

Stanford

Kathryn Segovia

Lecturer

Hasso Plattner Institute of Design

Bio

ACADEMIC APPOINTMENTS

- Lecturer, Hasso Plattner Institute of Design

Teaching

COURSES

2022-23

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

2021-22

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

2020-21

- d.Leadership: Leading Disruptive Innovation: ME 368 (Win)

2019-20

- d.Leadership: Leading Disruptive Innovation: ME 368, MS&E 489 (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