Stanford

Kathryn Segovia

Adjunct Professor, d.school

Bio

ACADEMIC APPOINTMENTS

- Adjunct Professor, d.school

Teaching

COURSES

2026-27

- Leadership Lab: DESIGN 368, MS&E 489 (Spr)

2025-26

- Leadership Lab: DESIGN 368, MS&E 489 (Spr)

2024-25

- Leadership Lab: DESIGN 368, MS&E 489 (Spr)

2023-24

- Leadership Lab: DESIGN 368, MS&E 489 (Spr)
- The Designer in Society: DESIGN 315, ME 315 (Win)

Publications

PUBLICATIONS

- **Avatars Versus Agents: A Meta-Analysis Quantifying the Effect of Agency on Social Influence** *HUMAN-COMPUTER INTERACTION*
  Fox, J., Ahn, S. J., Janssen, J. H., Yeykelis, L., Segovia, K. Y., Bailenson, J. N.
  2015; 30 (5): 401-432
- **Virtual imposters: Responses to avatars that do not look like their controllers** *SOCIAL INFLUENCE*
  Segovia, K. Y., Bailenson, J. N.
  2012; 7 (4): 285-303
- **Virtually True: Children's Acquisition of False Memories in Virtual Reality** *MEDIA PSYCHOLOGY*
  Segovia, K. Y., Bailenson, J. N.
  2009; 12 (4): 371-393