PETER NAGY, PH.D.

INTERDISCIPLINARY SOCIAL SCIENTIST | RESEARCHER IN HUMAN-MACHINE COMMUNICATION

CONTACT INFORMATION

Location	Tempe, AZ (USA)
Email	peter.nagy84@gmail.com
Phone	(480)-410-7994

ACADEMIC PROFILE

ORCID	0000-0003-0713-9403
Web of Science	https://shorturl.at/hDkWK
Google Scholar	https://bit.ly/2K9HPc4

WORK EXPERIENCE

Instructor
2023- Present | Full-time

Success by Design, University College, Arizona State University
Designed and delivered courses for a diverse group of learners including first-year and upper-division students, and international students in academic success, academic writing and presentation, and critical thinking and reading

Lecturer
2020-2022 | Full-time

Explore Program, University College, Arizona State University
Designed and delivered courses for a diverse group of learners including first-generation and honors program students in major and career exploration

Postdoctoral Research Scholar
2016-2020 | Full-time

Center for Science and the Imagination, Arizona State University
Conducted qualitative and quantitative research on science and engineering narratives, transmedia storytelling, and socioscientific issues education as part of the NSF-funded project, "Increasing Citizen Efficacy through Transmedia Engagement Activities in Science-in-Society" (Award No. 1516684)

Postdoctoral Research Fellow
2014-2015 | Part-time

Center for Media, Data & Society, Central European University
Studied technological affordances and human agency from psychological, sociological, communication and media studies, and Science and Technology Studies (STS) perspectives

Teaching Assistant
2011-2013 | Part-time

Business School, Central European University
Co-designed and delivered undergraduate courses in thesis writing and research. Conducted qualitative and quantitative research on the sociocultural implications of virtual worlds, video games, and social media platforms

Counselor and Trainer
2008-2016 | Part-time

II. Rákóczi Ferenc School of Economics BGSZC, Budapest
Held group and individual consultations for students, parents, and teachers. Organized community activities including film clubs and roundtable discussions to explore the educational implications of digital media technologies, such as social media platforms and video games

EDUCATIONAL BACKGROUND

Corvinus University of Budapest 2008-2016	**Ph.D., Department of Marketing Research and Consumer Behavior** Doctoral dissertation entitled '*Consumers in the Digital Age: Identity and Consumption in Second Life*' presented a survey study of virtual consumption practices and identity construction tendencies among virtual world users
Eötvös Loránd University 2003-2008	**BA and MA, Cognitive Psychology and Educational Psychology** Master's thesis entitled '*Exploring Children's Understanding of TV commercials and Promotional Characters*' presented a quasi-experimental study of elementary schoolers' ability to understand advertising intent

PUBLICATIONS: PUBLIC ENGAGEMENT

Nagy, P., & Ostman, R. (2018, April). Frankenstein200 Events: Ideas from NISE Net Partners Across the Country. *National Informal STEM Education Network*. https://www.nisenet.org/blog/post/frankenstein200-events-ideas-nise-net-partners-across-country

Nagy, P. (2016, July). Science Fiction Frames: eXistenZ and Cybernetics. *Imaginary Papers*. https://medium.com/imaginary-papers/science-fiction-frames-existenz-and-cybernetics-b14fe5f61d43

PUBLICATIONS: BOOK REVIEWS

Nagy, P. (2025/26). Data Cartels: The Companies that Control and Monopolize our Information by Sarah Lamdan. *Contemporary Sociology: A Journal of Reviews*, forthcoming.

Nagy, P. (2023). The Science of Life and Death in "Frankenstein" by Sharon Ruston. *History: Reviews of New Books*, *51*(3), 65-66. https://doi.org/10.1080/03612759.2023.2214014

PUBLICATIONS: BOOK CHAPTERS

Nagy, P. (2026). Designing the AI Maze: How the Tech Industry Entraps Users. In Z. Papacharissi (Ed.), *Connective AI: Technology, Play, and Democracy*. Routledge, forthcoming.

Wylie, R., Mawasi, A., Eschrich, J., **Nagy, P.**, Beard, B., & Finn, E. (2024). Frankenmedia: Using Narrative and Play in Informal Transmedia Learning Environments. In E. Finn, B. Beard, J. Eschrich, & R. Wylie (Eds.), *Imagining Transmedia* (pp. 309-326). MIT Press.

Nagy, P., & Neff, G. (2023). Rethinking Affordances for Human-Machine Communication. In A. L. Guzman, R. McEwen, & S. Jones (Eds.), *The SAGE Handbook of Human-Machine Communication* (pp. 273-279). Sage.

