

TAENYUN KIM

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[[h-index: 10](#) | [i10-index: 10](#) | [Citations: 698](#)]

RESEARCH INTERESTS

Human–AI Communication; AI Ethics & Governance; Moral Judgment of AI; Trust Calibration and Repair in AI; Trustworthy and Socially Responsible AI

FEATURED PAPERS

- **Taenyun Kim**, Chung Heon Lee, Yanqin Wu, Jungwoo Jang, Huisung Kwon, Hayeon Song, Jae-gil Lee, Namkee Park, and Kwan M. Lee. Virtual influencer’s apologies?: The different perceptions of moral violation and apology between virtual and human influencers in brand endorsements. *Media Psychology*, 2026
 - Using mind perception and the theory of dyadic morality, this study shows that although virtual influencers are seen as having lower moral agency than human influencers, they are attributed comparable blame after a scandal and can sometimes repair trust more effectively through apology.
- **Taenyun Kim** and Wei Peng. Do we want AI judges? the acceptance of AI judges’ judicial decision-making on moral foundations. *AI & SOCIETY*, 40(5):3683–3696, 2025
 - This study examines public acceptance of AI versus human judges across moral foundations and finds that AI judges are generally seen as riskier and less acceptable, while receiving relatively greater approval in fairness-related cases. It also shows that racial/ethnic minorities show greater social approval of AI than the majority group.
- **Taenyun Kim**, Yeosol Song, Doha Kim, and Hayeon Song. Too much is as bad as too little: The impact of implementing multiple social interaction features on trust and acceptance of automated vehicle agents. *International Journal of Human-Computer Interaction*, 41(21):13875–13890, March 2025. [\[DOI\]](#)
 - This study shows that a single anthropomorphic cue can increase trust in an automated vehicle agent, whereas combining multiple cues can trigger an “uncanny valley of mind,” reducing trust, perceived usefulness, and intention to use.
- **Taenyun Kim**, Maria D Molina, Minjin Rheu, Emily S Zhan, and Wei Peng. One AI does not fit all: A cluster analysis of the laypeople’s perception of AI roles. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems*, pages 1–20, 2023
 - This study identifies two core dimensions of AI perception—human involvement and AI autonomy—and four AI role clusters, showing that laypeople evaluate AI roles differently rather than treating AI as a single undifferentiated category.
- **Taenyun Kim** and Hayeon Song. How should intelligent agents apologize to restore trust? interaction effects between anthropomorphism and apology attribution on trust repair. *Telematics and Informatics*, 61:101595, 2021
 - This study shows that effective trust repair depends on the match between an agent’s anthropomorphic cue and the type of apology attribution offered after an error.

EDUCATION

Michigan State University, MI, USA

August 2022 - August 2026

Ph.D. in Information and Media Program

GPA: 4.0/4.0

(Cognitive Science Specialization)

- Advisor: [Dr. David R. Ewoldsen](#)

- Dissertation: Rethinking Moral Norms in the Age of Artificial Intelligence: Mouse-Tracking Evidence of Attenuated Moral Expectations and Greater Hesitation in Judgments of Artificial Agents' Virtuous Behavior

Sungkyunkwan University (SKKU), Seoul, South Korea

September 2019 - August 2021

M.Sc. in Interaction Science (Human-AI Interaction Major)

GPA: 4.5/4.5

- Advisor: [Dr. Hayeon Song](#)

- Thesis: The Effect of Anthropomorphism, Implicit Theory, and Apology Attribution on the Trust Repair of Artificial Intelligent Agent

Sungkyunkwan University (SKKU), Seoul, South Korea

March 2012 - August 2019

B.A. in Psychology

GPA: 3.99/4.5

B.S. in Interdisciplinary Informatics

RESEARCH EXPERIENCE

Postdoctoral Researcher

October 2026 - September 2027

[Max Planck Institute for Intelligent Systems](#), Stuttgart, Germany

Research Assistant

September 2022 - August 2026

[SCAMP Lab](#), Michigan State University, USA

Research Assistant

September 2023 - August 2026

MLG Lab, Michigan State University, USA

- Lab Coordinator (April 2025 - Present)

