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Celine Yunya Song is a full Professor in the Academy of Interdisciplinary Studies at the Hong Kong University of Science and Technology. She is also the Director of Media Intelligence Research Center at HKUST. Her research spans AI communication, digital media, social media analytics, cyber-psychology, and behaviour. Her scholarship has straddled English, French, and Chinese cultures and media. She was the associate dean of the School of Communication at Hong Kong Baptist University before moving to HKUST. She serves as an associate editor for *Computers in Human Behaviour* and *Mass Communication and Society*, and as editor of *Communication & Society*.