

LARRY ZHIMING XU

Diederich College of Communication &
College of Business Administration
Marquette University
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ACADEMIC POSITIONS

Assistant Professor of Strategic Communication
Marquette University 2020 - Present

Assistant Professor of Information Systems and Analytics
(Joint Appointment)
Marquette University 2024 - Present

Co-chair, Talent Subcommittee
Northwestern Mutual Data Science Institute 2023 - Present

Founding Director, Ai4Ai Lounge
Marquette University 2022 - Present

- The Ai4Ai (*Artificial Intelligence for Analytics and Insights*) Lounge is an interdisciplinary initiative sponsored by the Diederich College of Communication and Northwestern Mutual Data Science Institute. It is a collaborative workspace, equipped with software and hardware for data science, analytics, and visualization. It is also used by the Data Science Club at Marquette for meetings and events.

Interdisciplinary Data Science Faculty
Marquette University 2020 - Present

Affiliated Faculty
Northwestern Mutual Data Science Institute 2020 - Present

GRANTS

Co-principal Investigator, Pioneer Collaborative Curricular Program (\$49,838.33),
Northwestern Mutual Data Science Institute 2024-2025

Principal Investigator, Faculty mini-grant (\$50,000, Co-Is: Praveen Madiraju,
Kambiz Saffarizadeh, Terence Ow), Northwestern Mutual Data Science Institute
2023-2024

Principal Investigator, Faculty start-up grant (\$12,000), Northwestern Mutual
Data Science Institute 2020-2025

EDUCATION	<p>Ph.D., Communication 2020 University of Southern California</p> <ul style="list-style-type: none"> • Focus areas: organizational communication, information systems, emerging technologies, and computational social science, under direction of Dr. Janet Fulk. Dissertation: <i>A multitheoretical multilevel explication of crowd-enabled organizations</i> <p>M.A., Communication 2017 University of Southern California</p> <p>M.A., Communication 2014 Washington State University</p> <p>M.A., Communication 2012 Tianjin Normal University</p> <p>B.A., Journalism 2010 Tianjin Normal University</p>
AWARDS	<p>Dean’s Recognition Award for Outstanding Advisor 2022 Diederich College of Communication, Marquette University</p> <p>Top Student Paper Award 2017 Information Systems Division, International Communication Association</p> <p>Top Three Papers Award 2017 Big Data and Human Behavior Symposium, University of Southern California</p> <p>Officer’s Choice Award 2014 Edward R. Murrow College of Communication, Washington State University</p>
AFFILIATIONS	<p>Academy of Management 2019 - Present</p> <p>Association for Computing Machinery 2022 - Present</p> <p>Association for Information Systems 2024 - Present</p> <p>International Communication Association 2011 - Present</p>
PUBLICATIONS	<ol style="list-style-type: none"> 1. Fischmann, A., & Xu, L. Z. (2023). Emotion regulation and cheap talk as signaling strategies: Evidence from crowdfunding for Ukraine. <i>Telematics and Informatics</i>, 87, 102086. (2022 IF: 8.5) 2. Xu, L. Z., Sargent, M., Xu, Y., Sun, J., Li, Y., & Fulk, J. (2022). The emergence of core (hash)tags and its effects on performance. <i>Telematics and Informatics</i>, 72, 101854. (2022 IF: 8.5) 3. Xu, L. Z. (2021). Diederich College of Communication at Marquette University in the USA. In <i>Annals of Chinese Journalism and Communication Education</i>. Wuhan University Press. (in Chinese and English)

4. Xu, Z. (2020). A Multitheoretical multilevel explication of crowd-enabled organizations: Exploration/exploitation, social capital, signaling, and homophily as determinants of associative mechanisms in donation-based crowdfunding. [Doctoral dissertation]. University of Southern California.
5. Wei, R., & Xu, L. Z. (2019). New media and politics: A synopsis of theories, issues, and research. In Oxford Research Encyclopedia of Communication.
6. Xu, L. Z. (2018). Will a digital camera cure your sick puppy? Modality and category effects in donation-based crowdfunding. *Telematics and Informatics*, 35(7), 1914-1924. (2022 IF: 8.5)
7. Walter, N., Cody, M. J., Xu, L. Z., & Murphy, S. T. (2018). A priest, a rabbi, and a minister walk into a bar: A meta-analysis of humor effects on persuasion. *Human Communication Research*, 44(4), 343-373. (2022 IF: 5.0)
8. Xu, L. Z. (2017). Chun Wei Choo, The inquiring organization: How organizations acquire knowledge & seek information. *International Journal of Communication*, 11, 3. (2022 IF: 1.7)
9. Xu, Z. (2014). The "citizen-partisan dilemma": The impact of nationalism and ideology on misperceptions towards publicized truth claims about foreign affairs. [Master's thesis]. Washington State University.
10. Xu, Z. (2012). The relationship between orphans' media exposure and media literacy. [Master's thesis]. Tianjin Normal University
11. Xu, Z. (2011). Internet: The lifesaver of newspapers in the era of media convergence. *Journalism World*, B10, 172. (in Chinese)
12. Xu, Z. (2010). An analysis of the relationship between the Han Chinese culture and high context. *Journalism and Communication*, 4, 103. (in Chinese)