Summer Research Intern

June 2025 - August 2025

[The Social and Responsible AI Team](#), [Nokia Bell Labs](#), Cambridge, UK

- Advisor: [Dr. Daniele Quercia](#); [Dr. Edyta Bogucka](#)

- Selected as 1 of 5 candidates from a competitive pool of 187 applicants (acceptance rate: 2.7%)

Research Assistant

September 2023 - January 2025

[NOMLab](#), Michigan State University, USA

Research Assistant

September 2022 - December 2023

[SPARTIE Lab](#), Michigan State University, USA

Researcher

September 2021 - August 2022

Interaction Science Research Center, SKKU, South Korea

Research Assistant

September 2019 - August 2021

[HAI-Lab](#) (P.I.: [Dr. Hayeon Song](#)), Department of Interaction Science, SKKU, South Korea

Member

August 2017 - August 2019

Explorers in Social Psychology (ESP), Undergraduate Students' Social Psychology Academic Society (Advisor: Dr. Hoon-seok Choi), Department of Psychology, SKKU, South Korea

Undergraduate Research Assistant

August 2017 - November 2018

[COCOAN LAB](#) (P.I.: [Dr. Chung-wan Woo](#)), CNIR (Center for Neuroscience Imaging Research) at SKKU, South Korea

MENTORSHIP EXPERIENCE

Undergraduate Research Mentor

V Kumar, Michigan State University, USA
De-anthropomorphization of AI for Adequate Trust Calibration

April 2025 - March 2026

TEACHING EXPERIENCE

Instructor

Department of Media and Information, Michigan State University *Summer 2026*

[MI355] Media and Information Research

Co-Instructor

Department of Interaction Science, SKKU *Spring 2020 - Spring 2021*

[HAI5012] Research Methods and Intro to Statistics, Spring 2021.

Taught students how to use R in data analysis

[WIS5073] Introduction to Research Methods, Spring 2020.

Taught students how to use R in data analysis

Guest Lecturer

Department of Media and Information, Michigan State University

[MI201] Introduction to Information Science

AI & Future Challenges, Spring 2026

[MI101] Understanding Media and Information

History of Computer and New Social Agent [\[PPT\]](#), Spring 2025

Social Media and Online Communication [\[PPT\]](#), Spring 2025

What is artificial intelligence? [\[PPT\]](#), Spring 2023

[MI480] Information and Communication Technologies and Development

Technology's Role in Development [\[PPT\]](#), Fall 2024

Teaching Assistant

Department of Media and Information, Michigan State University *Fall 2022 - August 2026*

[M201] Introduction to Information Science, Spring 2026

Gave a guest lecture about AI and the future, as well as supported the instructor for the course with 100+ students and mentored students

[MI480] Information and Communication Technologies and Development, Fall 2024 *Designed and led interactive, design thinking-based activities, including persona development, guided students in tackling project challenges, and provided grading and feedback to enhance learning in ICT4D contexts.*

[MI355] Media and Information Research, Fall 2024; Fall 2025

Supported instructor and mentored students

[MI101] Understanding Media and Information, Fall 2022; Spring 2023; Spring 2024; Spring 2025

Gave multiple guest lectures about AI and new media as well as supported instructor for the course with 200+ students and mentored students

[MI302] Networks, Markets and Society, Fall 2023

Supported instructor and mentored students

[MI305] Media and Information Policy, Fall 2023

Supported instructor and mentored students

[HAI5012] Research Methods and Intro to Statistics, Spring 2021.
Taught students how to use R in data analysis

[AAI3017] Human-Artificial Intelligence Interaction, Fall 2020.
Supported instructor and mentored students

[CHS7003] Artificial Intelligence Application, Summer 2020.
Helped students to code basic AI application using Python.

