James E. Katz, Ph.D., Dr.h.c., is the Feld Professor of Emerging Media Studies at Boston University. His pioneering publications on artificial intelligence (AI), social media, mobile communication, and robot-human interaction have been internationally recognized and translated into a dozen languages. His most recent book, co-edited with Katie Schiepers and Juliet Floyd, is, *Nudging Choices Through Media: Ethical and Philosophical Implications for* *Humanity*(Palgrave Macmillan). He holds two patents and is the winner of numerous awards including the prestigious Frederick Williams Prize for Contributions to the Study of Communication Technology, given by the International Communication Association. His work has been 12 languages and, according to Google Scholar, he has been cited more than 18,000 times.