CONFERENCE PRESENTATIONS

1. Mazzone, S, Harlan, J., Xu, L. Z., Ow, T. T. (2024). LLMs enhance emotional expression while maintaining analytical depth in news writing. Paper conditionally accepted at the 58th Hawaii International Conference on System Sciences (HICSS), Big Island, January 7-10.
2. Xu, L. Z. (2024). When transparency is costly: GenAI disclosure suppresses empathy in medical crowdfunding. Paper presented at the 30th Americas Conference on Information Systems, Salt Lake City, August 15-17.
3. Xu, L. Z., Saffarizadeh, K., & Lee, J. (2024). Fast forward, as Copilot becomes the pilot: Examining GenAI dependence and problematic use. Abstract presented at the the 30th Americas Conference on Information Systems, Salt Lake City, August 15-17.
4. Al Lawati, B., Lee, J., Xu, L. Z., & Ow, T. T. (2024). Embracing GenAI in the classroom: Getting business students excited about information

- technology. Abstract presented at the the 30th Americas Conference on Information Systems, Salt Lake City, August 15-17.
5. Xu, L. Z. (2022). A MTML approach to examining crowdfunding organizing and networks. Paper presented at the 72rd International Communication Association Annual Conference, Paris, France, May 26-30.
 6. Xu, L. Z. (2019). Exploration/exploitation, social capital, signaling, and homophily as determinants of associative mechanisms in crowdfunding. Extended abstract presented at the 32rd Organizational Communication Mini-Conference, Champaign, IL, Oct 4-6.
 7. Xu, L. Z. (2019). A multitheoretical multilevel explication of crowd-enabled organizations. Extended abstract presented at the Organizational Communication and Information Systems Doctoral Consortium at the 79th Annual Meeting of the Academy of Management, Boston, Aug 9-13.
 8. Xu, L. Z. (2019). What is stronger than fear is hope: Effects of emotional flow in crowdfunding narrative processing. Paper presented at the 69th International Communication Association Annual Conference, Washington DC, May 24-28.
 9. Sun, Y. Xu, L. Z., Xu, Y., & Zhou, Y., (2019). Fake or real? Detecting online misinformation using computer vision techniques. Paper presented at the Annenberg Graduate Fellowship Research and Graduate and Creative Project Symposium, Los Angeles, Apr 18.
 10. Xu, L. Z. & Walter, N. (2018). A plot twist plus a happy ending: Effects of emotional flow in crowdfunding narrative processing. Paper accepted to the 104th National Communication Association Annual Convention, Salt Lake City, November 8-11.
 11. Xu, L. Z., Sargent, M., Xu, Y., Sun, J., Li, Y., Monge, P. R., & Fulk, J. (2018). Simple tags, profound influences: Explicating social tagging as multilevel expertise in a crowdsourcing design community. Paper presented at the 68th International Communication Association Annual Conference, Prague, May 24-28.
 12. Xu, Y., Sun, Y., Xu, L. Z., Monge, P. R., Fulk, J., & Lomi, A. (2018). Networks within crowds: Investigating the formation of multidimensional and multilevel networks in online crowdsourcing. Paper presented the 68th International Communication Association Annual Conference, Prague, May 24-28.
 13. Sun, Y. Xu, L. Z., Xu, Y., & Zhou, Y., (2018). Serial integration, real innovation: Effects of knowledge variety and interactive commenting in online crowdsourcing open challenges. Paper presented at the Annenberg Graduate Fellowship Research and Graduate and Creative Project Symposium, Los Angeles, Apr 18.
 14. Xu, L. Z. (2017). Will a digital camera cure your sick puppy? The persuasive power of communication modality and storytelling narrative in crowdfunding. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.