[WIS5073] Introduction to Research Methods, Spring 2020.
Taught students how to use R in data analysis

PUBLICATIONS

Peer-Reviewed Journal Publications

2026

- **Taenyun Kim**, Chung Heon Lee, Yanqin Wu, Jungwoo Jang, Huisung Kwon, Hayeon Song, Jae-gil Lee, Namkee Park, and Kwan M. Lee. Virtual influencer's apologies?: The different perceptions of moral violation and apology between virtual and human influencers in brand endorsements. *Media Psychology*, 2026
- Jeewoo Yoon, **Taenyun Kim**, Jinyoung Han, Joon Seo Hwang, Jeong Mo Han, Ji In Park, Hayeon Song, and Daniel Duck-Jin Hwang. Expertise matters in ai adoption: A comparative study of retina specialists and general ophthalmologists in ai-cad adoption. *International Journal of Human-Computer Interaction*, 42(16):13377–13398, 2026. Jeewoo Yoon and Taenyun Kim contributed equally (co-first authors). [\[DOI\]](#)

2025

- **Taenyun Kim** and Wei Peng. Do we want AI judges? the acceptance of AI judges' judicial decision-making on moral foundations. *AI & SOCIETY*, 40(5):3683–3696, 2025
- Sangwook Lee, **Taenyun Kim**, Sungho Kim, Kwan Min Lee, Namkee Park, and Hayeon Song. Bringing people into the story: How virtual reality journalism affects the feeling of presence. *Digital Journalism*, pages 1–20, 2025
- Rabindra Ratan, Dayeoun Jang, **Taenyun Kim**, Kelsey Earle, Gabriel E Hales, Yiming Skylar Lei, Chaeyun Lim, and Andrew Gambino. Casa renovations: Examining social responses to an anthropomorphic media representative that is separate from the core technology being represented. *Human-Machine Communication*, 10(1):6, 2025
- **Taenyun Kim**, Yeosol Song, Doha Kim, and Hayeon Song. Too much is as bad as too little: The impact of implementing multiple social interaction features on trust and acceptance of automated vehicle agents. *International Journal of Human-Computer Interaction*, 41(21):13875–13890, March 2025. [\[DOI\]](#)

2024

- David C Vaidis, Willem WA Slegers, Florian Van Leeuwen, Kenneth G DeMarree, Bjørn Sætrevik, Robert M Ross, Kathleen Schmidt, John Protzko, Coby Morvinski, Omid Ghasemi, and **others**. A multilab replication of the induced-compliance paradigm of cognitive dissonance. *Advances in Methods and Practices in Psychological Science*, 7(1):25152459231213375, 2024

2023

- **Taenyun Kim** and Hayeon Song. Communicating the limitations of AI: The effect of message framing and ownership on trust in artificial intelligence. *International Journal of Human-Computer Interaction*, 39(4):790–800, 2023
- **Taenyun Kim** and Hayeon Song. “I Believe AI Can Learn from the Error. Or Can It Not?”: The Effects of Implicit Theories on Trust Repair of the Intelligent Agent. *International Journal of Social Robotics*, 15(1):115–128, 2023

2022

- Jiwon Kang, Jieun Kim, **Taenyun Kim**, Hayeon Song, and Jinyoung Han. Experiencing stress during covid-19: A computational analysis of stressors and emotional responses to stress. *Cyberpsychology, Behavior, and Social Networking*, 25(9):561–570, 2022

2021

- **Taenyun Kim** and Hayeon Song. How should intelligent agents apologize to restore trust? interaction effects between anthropomorphism and apology attribution on trust repair. *Telematics and Informatics*, 61:101595, 2021
- Hayeon Song, **Taenyun Kim**, Jieun Kim, Dohyun Ahn, and Youngcheol Kang. Effectiveness of vr crane training with head-mounted display: Double mediation of presence and perceived usefulness. *Automation in Construction*, 122:103506, 2021

Book Chapters

2023

- Jihyun Kim, Hayeon Song, Kelly Merrill Jr, **Taenyun Kim**, and Jieun Kim. Human-machine communication in healthcare. *The SAGE handbook of human-machine communication*, pages 507–515, 2023