Gilpin, D., & **Nagy, P**. (2019). Looking for Realness. In H. Kempt, & M. Volpert (Eds.), *RuPaul's Drag Race and Philosophy* (pp. 69-80). Open Court.

Neff, G., & **Nagy, P**. (2018). Agency in the Digital Age: Using Symbiotic Agency to Explain Human–Technology Interaction. In Z Papacharissi (Ed.), *A Networked Self and Human Augmentics, Artificial Intelligence, Sentience* (pp. 113–123). Routledge.

PUBLICATIONS: PEER-REVIEWED ARTICLES

Koles, B., Pillai, K. G., **Nagy**, P., Gligor, D., & Bozkurt, S. (2025). Revisiting Social Comparison Theory in Offline and Online Contexts. *Psychology & Marketing*, forthcoming.

Neff, G., & **Nagy, P.** (2025). The quasi-domestication of social chatbots: The case of Replika. *New Media & Society*, *27*(10), 5508-5524. https://doi.org/10.1177/14614448251359218

Koles, B., **Nagy, P**., & Vollet, G. (2025). How Players Make Use of Cosmetic Items in Video Games: A Persona Approach. *Journal of Consumer Behaviour, 24*(4), 1729-1741. https://doi.org/10.1002/cb.2490

Mawasi, A., **Nagy, P.,** Finn, E., & Wylie, R. (2025). My Grades are Not as Good as a Scientist: Understanding Middle School Students Perceptions of Science and Scientists through Science Possible Selves and Interests. *Science & Education*, ahead of print. https://doi.org/10.1007/s11191-025-00631-6.

Joel-Edgar, S., Chowdhury, S., **Nagy, P**., & Ren, S. (2025). Virtual Influencers in Social Media Vs Metaverse: Mind Perception, Blame Judgements and Brand Trust. *Journal of Business Research*, *189*, 1-16. https://doi.org/10.1016/j.jbusres.2024.115139

Nagy, P., & Neff, G. (2024). Conjuring algorithms: Understanding the tech industry as stage magicians. *New Media & Society*, *26*(9), 4938-4954. https://doi.org/10.1177/14614448241251789

Bereczki, E., & **Nagy, P.** (2023). Who benefits from creative mindsets?: The effects of domain-specific knowledge on the relationships between creative mindsets and creative performance in the context of ESL/EAL writing. *Journal of Creative Behavior*, *57*(4), 516-533. https://doi.org/10.1002/jocb.599

Nagy, P., Mawasi, A., Finn, E., & Wylie, R. (2023). The Chimera, the Robot Artist, and the Cardboard Hand: Exploring Socioscientific Issues Through Frankenstein-Themed Hands-On Activities Among Middle Schoolers. *Science & Education*, *34*, 377-395. https://doi.org/10.1007/s11191-023-00463-2.

Ostman, R., **Nagy, P.,** Mawasi, A., Finn, E., & Wylie, R. (2023). Exploring Responsible Research and Innovation in Museums through Hands-on Activities. *Curator: The Museum Journal*, 66(1), 29-57. (Also appears in 'Equity Matters in Artificial Intelligence'). https://doi.org/10.1111/cura.12530

Nagy, P., Mawasi, A., Eustice, K., Cook-Davis, A., Finn, E., & Wylie, R. (2022). Increasing learners' self-efficacy beliefs and curiosity through a Frankenstein-themed transmedia storytelling experience. *British Journal of Educational Technology*, *53*(6), 1626-1644. https://doi.org/10.1111/bjet.13202

Mawasi, A., **Nagy, P.,** Finn, E., & Wylie, R. (2022). Narrative-Based Learning Activities for Science Ethics Education: an Affordance Perspective. *Journal of Science Education & Technology*, *31*, 16-26. https://doi.org/10.1007/s10956-021-09928-x

Mawasi, A., **Nagy, P.,** Finn, E., & Wylie, R. (2022). Using Frankenstein-themed science activities for science ethics education: An exploratory study. *Journal of Moral Education*, *51*(3), 353-369. https://doi.org/10.1080/03057240.2020.1865140

Nagy, P., Eschrich, J., & Finn, E. (2021). Time hacking: How technologies mediate time. *Information, Communication & Society*, *24*(15), 2229-2243. https://doi.org/10.1080/1369118X.2020.1758743

Koles, B., & **Nagy, P.** (2021). Digital Object Attachment. *Current Opinion in Psychology*, *39*, 60-65. https://doi.org/10.1016/j.copsyc.2020.07.017