15. Xu, L. Z., & Shaikh, S. J. (2017). The inevitable decline: Explicating the (non)sharing decisions on Facebook. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
16. Lopez, R. A., & Xu, L. Z. (2017). Battling for the net: Big data and net neutrality activism. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
17. Walter, N., Cody, M. J., Xu, L. Z., & Murphy S. T. (2017). Meta-analysis of humor effects on persuasion. Paper presented at the 67th International Communication Association Annual Conference, San Diego, May 25-29.
18. Xu, L. Z. (2017). Analyzing crowdfunding description text using topic modeling. Paper presented 2nd Big Data and Human Behavior Symposium at University of Southern California, Los Angeles, March 11.
19. Xu, L. Z., & Ge. Z. (2016). A two-mode network analysis of crowdfunding donors in structural equivalence. Paper presented at the International Network of Social Network Analysis XXXVI Sunbelt Conference, Newport Beach, April 5-10.
20. Lopez. R. A., & Xu, L. Z. (2016). Net neutrality activism. Paper presented at the 1st Big Data and Human Behavior Symposium at University of Southern California, Los Angeles, March 11.
21. Xu, L. Z. (2015). Exploring the impact of diffusion networks and content characteristics on crowdfunding. Paper presented at the 101st National Communication Association Annual Convention, Las Vegas, November 19-22.
22. Wang. X., & Xu, L. Z. (2015). Mapping 20 years of Asian journalism research: A content analysis of top journal articles on journalism in Asia. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, August 6-9.
23. Xu, L. Z. (2014). A revisit with the hostile media effect: Perceived media quality, perceived reach and polarized judgments among college students. Paper presented at the 100th National Communication Association Convention, Chicago, November 18-23.
24. Xu, L. Z. (2014). The “citizen-partisan dilemma”: The impact of nationalism and ideology on misperceptions towards publicized truth claims about foreign affairs. Paper presented at the Midwest Association of Public Opinion Research Annual Convention, Chicago, November 18-23.
25. Xu, L. Z. & Peterson. J. C. (2014). Exploring the cultural and communicative meanings of cooking to Chinese students in the USA through photovoice. Paper presented at the 64th International Communication Association Annual Conference, Seattle, May 22-26.

26. Xu, L. Z. (2013). Do international students and domestic students differ in social capital? Examining the disengagement of international college students in the USA. Paper presented at the 99th National Communication Association Annual Convention, Washington, DC, November 21-24.

INVITED
TALKS
& PANELS

Marquette CIRCLES Panel on AI May 22, 2024
Capital One, Chicago

Career Formation Trails Day March 15, 2023
Cristo Rey Jesuit High School Milwaukee

Engaging with LLM Chatbots and GenAI Use on Campus November 30, 2023
Marquette University

Exploring LLM Chatbots and GenAI Use on Campus September 21, 2023
Marquette University

Brown Bag Panel Discussion on AI and ChatGPT March 24, 2023
Diederich College of Communication, Marquette University

Putting data into a local context May 6, 2022
Ai4Ai Lounge Launch Event, Marquette University

Tell me three things about crowdfunding March 24, 2022
Communication Science Colloquium, University of Wisconsin-Madison

Dealing with Uncertainty in data science education February 25, 2022
Northwestern Mutual Data Science Institute Impact Education Series, Online

Revolution of data science curriculum at UWM and Marquette September 24, 2021
Northwestern Mutual Data Science Institute Impact Education Series, Online

The strategic crowd November 26, 2019
Diederich College of Communication, Marquette University

Functions of communication in crowd organizations January 11, 2019
Brian Lamb School of Communication, Purdue University

SERVICE

University

- *Member*, Core Curriculum Committee 2024- Present
Marquette University
- *Member*, Data Science Steering Committee 2024- Present
Marquette University
- *Member*, Job Search Committee, Department of Strategic Communication, Marquette University 2022, 2023
- *Faculty Mentor*, [Data Science REU](#), Marquette University 2022, 2023
- *Advisory Board*, Center for Data, Ethics, and Society 2022 - Present
Marquette University
- *Member*, Talent Subcommittee, Northwestern Mutual 2021- Present
Data Science Institute
- *Member*, UX/UI education task force 2022 - Present
Diederich College of Communication, Marquette University

Professional

- *Conference Reviewer*, Academy of Management; International Communication Association; National Communication Association; The International Conference on Information Systems; Americas Conference on Information Systems
- *Invited Journal Reviewer*, *Cyberpsychology, Behavior, and Social Networking*; *Frontiers in Human Dynamics*; *Information, Communication & Society*; *International Journal of Information Technology & Decision Making*; *Journal of Media Psychology*; *Journal of Medical Internet Research*; *Journal of Social Service Research*; *Journalism & Mass Communication Quarterly*; *New Media & Society*; *PLOS ONE*; *Recent Advances in Electrical & Electronic Engineering*; *Small Group Research*; *Social Network Analysis and Mining*; *Social Science & Medicine*; *Telematics and Informatics*
- *Editorial Board*, *Wave* (a bilingual academic journal that aims to cultivate a global perspective in communication by introducing state-of-the-art theories, methodologies, and research to Chinese scholars, researchers, and students), 2014-2018.

TEACHING

Marquette University

- Methods of Inquiry: Communicating with Data
- Speaking Data I: Literacy and Fluency (Starting Fall 2025)
- Speaking Data II: Proficiency and Competency (Starting Fall 2025)
- Communication Statistics and Analysis
- Communication Research
- Data Analytics in the Age of AI
- Public Relations Research and Measurement

University of Southern California

- Communication and Social Science
- Empirical Research in Communication
- Persuasion
- Organizational Communication

Washington State University

- Media and Society
- Multimedia Content Creation
- Strategic Communication