2020

- Hayeon Song, Jieun Kim, and **Taenyun Kim**. Artificial intelligence and health communication. *Journal of Communication Research*, 57(3):196–238, 2020

Proceedings

2026

- **Taenyun Kim**, Edyta Bogucka, and Daniele Quercia. Participatory moral ai is not neutral: The invisible hand of developers. *Proceedings of the AAAI/ACM Conference on AI, Ethics, and Society*, 9(3):1538–1550, 2026. [\[DOI\]](#)
- Tsai-Wei Ling, **Taenyun Kim**, and Wei Peng. The cape scale: The measure of perceived cognitive and emotional empathy of conversational agents. In *Proceedings of the 28th International Conference on Human-Computer Interaction (HCI International 2026)*, pages 342–358. Springer, 2026. [\[DOI\]](#)
- Hyunseon Won, Seoyoung Park, Sejung Son, **Taenyun Kim**, and Jinyoung Han. Accuracy as autonomy: How reliable information enables choice in wheelchair-accessible taxi services. In *Extended Abstracts of the 2026 CHI Conference on Human Factors in Computing Systems (CHI EA '26)*, pages 1–11, 2026. Article 71. Poster presentation. [\[DOI\]](#)

2025

- Sangwook Lee, **Taenyun Kim**, and Won-ki Moon. Does GenAI deplete us? the effects of using GenAI for writing on identity and ego depletion. In *Extended Abstracts of the CHI Conference on Human Factors in Computing Systems (CHI EA '25)*, page 12, New York, NY, USA, April 2025. ACM

2024

- Yeonju Jang, **Taenyun Kim**, Huisung Kwon, Hyemin Park, and Ki Joon Kim. Your avatar seems hesitant to share about yourself: How people perceive others' avatars in the transparent system. In *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*, pages 1–14, 2024. Article 111. Yeonju Jang and Taenyun Kim contributed equally (co-first authors). [\[DOI\]](#)

2023

- **Taenyun Kim**, Maria D Molina, Minjin Rheu, Emily S Zhan, and Wei Peng. One AI does not fit all: A cluster analysis of the laypeople's perception of AI roles. In *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems*, pages 1–20, 2023

2020

- **Taenyun Kim** and Hayeon Song. The effect of message framing and timing on the acceptance of artificial intelligence's suggestion. In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, pages 1–8, 2020

Conferences Without Published Proceedings

2026

- **Taenyun Kim**, David Ewoldsen, Wei Peng, and Nancy Rhodes. Machines = Efficiency: Testing the Implicit Assumptions of the Machine Heuristic Revealed Efficiency as Its Core Belief. 2026. Paper presented at the 76th Annual International Communication Association Conference (ICA), Cape Town, South Africa

2025

- **Taenyun Kim**, Tsai-Wei Ling, and Wei Peng. The moderating role of prior experience in applying expectation disconfirmation theory to social support chatbots satisfaction and trusting intention. 2025. Paper presented at the 111th Annual Convention of the National Communication Association (NCA), Denver, CO
- Emily Zhan, **Taenyun Kim**, and Maria de Bruin Molina. Can AI apologize on the company's behalf? the role of expectancy violation and perceived AI's capability, 2025. Paper presented at the 75th Annual International Communication Association Conference (ICA), Denver, CO
- Tsai-Wei Ling, **Taenyun Kim**, and Wei Peng. Can adding emotional empathy to cognitive empathy enhance user preference for mental health chatbots?, 2025. Paper presented at the 75th Annual International Communication Association Conference (ICA), Denver, CO

2024

- Rabindra Ratan, Kelsey Earle, Yiming (Skylar) Lei, Gabriel E. Hales, Dayeoun Jang, **Taenyun Kim**, and Chaeyun Lim. Technologies are utilitarian, humanlike, and/or avatar-like: From casa to tuha, tested in e-scooter perceptions, 2024. Paper presented at the 74th Annual International Communication Association Conference (ICA), Gold Coast, Australia
- Swati Pandita, Rabindra (Robby) Ratan, **Taenyun Kim**, Dayeoun Jang, Chaeyun Lim, Kun Xu, Andrea S. Won, Vasileios Stavropoulos, Pitch Sinlapantakul, Anna Samira Praetorius, Jorge