Nagy, P., Wylie, R., Eschrich, J., & Finn, E. (2020). Facing the Pariah of Science: The Frankenstein myth as a social and ethical reference for scientists. *Science and Engineering Ethics*, *26*, 737-759. https://doi.org/10.1007/s11948-019-00121-3

Nagy, P., Wylie, R., Eschrich, J., Finn, E. (2018). The Enduring Influence of a Dangerous Narrative: How Scientists Can Mitigate the Frankenstein Myth. *Bioethical Inquiry*, *15*, 279–292. https://doi.org/10.1007/s11673-018-9846-9

Nagy, P., Wylie, R., Eschrich, J., & Finn, E. (2018). Why Frankenstein is a Stigma Among Scientists. *Science and Engineering Ethics*, *24*, 1143–1159. https://doi.org/10.1007/s11948-017-9936-9

Benke, K., Ágg, B., Pólos, M., Sayour, A. A., Radovits, T., Bartha, E., **Nagy, P.**, Rákóczi, B., Koller, A., Szokolai, V., Hedberg, J., Merkely, B., Nagy, Zs. B., & Szabolcs, Z. (2017). The effects of acute and elective cardiac surgery on the anxiety traits of patients with Marfan syndrome. *BMC Psychiatry*, *17*, 1-7. https://doi.org/10.1186/s12888-017-1417-9

Neff, G., & **Nagy, P.** (2016). Talking to Bots: Symbiotic agency and the case of Tay. *International Journal of Communication*, *10*, 4915-4931. https://ijoc.org/index.php/ijoc/article/view/6277

Nagy, P., & Koles, B. (2016). 'I Create Therefore I Virtually Exist': Digital Content Creation, Virtual Consumption, and Motivation in Second Life. *Journal For Virtual Worlds Research*, *9*, 1-20. https://doi.org/10.4101/jvwr.v9i2.7205

Koles, B., & **Nagy, P.** (2016). Avatars as transitional objects: The impact of avatars and digital objects on adolescent gamers. *Journal of Gaming & Virtual Worlds*, *8*, 279-296. https://doi.org/10.1386/jgvw.8.3.279_1

Nagy, P., & Neff, G. (2015). Imagined Affordances: Reconstructing a Keyword for Communication Theory. *Social Media + Society*, *1*, 1-9. https://doi.org/10.1177/2056305115603385

Nagy, P., & Koles, B. (2014). "My avatar and her beloved possession": Characteristics of attachment to virtual objects. *Psychology & Marketing*, *31*, 1122-1135. https://doi.org/10.1002/mar.20759

Nagy, P., & Koles, B. (2014). The digital transformation of human identity: Towards a conceptual model of virtual identity in virtual worlds. *Convergence: The International Journal of Research into New Media Technologies*, *20*, 276-292. https://doi.org/10.1177/1354856514531532

Koles, B., & **Nagy, P.** (2014). Virtual worlds as digital workplaces: Conceptualizing the affordances of virtual worlds to expand the social and professional spheres in organizations. *Organizational Psychology Review*, *4*, 175-195. https://doi.org/10.1177/2041386613507074

Koles, B., & **Nagy, P.** (2014). Individual and professional development in the digital age: Towards a conceptual model of virtual worlds for organizations, *Management Research Review*, *37*, 288-307. https://doi.org/10.1108/MRR-10-2012-0225

Koles, B., & **Nagy, P.** (2012). Virtual customers behind avatars: The relationship between virtual identity and virtual consumption in second life. *Journal of Theoretical and Applied Electronic Commerce Research*, *7*, 87-105. http://dx.doi.org/10.4067/S0718-18762012000200009

Koles, B., & **Nagy, P.** (2012). Who is portrayed in Second Life: Dr. Jekyll or Mr. Hyde? The extent of congruence between real life and virtual identity. *Journal For Virtual Worlds Research*, *5*, 1-17. https://doi.org/10.4101/jvwr.v5i1.2150

Koles, B., & **Nagy, P.** (2012). Facebook usage patterns and school attitudes, *Multicultural Education & Technology Journal*, *6*, 4-17. https://doi.org/10.1108/17504971211216283

Ágota, A., Ágg, B., Benke, K., Joó, J. G., Langmár, Z., Marosi, K., Lelovics, Zs., Deé, K., **Nagy, P.**, Koles, B., Horvath, E., Crespo, Zs., Szabocs, Z., & Nagy, Zs. B. (2012). The establishment of the Marfan syndrome biobank in Hungary [In Hungarian]. *Orvosi Hetilap*, *153*(8), 296-302. https://doi.org/10.1556/oh.2012.29295%20Open%20access%20DOWNLOAD%20PDF

