

Hillary C. Shulman, Ph.D.
Curriculum Vitae
Assistant Professor
School of Communication
Ohio State University
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Education

- **Ph.D. Communication**
Michigan State University, August 2011
Specializations: Political, Interpersonal, and Group Communication
Advisor: Dr. Timothy Levine
Committee: Drs. Dan Bergan, William Jacoby (Political Science), and Maria Lapinski
- **M.A. Communication**
Michigan State University: May 2007
Advisor: Dr. Timothy Levine
Committee: Drs. Chuck Atkin and Stan Kaplowitz (Sociology)
- **B.S. Communication Science**
University of Wisconsin at Madison: May 2004

Specialized Academic Training

- **Summer institute in political psychology, Stanford University-** Completed 90 hours of academic training in political psychology, July 2008.

Professional Experience

- *Assistant Professor*, School of Communication, The Ohio State University
Columbus, Ohio, August 2015- Present
- *Visiting Assistant Professor*, School of Communication, The Ohio State University
Columbus, Ohio, August 2014- 2015
- *Assistant Professor*, Department of Speech Communication, North Central College
Naperville, Illinois, September 2011 – 2014
- *Research Assistant*, Department of Media and Information Studies, Michigan State University, and the Department of Energy, Labor, and Economic Growth, State of Michigan, Lansing, Michigan, August 2010 – August 2011
- *Teaching and Research Graduate Assistant*, Department of Communication, Michigan State University, East Lansing, Michigan, May 2007 – August 2010
- *Communication Consultant Graduate Assistant*, Department of Accounting, Eli Broad College of Business, Michigan State University, East Lansing, Michigan, 2005 – 2007

Peer-Reviewed Publications

*Indicates student as co-author

- Shulman, H. C.,** & Bullock, O. M.* (in press). Using metacognitive cues to amplify message content: A new direction in strategic communication. *Annals of the International Communication Association*
- Sweitzer, M. D.,* & **Shulman, H. C.** (in press). The effects of metacognition in survey research: Experimental, cross-sectional, and content-analytic evidence. *Public Opinion Quarterly* [Online first] available at: <https://academic.oup.com/poq/advance-articles>
- Shulman, H. C.,** & Sweitzer, M. D.* (2018). Advancing framing theory: Designing an equivalency frame to improve political information processing. *Human Communication Research, 44*, 155-175.
- Bond, R. M., **Shulman, H. C.,** Gilbert, M.* (2018). Does having a political discussion help or hurt intergroup perceptions?: Drawing guidance from social identity theory and the contact hypothesis. *International Journal of Communication, 12*, 1-21.
- Shulman, H. C.,** & Sweitzer, M. D.* (2018). Varying metacognition through public opinion questions: How language can affect political engagement. *Journal of Language and Social Psychology, 37*, 224-237.
- Shulman, H. C.,** Rhodes, N., Davidson, E.* , Ralston, R.* , Borghetti, L.* , & Morr, L.* (2017). The state of the field of social norms research. *International Journal of Communication, 11*, 1-21.
- Shulman, H. C.,** & DeAndrea, D. C. (2014). Predicting success: Revisiting assumptions about family political socialization. *Communication Monographs, 81*, 386-406.
- Shulman, H. C.,** & Boster, F. J. (2014). The effect of test-taking venue and test format on political knowledge test performance. *Communication Methods and Measures, 8*, 177-189.
- Roizen, B.* & **Shulman, H. C.** (2014). Tuning in to the RTLTM: Tracking the evolution of language alongside the Rwandan Genocide using social identity theory. *Journal of Language and Social Psychology, 33*, 167-184.
- Shulman, H. C.,** & Wittenbaum, G. M. (2013). Group discussion that promotes positive political experiences. *Human Communication, 16*, 121-132.
- Levine, T. R., **Shulman, H. C.,** Carpenter, C., & DeAndrea, D. C. (2013). The impact of accusatory, non-accusatory, bait, and false evidence questioning in deception. *Communication Research Reports, 30*, 169-174.
- Lapinski, M. K., Maloney, E. K., Braz, M. E., & **Shulman, H. C.** (2013). Testing the effects of social norms and behavioral privacy on hand-washing: A field experiment. *Human Communication Research, 39*, 21 – 46.

Shulman, H. C., & Levine, T. R. (2012). Exploring social norms as a group-level phenomenon: Do political participation norms exist and influence political participation on college campuses? *Journal of Communication*, 62, 532-552.

Banas, J., Turner, M. M., & **Shulman, H. C.** (2012). A test of competing hypotheses of the effect of mood on persuasion. *Communication Quarterly*, 60, 143-164.