Peña, Inyoung Park, Kristine Nowak, Nicholas Matthews, Victoria McArthur, Jih-Hsuan (Tammy) Lin, Kwan M. Lee, Brian Klebig, Steffie S. Kim, Dominic Kao, Adam S. Kahn, David C. Jeong, Beatrice Hasler, Fox Harrell, Eugy Han, Andrew Gambino, Edward Downs, Jim Cummings, Christine L. Cook, Vivian Hsueh Hua Chen, Domna Banakou, and Laura Aymerich-Franch. The development and validation of the motivations for avatar-mediated meetings (MAMM) scale, 2024. Paper presented at the 74th Annual International Communication Association Conference (ICA), Gold Coast, Australia

- **Taenyun Kim** and Nancy Rhodes. Influence of implicit theories of artificial intelligence on immoral human behavior, 2024. Paper presented at the 74th Annual International Communication Association Conference (ICA), Gold Coast, Australia
- **Taenyun Kim** and Wei Peng. Do we want AI judges?: The acceptance of AI judges' judicial decision-making on moral foundations, 2024. Paper presented at the 74th Annual International Communication Association Conference (ICA), Gold Coast, Australia
- Nancy Rhodes, Skylar Lei, Laila Kunaish, Elizabeth Averkiadi, **Taenyun Kim**, and Jared Ross. The effect of storyworld descriptive and injunctive norms about an antihero's behavior on moral judgment, 2024. Paper presented at the Moral Media 2024 Conference, April 5–7, 2024, Columbus, OH

2023

- **Taenyun Kim**, Chungheon Lee, Yanqin Wu, Jungwoo Jang, Huisung Kwon, Hyemin Park, Hayeon Song, Kwan Min Lee, Jae-gil Lee, and Namkee Park. [extended abstract] "can virtual influencers' apology be authentic?": The different perceptions of moral violation and apology by virtual and human influencers in the brand endorsement. *Paper presented at the 72th Annual International Communication Association Conference (ICA), Toronto, Canada, 2023*

2022

- **Taenyun Kim**, Yeosol Song, Doha Kim, and Hayeon Song. Trust and anthropomorphism in autonomous vehicle agent. *Paper presented at the 72th Annual International Communication Association Conference (ICA), Paris, France, 2022*

2020

- **Taenyun Kim**, You Jung Huh, and Il Mo Koo. Suggestion for the ways to provide information based on urgency of the situation and use of contents in autonomous vehicles. *Proceedings of HCI KOREA 2020*, pages 713–718, 2020

2019

- Juhyeon Seo, Eunbyeol Do, Junghyun Noh, **Taenyun Kim**, Jungbin Lim, Ye Eun Park, Suyeon Jeong, Jaeyoung Ji, and Sung Yoon. The effect of modifiability and argument quality in a confrontation message on gender-stereotypic responses. In *Proceedings of 2019 Annual Conference of Korean Psychological Association*, pages 347–347, 2019

HONORS & AWARDS

PhD Student Educator Award

April 2026

Awarded by the Department of Media and Information, MSU.

ICA 2026 “Rock Star” Reviewer Award

January 2026

Designated as the single top reviewer for the Human-Machine Communication interest group—one of only 34 reviewers selected association-wide—for exceptional quality and volume of peer reviews for the 76th Annual ICA Conference.