Nagy, P., & Toth, Zs. (2012). "Sense and sensibility": Retail customer behaviours and attitudes towards banks [In Hungarian]. *Financial and Economic Review*, *11*, 13-24. https://www.bankszovetseg.hu/Content/Hitelintezeti/13-24-ig-nagy-toth.pdf

Zsoter, B., & **Nagy, P.** (2012). Our everyday emotions and finances: The role of money attitudes and materialism in promoting financial literacy [In Hungarian]. *Public Finance Quarterly*, *3*, 310-321. https://www.penzugyiszemle.hu/upload/documents/310-321-zsoter-nagypdf_20170827102721_60.pdf

Hofmeister-Tóth, Á., & **Nagy, P.** (2011). The content analysis of advergames in Hungary. *Qualitative Market Research*, *14*, 289-303. https://doi.org/10.1108/13522751111137514

CONFERENCES PRESENTATIONS AND PROCEEDINGS

Jenkins, R., Denegri-Knott, J., **Nagy, P.**, & Koles, B (2025, June). Developing a typology of the valued affordances of digital possessions. *Consumer Culture Theory Conference*, London, United Kingdom.

Jensen, K., & **Nagy, P.** (2024, February). The do's and don'ts of using generative AI chatbots for your academic and professional goals. *First-Gen Zone Conference 2024*, Tempe, Arizona.

Koles, B., **Nagy, P.**, & Vollet, G. (2023, May). Exploring video game player profiles in the context of microtransactions. *Proceedings of the 2023 AMS Annual Conference*, New Orleans, Louisiana.

Koles, B., & **Nagy, P.** (2022, May). Consumption in virtual worlds: Extending identity into digital markets. *Proceedings of EMAC Annual Conference 2022*, Budapest, Hungary.

Mawasi, A., Wylie, R. & **Nagy, P.** (2021, June). Exploring Self-Efficacy Shifts within an Informal STEM Program. In E. de Vries, Y. Hod, & J. Ahn (Eds.), *Proceedings of International Conference of the Learning Sciences* (ICLS) *2021* (pp. 923-924). Bochum, Germany.

Nagy, P., Mawasi, A., & Wylie, R. (2020, November). Narrative-based hands-on activities for science and science ethics education: The Frankenstein200 Experience. In J. H. Kalir & D. Filipak (Eds.), *Proceedings of the 2020 Connected Learning Summit* (pp. 118-125).

Mawasi, A., **Nagy, P.**, & Wylie, R. (2020, June). Systematic literature review on narrative-based learning in educational technology learning environments (2007-2017). In M. Gresalfi, & I. S. Horn (Eds.), *Proceedings of International Conference of the Learning Sciences* (ICLS) *2020* (pp. 1213-1220). Nashville, Tennessee.

Nagy, P., Mawasi, A., & Wylie, R. (2020, June). Fostering science identity through transmedia storytelling: A mixed-methods approach. In M. Gresalfi, & I. S. Horn (Eds.), *Proceedings of International Conference of the Learning Sciences* (ICLS) *2020* (pp. 873-874). Nashville, Tennessee.

Beard, B., **Nagy, P**., Wylie, R., & Finn, E. (2019, May). Transmedia storytelling for STEM and STS learning. *2019 STEM for All Video Showcase*.

Beard, B., Eschrich, J., Finn, E., **Nagy, P.**, & Wylie, R. (2018, February). The Frankenstein Bicentennial Project:1818-2018. *2018 ASU Learning Innovation Showcase*. Tempe, Arizona.

Nagy, P., Wylie, R., Eschrich, J. & Finn, E. (2017, September). What can scientists learn from Victor Frankenstein? *Annual Meeting of the Society for Social Studies of Science (4S)*, Boston, Massachusetts.

Neff, G., & **Nagy, P.** (2017, May). The symbiotic imaginary relationship between users and technologies. *Proceedings of the International Communication Association 67th Annual Conference*, San Diego, California.

Neff, G. & **Nagy, P.** (2016, June). Symbiotic agency: rethinking theories of agency across technological and social contexts. Proceedings of the International Communication Association 66th Annual Conference, Fukuoka, Japan.

Neff, G. & **Nagy, P.** (2016, June). Agency in the age of "intelligent" machines. *Proceedings of the International Communication Association 66th Annual Conference,* Fukuoka, Japan.

Nagy, P., Wylie, R. & Finn, E. (2016, May). Frankenstein and transmedia storytelling: Building engagement and efficacy in science, technology, and society." *Fourth Annual Conference on Governance of Emerging Technologies: Law, Policy, and Ethics*, Tempe, Arizona.