Levine, T. R., Serota, K. B., **Shulman, H. C.**, Clare, D., Park, H. S., Shaw, A. S., et al. (2011). Sender demeanor: Individual differences in sender believability have a powerful impact on deception detection judgments. *Human Communication Research*, 37, 377-403.

Recipient of the Distinguished Article Award

Levine, T. R., Shaw, A. S., & **Shulman, H. C.** (2010). Increasing deception detection accuracy with direct questioning. *Human Communication Research*, 36, 216-231.

Levine, T. R., Serota, K. B., **Shulman, H. C.** (2010). The impact of *Lie to Me* on viewer's actual ability to detect deception. *Communication Research*, 37, 847-856.

Levine, T. R., Shaw, A. S., & **Shulman, H. C.** (2010). Assessing deception detection accuracy with dichotomous truth-lie judgments and continuous scaling: Are people really more accurate when honesty is scaled? *Communication Research Reports*, 27, 112-122.

Wittenbaum, G. M, **Shulman, H. C.**, Braz, M. E. (2010) Social ostracism in task groups: The effects of group composition. *Small Group Research*, 41, 330-353.

DeAndrea, D. C., Carpenter, C. J., **Shulman, H. C.**, & Levine, T. R. (2009). The relationship between cheating behavior and sensation-seeking. *Personality and Individual Differences*, 47, 944-947.

Rimal, R.N., Lapinski, M.K., Klein, K.A., & **Shulman, H.C.** (2009). Risk perceptions of people living with HIV/AIDS: How similarity affects optimistic bias. *Journal of Health Psychology*, 14, 251-257.

Walther, J. B., Van Der Heide, B., Hamel, L. M., **Shulman, H. C.**, (2009) Self generated versus other-generated statements and impressions in computer-mediated communication: A Test of warranting theory using Facebook. *Communication Research*, 36, 229-253.

Peer-Reviewed Research Grant

Shulman, H. C., Boster, F. J., & Carpenter, C. (2010) Do data collection procedures influence political knowledge test performance? *Time-Sharing Experiments for the Social Sciences*.

Book Chapter

Shulman, H. C. (2015). Rethinking the way we communicate about politics with millennials. In S. M. Chod, S. M. Caliendo & W. Muck (Eds.), *Technology and civic engagement in the college classroom: Engaging the unengaged*. New York: Palgrave Macmillan.

Teaching Experience

Ohio State University

COMM7998 – Directed Research
COMM7790 – Statistical Applications in Communication II
COMM4998 – Directed Undergraduate Research
COMM4635 – Communication Dynamics in Teams
COMM4337 – Public Communication Campaigns
COMM3620 – Introduction to Interpersonal Communication (Hybrid Lecture Style)
COMM2321 – Writing for Strategic Communication
COMM1100 – Communication and Society (Traditional and Hybrid Lecture Styles)

North Central College

SPC392 – Introduction to Public Relations
SPC367 – Persuasion Theories
SPC295 – Research Practicum
SPC260 – Introduction to New Media
SPC230 – Business & Professional Communication
SPC214 – Group Processes
SPC200 – Interpersonal Communication
SPC100 – Introduction to Public Speaking
Veranda Course - Writing for Popular Culture
Veranda Course - Community Action in Theory and Practice

Michigan State University

➤ **Sole Instructor**

COM 325 – Interpersonal Influence and Conflict
COM 340 – Leadership and Group Communication
COM 399 – Special Topics: Political Communication
COM 100 – Human Communication and Public Speaking

➤ **Teaching Assistant**

COM 200 – Methods of Communication Inquiry
COM 475 – Communication Campaign Design & Analysis
COM 100 – Human Communication and Public Speaking
COM 875 – Communication Leadership Skills
COM 325 – Interpersonal Influence and Conflict
COM 340 – Leadership and Group Communication

Awards and Fellowships

Grant Recipient

- Recipient of the **Arts and Sciences Curriculum Committee Service Learning Grant**, College of Arts and Sciences, Ohio State University (2018-2019)

Research and Scholarly Awards

- Co-recipient of the **Miller Award**, for a project entitled “Using eye movements to determine when findings from the lab can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors”, with Drs. Jason Coronel and Robert Bond (2018, \$17, 288.87)
- Recipient of the **Faculty Professional Development Grant Award** (Summer 2012, 2014, North Central College)
- Recipient of the **Distinguished Article Award** for the manuscript entitled “Sender demeanor: Individual differences in sender believability have a powerful impact on deception detection judgments”, Communication and Social Cognition Division, National Communication Association (Fall 2011)

