

# Stanford

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## Kathryn Segovia

Adjunct Professor

Hasso Plattner Institute of Design

### Bio

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#### ACADEMIC APPOINTMENTS

- Adjunct Professor, Hasso Plattner Institute of Design

### Teaching

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#### COURSES

##### 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)

##### 2022-23

- The Designer in Society: ME 315 (Win, Spr)
- d.Leadership: Leading Disruptive Innovation: ME 368, MS&E 489 (Spr)

### Publications

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#### 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