Outstanding Doctoral Student Savant Award Awarded by the Department of Media and Information, MSU.	<i>April 2025</i>
Outstanding Doctoral Student Researcher Award Awarded by the Department of Media and Information, MSU.	<i>April 2024</i>
1st Prize in Outstanding Research Award Awarded by the Department of Interaction Science, SKKU.	<i>August 2021</i>
1st Prize in Undergraduate Research Presentation Contest Awarded by the Department of Psychology, SKKU. Research Title: "The Effect of Modifiability and Argument Quality in a Confrontation Message on Gender-Stereotypic Responses"	<i>November 2018</i>
2nd Prize in Undergraduate Research Presentation Contest Awarded by the SKKU, Department of Psychology. Research Title: "The Effect of Image in the Credibility of Posts on Social Media"	<i>November 2017</i>

SCHOLARSHIP

Graduate School Dissertation Completion Fellowship (\$4,710.00) Granted by the Graduate School, MSU. Dissertation Title: "Comparing Moral Norm Judgments of Human and Artificial Agents: A Mouse-Tracking Study of Response Time, Trajectory Deviation, and Conflict"	<i>Spring 2026</i>
Information and Media Summer Research Fellowship (\$2,684.89) Granted by the Department of Media and Information, MSU. Proposal Title: "Explication and Scale Development of Implicit Theory of AI"	<i>Summer 2025</i>
Information and Media Summer Research Fellowship (\$2,500) Granted by the Department of Media and Information, MSU. Proposal Title: "Testing the Assumptions of Machine Heuristics"	<i>Summer 2024</i>
Larry Estlack Memorial Scholarship, Information Studies and Media (\$1,000) Granted by the Department of Media and Information, MSU.	<i>April 2024</i>
Information and Media Summer Research Fellowship (\$3,989.90) Granted by the Department of Media and Information, MSU. Proposal Title: "Moral Foundations of AI Judicial Decision-Making"	<i>Summer 2023</i>
Thomas A. Muth, Sr. Endowed Fund in Telecommunication, Information Studies and Media (\$500) Granted by the Department of Media and Information, MSU.	<i>April 2023</i>
SKKU Research Matters 2021 Scholarship Granted by the SKKU. Conferred to the winners of SKKU Research Matters 2021, a competitive research presentation contest. Research Title: "How Should Intelligent Agent Apologize to Repair Trust?"	<i>November 2021</i>
Brain Korea 21 Scholarship Research Scholarship (10Z20130000013) granted by Ministry of Education(MOE, Korea) and National Research Foundation of Korea (NRF). Interaction Science for Developing Global Human-Informatics leaders focusing on UI/UX	<i>August 2019 - August 2021</i>
Graduate Merit Scholarship Granted by the Department of Interaction Science, SKKU.	<i>Fall 2019 - Spring 2021</i>
SimSan Scholarship Granted by the Department of Interaction Science, SKKU.	<i>Spring 2020 - Spring 2021</i>

Student Success Scholarship*Spring 2019*

Granted by the SKKU.

Academic Excellence Scholarship*Fall 2018*

Granted by Department of Psychology, SKKU for outstanding academic achievement. (GPA 4.5/4.5)

Academic Excellence Scholarship*Spring 2013*

Granted by Department of Psychology, SKKU for outstanding academic achievement. (GPA 4.38/4.5)

COMMUNITY SERVICES

Vice President*October 2024 - Present*

Association for Doctoral Students in Information and Media

President*September 2024 - August 2025*

Association for Korean Graduate Students in Communication Arts and Sciences

Student Representative*October 2023 - September 2024*

Department of Media and Information, Association for Doctoral Students in Information and Media

ACADEMIC SERVICE

Reviewed for:

- Journal of Communication
- New Media & Society
- Health Communication
- Behaviour & Information Technology
- AI & Society
- AI & Ethics
- Cyberpsychology, Behavior, and Social Networking
- BMC Psychology
- Scientific Reports
- Information Processing and Management
- The Annual International Communication Association Conference (ICA)
- ACM Conference on Human Factors in Computing Systems (CHI)
- ACM Conference on Computer-Supported Cooperative Work and Social Computing (CSCW)

TECHNICAL STRENGTHS

Data Analysis & Programming

- **Python:** pandas, matplotlib, sklearn, statsmodels, psychopy, keras, gensim, pyqt, opencv
- **R:** dplyr, ggplot2, psych, laavan, car, e1071, PROCESS macro for R
- **Matlab**

Software & Tools: MS Office, Latex, Github, PsychoPy*Last Updated: October 26, 2026*