Neff, G. & **Nagy, P.** (2015, October). Souls as software? Rethinking theories of agency across technological and social contexts. *International Communication Association Nordic Regional Conference*, Copenhagen, Denmark.

Nagy, P. & Neff, G. (2015, May). Imagined affordances: Reconstructing a keyword for communication theory. *Proceedings of the International Communication Association 65th Annual Conference*, Puerto Rico, San Juan.

Koles, B. & **Nagy, P.** (2013, November). Magic mirror in my hand, who am I in the virtual land?"–Unveiling the social implications of avatar-self relationships in Second Life. *Proceedings of the 11th International Conference on Cyberspace*. Brno, Czech Republic.

Koles, B., Voros, T., Kondath, B. & **Nagy, P.** (2013, May). Business higher education in a Networked Society: Challenges & opportunities" and presented a paper "Students' use and approach to innovative technologies: The digital shift. *Proceedings of the International Management Research Academy*, Zagreb, Croatia.

Koles, B. & **Nagy, P.** (2012, September). Dear employees! Welcome to the Metaverse: Reinventing roles and work-related relationships in virtual worlds. *Proceedings of the 7th Mediterranean Conference on Information Systems*, Guimares, Portugal.

TEACHING EXPERIENCE

Expert university educator and facilitator with over seven years of experience teaching on topics related to college and career success, critical thinking, creative problem-solving, effective communication, and thesis design and writing

Extensive experience in course design and curriculum development using multiple learning management platforms including Canvas, Blackboard, and Moodle

COURSES DESIGNED AND/OR TAUGHT

Academic Success Taught	Seminar aiding learners to explore potential strengths and barriers that impact success and identify and use academic and community resources
Mindset Connections Taught	Seminar assisting learners in developing and practicing creative problem-solving strategies for success in and beyond the classroom
Academic Writing and Presentation Designed | Taught	Advanced seminar assisting learners in acquiring and enhancing writing and presentation skills necessary for success in the university

Critical Thinking and Reading Taught	2-semester course progression helping learners develop problem-solving skills and strategies for interpreting, analyzing, critically evaluating, and writing about a variety of ideas
Major and Career Exploration Designed | Taught	Seminar engaging learners in their educational and career-planning process through assessments and resources to explore potential major and career paths
Final Thesis Seminar Co-designed | Taught	Advanced seminar guiding students through the initial planning, development, and final write-up of their undergraduate theses.

ACADEMIC SERVICE

Mentoring Early Career Researchers 2025 September- October	Guided early career researcher and graduate student members of the Association of Internet Researchers (AoIR) on how to design studies, collaborate with other researchers, and communicate findings. Fields of Study: Communication and Media Studies | Media Psychology | Science and Technology Studies (STS)
Curriculum Review 2023-2024	Helped review, redesign, and evaluate undergraduate courses to enhance student learning, engagement, experience, and outcomes in Arizona State University's Success by Design program. Courses: Academic Success | Mindset Connections
Course Development 2011-2013 | 2020-2023	Developed undergraduate courses to facilitate student learning by ensuring alignment of content, activities and learning objectives. Courses: Final Thesis Writing | Major and Career Exploration | Academic Writing and Presentation
Mentoring Faculty Associates 2020-2022	Observed, provided feedback, and suggested changes to improve faculty associates' teaching skills and competencies. Course: Major and Career Exploration
Mentoring Research Assistants 2017-2020	Guided graduate research assistants on how to design studies, analyze data, critically interpret results, and communicate findings. Fields of Study: Communication and Media Studies | Educational Technology | Science Education | Moral Education

SCHOLARLY SERVICE

Founding Editorial Board Member 2018- Present	**Human-Machine Communication** Peer reviewed open access journal focusing on the theory and practice of communication with and about digital interlocutors as well as on communication in the context of machine spaces (virtual and augmented realities) and human-machine configurations. https://stars.library.ucf.edu/hmc/
Peer Reviewer 2016 - Present	Reviewed articles for the International Journal of Communication; New Media & Society; Computers in Human Behavior; Social Media + Society; Asian Journal of Communication; Technology, Mind and Behavior; Science and Engineering Ethics; Philosophy & Technology; Information,

Communication & Society; Anthropological Theory (full list:
https://publons.com/researcher/1504000/peter-nagy/)

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Association of Internet Researchers
2025 - Present

Member
Interests: *Artificial Intelligence, Agency, Affordance*

Society for Social Studies of Science
2017- Present

Member
Interests: *STS Pedagogies, Technopolitics*

International Communication Association
2015 - Present

Member
Division: *Philosophy, Theory and Critique*
Interest Group: *Human-Machine Communication*