

Prof **Lee Eun-Ju** is Director, Center for Trustworthy AI (CTAI), Seoul National University. She is concurrently a Professor at Seoul National University's Department of Communication. CTAI is a Convergence Research Center engaging in interdisciplinary research that bridges technology, humanities, and social sciences to enhance the trustworthiness of AI systems. Her research focuses on social cognition and social influence in computer-mediated communication and human-computer interaction. Specifically, she has examined (a) how social dynamics, such as group conformity, group polarisation, and gender stereotypes, operate in computer-mediated environments; and (b) how people process mediated information, such as user comments on internet news sites and social media posts, to make sense of reality, form impressions about public figures, and make decisions.

Her research centers on when and why people fall for misinformation and how to combat false information, as well as how technological advancements, most notably artificial intelligence (AI), affect communication processes and effects as we know them. Based on her program of research, she proposed the Authenticity Model of Mediated Communication (2020, *Journal of Computer-Mediated Communication*), which directly tackles the questions of how people authenticate technology-mediated communication and how authenticity judgements alter communication outcomes.

She has co-edited *Media Psychology* (2014-2015) and served as the Editor-in-Chief of *Human Communication Research* (2017-2020). She is a Fellow of the *International Communication Association (ICA)* and currently serving a term as its President.