

# Kathryn Y. Segovia

Curriculum Vitae December, 2010

## Contact Information

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Department of Communication  
450 Serra Mall, Bldg. 120  
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Stanford, CA 94305-2050  
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## Education

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Doctor of Philosophy (Communication)	Stanford University, expected 2012
Masters of Arts (Communication) Dissertation: Perceptions of Anonymous Actors in Virtual Environments Chair: Dr. Jeremy Bailenson	Stanford University, 2010
Masters of Arts (Psychology) Dissertation: Morality in Virtual Reality Chair: Dr. Benoit Monin	Stanford University, 2007
Bachelor of Arts (Communication, <i>cum laude</i> ) Thesis: Virtually True: Children's Acquisition of False Memories in Virtual Reality Chair: Dr. Jeremy Bailenson	Stanford University, 2007
Minor (Spanish)	Stanford University, 2007
Study abroad (Spanish)	Stanford University - Santiago, Chile campus, 2006

## Research Interests

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Perceptions of anonymous actors  
Transforming nonverbal behavior in online dispute resolution  
Jury decision making  
Elicitation of false memories by digital media  
Psychology of morality in digital environments  
Avatars and agents

## Papers

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Fox, J., Ahn, S. J., Janssen, J., Yeykelis, L., Segovia, K., Y. & Bailenson, J. N. (2010, under review). Avatars versus agents: A meta-analysis quantifying the effect of agency. *Human Communication Research*.

Segovia, K.Y. & Bailenson, J.N. (2009). Virtually true: Children's acquisition of false memories in virtual reality. *Media Psychology*, 12, 371-393.

## **Book Chapters**

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Segovia, K. Y., Bailenson, J. N., and Leonetti, C. (2011, forthcoming). Virtual human identification lineups. In C. Wilkinson & C. Rynn (Eds.), *Facial Identification*. Cambridge University Press.

Bailenson, J.N. & Segovia, K.Y. (2010). Virtual doppelgangers: Psychological effects of avatars who ignore their owners. In W. S. Bainbridge (Ed.), *Online worlds: Convergence of the real and the virtual* (175-186). Springer: New York.

## **Conference Presentations**

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Fox, J., Ahn, S. J., Janssen, J., Yeykelis, L., Segovia, K., & Bailenson, J. N. (2010). Avatars versus agents: A meta-analysis quantifying the effect of agency. Paper presented at the 96th Annual Conference of the National Communication Association, November 14-17, San Francisco, CA.

Westwood, S. J. & Segovia, K. Y. (2010). Reducing the richness of culture to categorical variables: Content analysis and when not to count. Paper presented at the 96<sup>th</sup> Annual Conference of the National Communication Association, November 14-17, San Francisco, CA.

Segovia, K. Y., Bailenson, J. N., & Monin, B. (2010). Morality in Virtual Reality: The Moral and Immoral Self and Other. Paper presented at the 60<sup>th</sup> Annual International Communication Association Conference, June 22-26, Singapore.

Westwood, S. J. & Segovia, K. Y. (2010). Examining the Need for Reflection in Collaborative Qualitative Research. Poster presented at the 60<sup>th</sup> Annual International Communication Association Conference, June 22-26, Singapore.

Segovia, K.Y., Bailenson, J.N., Monin, B. (2009). Morality in tele-immersive environments. Proceedings of the International Conference on Immersive Telecommunications (IMMERSCOM), May 27- 29, Berkeley, CA.

Segovia, K. Y. & Bailenson, J. N. (2008). Virtually true: Children's false memories in virtual reality. Paper presented at the 58<sup>th</sup> Annual Conference of the International Communication Association, May 22-26, Montreal, Quebec, Canada.

Yee, N., Bailenson, J.N., Rickertsen, K. (2007). A meta-analysis of the impact of the inclusion and realism of human-like faces on user experiences in interfaces. **Nominated for Best Paper Award**. Proceedings of the Conference on Computer-Human Interaction (CHI). April 28 - May 3, San Francisco, California, USA.

Robles, E., Sukumaran, A., Rickertsen, K. and Nass, C. (2006). Being watched or being special: How I learned to stop worrying and love being monitored, surveilled, and assessed. Proceedings of the Conference on Computer-Human Interaction (CHI), April 22 - 27, Montréal, Québec, Canada.

### **Scholarships and Awards**

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2008 – 2012 Stanford Graduate Fellowship

2010 Stanford Center on International Conflict and Negotiation Fellowship

2007 Graduated with Academic Honors (completed a year-long thesis track)

2007 Graduated with Academic Distinction (top 10% of class as based on GPA)

2007 Recipient of the Firestone Medal for Excellence in Research (thesis award)

2007 Recipient of Sterling Award for Academic Excellence in Social Sciences

2007 Member of the Phi Beta Kappa Honor Society

2007 Stanford Class of 2007 Award of Excellence

2007 President's Award for Academic Excellence at Stanford in the Freshman Year

### **Teaching Experience**

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*Instructor, Stanford University*

Communication 113S: Judgment and Decision Making, Summer 2011

*Teaching Assistant/Section Leader Courses, Stanford University*

Statistics 60: Introduction to Statistics, Winter 2007

Communication 120: Digital Media and Society – Writing in the Major, Spring 2010

### **Leadership Experience**

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2009 – 2010 Lab manager, Virtual Human Interaction Lab, Stanford University

2006 – 2007 Senior Class President, Stanford University

2005 – 2006 Junior Class President, Stanford University

2004 – 2005 Sophomore Class Cabinet, Stanford University

2003 – 2004 Freshman Council, Stanford University

## **Current Research/Work in Progress**

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Segovia, K. Y., Bailenson, J. N., Weinstein, L., & Curhan, J. (under review). Can online dispute resolution solve the mediator's dilemma? Mimicry leads to greater concessions and increased information sharing.

Segovia, K. Y. & Bailenson, J. N. Perceptions of anonymous actors in virtual environments.

Jacobson, J. & Segovia, K. Y. The effect of apologies in cases of comparative fault.

## **Ad Hoc Reviewing Positions**

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2011 International Communication Association Conference

## **Media Coverage**

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*New Scientist* (October 20, 2010)

Morality: Do your worst, virtually

Author: Samantha Murphy

<http://www.newscientist.com/article/mg20827822.200-morality-do-your-worst-virtually.html>

*CNN SciTechBlog* (April 21, 2010)

Hey, is that avatar lying to me?

Author: John D. Sutter

<http://scitech.blogs.cnn.com/2010/04/21/hey-is-that-avatar-lying-to-me/>

*CNN SciTechBlog* (April 20, 2010)

Real fear in a virtual world

Author: John D. Sutter

<http://scitech.blogs.cnn.com/2010/04/20/real-fear-in-a-virtual-world/>

*The Mercury News* (July 31, 2009)

Stanford's virtual reality experiments transport knowledge to new vistas

<http://vhil.stanford.edu/news/2009/sjm-transport.pdf>

*PBS Frontline* (July 28, 2009)

The avatar effect

<http://www.pbs.org/wgbh/pages/frontline/digitalnation/virtual-worlds/second-lives/the-avatar-effect.html?play>

*AmericanWay* (February 1, 2009)

Reality Bytes

Author: Ken Parish Perkins

<http://www.americanwaymag.com/jeremy-bailenson-virtual-reality-stanford-university-virtual-human-interaction-lab>

## **Professional Affiliations**

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International Communication Association

National Communication Association

American Society of Trial Consultants