberships:***

International Communication Association

National Communication Association

Association for Education in Journalism and Mass Communication

Association for Computing Machinery