

Hu Bo



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Teaching and Research Areas :

Human-Machine Communication; AI Technology and
Mental Health; Computer-Mediated Communication;
Technology Acceptance; Interactive Media Effects

[Google Scholar](#)

Academic Qualifications

2020 - 2025 Ph.D / Media and Communication / City University of Hong Kong
2017 - 2020 Master / Journalism and Communication / Shanghai Jiao Tong University
2013 - 2017 Bachelor / Journalism / Northwest University

Teaching Experiences

2025 - Present Assistant Professor / Faculty of Humanities and Arts / Macau University of
Science and Technology
2020 - 2024 Teaching Assistant / Department of Media and Communication / City University
of Hong Kong

Representative Publications

Journal Articles:

- [18] Zhang, H., Li, B., **Hu, B.**, & Ai, P. (2025). Exploring the role of personal innovativeness on purchase intention of artificial intelligence products: An investigation using social influence theory and value-based adoption model. *International Journal of Human-Computer Interaction*, 1-15. [SSCI top 20% in Ergonomics, IF = 4.9, SSCI Q1]
- [17] Ai, P., Li, B., **Hu, B.**, & Zhang, H. (2025). Extending the planned risk information seeking model (PRISM) in the context of artificial intelligence: from the perspective of individual differences. *Behaviour & Information Technology*, 1-15. [SSCI in Ergonomics, IF = 3.1, SSCI Q2]
- [16] Mao, Y., & **Hu, B.* (Corresponding author)** (2025). From trolling victimization to reactive trolling: Moderated mediation effects of online disinhibition and motivations. *Social Science Computer Review*, 43(1), 27-47. [SSCI top 15% in Social Sciences, Interdisciplinary, IF = 2.7, SSCI Q1]
- [15] Li, J., Chen, T., Li, S., & **Hu, B.* (Corresponding author)** (2024). Honor the contract? Effects of algorithmic recommendation system features on perceived benefits, privacy risk,

and continuance intention to use TikTok. *International Journal of Human–Computer Interaction*. [SSCI top 20% in Ergonomics, IF = 4.9, SSCI Q1]

[14] Yan, W., **Hu, B.**, Liu, Y. L., Li, C., & Song, C. (2024). Does usage scenario matter? Investigating user perceptions, attitude and support for policies towards ChatGPT. *Information Processing & Management*, 61(6), 103867. [SSCI top 6% in Information Science, IF = 6.9, SSCI Q1]

[13] Mao, Y., **Hu, B.**, & Kim, K. J. (2024). Is the Internet to blame for problem behaviours in early adolescents? The effects of different types of Internet use, depression, and self-control. *Behaviour & Information Technology*, 1-15. [SSCI in Ergonomics, IF = 3.1, SSCI Q2]

[12] Mao, Y., **Hu, B.**, & Kim, K. J. (2024). When AI doctors lie about diagnosis: The effects of varying degrees of prosocial lies in patient–AI interactions. *Technology in Society*, 102461. [SSCI top 1% in Social Sciences, Interdisciplinary, IF = 12.5, SSCI Q1]

[11] **Hu, B.**, Mao, Y., & Kim, K. J. (2023). How social anxiety leads to problematic use of conversational AI: The roles of loneliness, rumination, and mind perception. *Computers in Human Behavior*, 145, 107760. [SSCI top 4% in Experimental Psychology, IF = 9, SSCI Q1]

[10] Liu, Y., **Hu, B.* (Corresponding author)**, Yan, W., & Lin, Z. (2023). Can chatbots satisfy me? A mixed-method comparative study of satisfaction with task-oriented chatbots in mainland China and Hong Kong. *Computers in Human Behavior*, 143, 107716. [SSCI top 4% in Experimental Psychology, IF = 9, SSCI Q1]

[9] **Hu, B.**, Liu, Y., & Yan, W. (2023). Should I scan my face? The influence of perceived value and trust on Chinese users' intention to use facial recognition payment. *Telematics and Informatics*, 78, 101951. [SSCI top 4% in Information Science, IF = 7.6, SSCI Q1]

[8] Liu, Y., Yan, W., **Hu, B.**, Lin, Z., & Song, Y. (2023) Chatbots or humans? Effects of agent identity and information sensitivity on users' privacy management and behavioral intentions: A comparative experimental study between China and the United States. *International Journal of Human–Computer Interaction*. [SSCI top 25% in Ergonomics, IF = 3.4, SSCI Q1]

[7] Liu, Y., Yan, W., **Hu, B.* (Corresponding author)**, Li, Z., & Lai, Y. L. (2022). Effects of personalization and source expertise on users' health beliefs and usage intention toward health chatbots: Evidence from an online experiment. *Digital Health*, 8. [SSCI top 20% in Health Policy & Services, IF = 3.9, SSCI Q1]

[6] Li, W., Mao, Y., & **Hu, B.** (2022). Will exposure to different consequences of prosocial behavior always lead to subsequent prosocial behavior among adolescents: An experimental study of short videos. *Frontiers in Psychology*, 13, 927952. [SSCI top 23% in Psychology Multidisciplinary, IF = 3.8, SSCI Q1]

- [5] Liu, Y., Yan, W., & **Hu, B.** (2021). Resistance to facial recognition payment in China: The influence of privacy-related factors. *Telecommunications Policy*, 45(5), 102155. [SSCI top 18% in Communication, IF = 4.49, SSCI Q1]
- [4] 李武, 胡泊. (2021). 为“陪伴”买单? 准社会关系视角下音频知识付费决策研究, *现代出版*, 6, 10-18. [CSSCI]
- [3] 李武, 胡泊. (2020). 声音的传播魅力: 基于音频知识付费情境的实证研究, *新闻大学*, 12, 49-60. [CSSCI]
- [2] 李武, 胡泊. (2020). 性格驱动与认同建立: 网络阅读社区用户行为研究, *现代传播*, 10, 140-147. [CSSCI]
- [1] 李武, 胡泊 & 季丹. (2018). 电子书阅读客户端的用户使用意愿研究——基于 UTAUT 和 VAM 理论视角, *图书馆论坛*, 4, 103-110. [CSSCI]

Academic and Professional Membership

Ad-Hoc Journal Reviewer (in alphabetical order)

Asia Journal of Social Psychology

Computers in Human Behavior

Frontiers in Psychology

Information Processing & Management

International Journal of Human-computer Interaction

Internet Research

Journal of Medical Internet Research

New Media and Society

Psychology Research and Behavior Management

Telecommunications Policy

Professional Qualifications and Awards

2024, Outstanding Research Papers Award, College of Liberal Arts and Social Sciences, City University of Hong Kong

2023, Research Tuition Scholarship, City University of Hong Kong

2023, Outstanding Research Papers Award, College of Liberal Arts and Social Sciences, City University of Hong Kong

2021, Outstanding Academic Performance Award, City University of Hong Kong