Top Papers

- Awarded **Top Three** paper in the Communication and Social Cognition Division at the annual meeting of the National Communication Association (2018)
- Awarded **Top Five** paper for the Intergroup Interest Group at the annual meeting of the International Communication Association (2013)

Graduate School Honors

- Recipient of the **G.R. Miller Scholar Award**, awarded to the PhD student with the most promising research agenda, by faculty within the Department of Communication (2010, Michigan State University)
- Awarded **Top Three** paper in the Group Communication Division at the annual meeting of the National Communication Association (2010)
- Awarded the **Top Oral Presentation Award** at the Graduate Student Academic Conference for presenting: Exploring social-norms as a group level phenomenon, The Graduate School (2010)
- Awarded the **Summer Graduate Research Fellowship**, College of Communication Arts and Sciences, Michigan State University (Summer 2009)
- Awarded the University wide, **Excellence in Teaching Citation**, Office of the Provost, Michigan State University (Fall 2009)
- Recipient of the **Research Enhancement Award Fellowship**, The Graduate School, Michigan State University (Spring 2008)
- **MSU Leader in Learning**, awarded to teachers who have been mentioned by students as inspiring them to learn and to have made a difference, Department of Resident Life, Michigan State University (Spring 2008)

- Awarded **Top Four** paper in the Student Division at the annual meeting of the National Communication Association (2008)
- Recipient of the **Rasmussen Fellowship Award**, Department of Communication, Michigan State University (2007-2008)

Advising

Ohio State University

- **Doctoral Dissertation Advisor**
Olivia Bullock (Communication) 2018 – present
- **Dissertation Committee Member**
Min Seon Jeong (Communication) 2018 - present
Matthew Sweitzer (Communication) 2017 - present
David Clemenson, Ph.D. (Communication) 2016-2017
- **Master's Thesis Advisor**
Emily Schutz (Communication) 2017 - present
- **Honor's Thesis Advisor**
Travis Filiky, B.A. (Majors: Communication, Political Science) 2016-2017

North Central College

- **Second Reader (Honor's Thesis Committee Member)**
Aleksandra Ruseva (Major: Political Science) 2013 - 2014
Christine Badowski (Major: Marketing) 2013 - 2014
Brittnea Roozen (Major: Political Science) 2011- 2012

Conference Papers (Since 2014)

*Indicates student as a co-author

Shulman, H. C., & Bullock, O. M.* (May, 2019). *How the joint consideration of primary and secondary cognitions in message design should improve the effectiveness of strategic messages.* Paper to be presented at the annual meeting of the International Communication Association in Washington DC.

Coronel, J., Bullock, O. M.*, **Shulman, H. C.**, Sweitzer, M. D.*, Bond, R. M., & Poulsen, S.* (May, 2019). *Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors.* Paper to be presented at the annual meeting of the International Communication Association in Washington DC.

Shulman, H. C., & Bullock, O. M.* (November, 2018). *Pairing a gain-loss frame with a metacognitive frame to explain health and risk perceptions and the cognitive processes associated with framing effects.* Paper presented at the annual meeting of the National Communication Association in Salt Lake City, UT. **Top Three Papers in**

Communication and Social Cognition Division

- Bond, R. M., **Shulman, H. C.**, Gilbert, M.* (November, 2018). *Does having a political discussion help or hurt intergroup perceptions?: Drawing guidance from social identity theory and the contact hypothesis*. Paper presented at the annual meeting of the National Communication Association in Salt Lake City, UT.
- Sweitzer, M. D.,* & **Shulman, H. C.** (November, 2017). *Survey of surveys: A content analysis of the language complexity of public opinion polls*. Paper presented at the annual meeting of the National Communication Association in Dallas, TX.
- Shulman, H. C.** (November, 2016). *Applying metacognition to communication research: Improving political efficacy and interest through word choice*. Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.
- Shulman, H. C.** & Sweitzer, M. D.* (November, 2016). *Advancing framing theory: Using frames to improve public opinion via metacognition*. Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.
- Shulman, H. C.**, Rhodes, N., Davidson, E.*, Ralston, R.*, Borghetti, L.*, & Morr, L.* (November, 2016). *The state of the field of social norms research*. Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.
- Shulman, H. C.**, & Chod, S. M., (May, 2015). *A closer look at the relationship between institutions, political participation, and interpersonal political discussions*. Paper presented at the annual meeting of the International Communication Association in San Juan, Puerto Rico.
- Shulman, H. C.**, & Chod, S. M. (April, 2015). *The university structure and political networks: Clues into why college campuses affect political participation*. Paper presented at the annual meeting the annual meeting of the Midwest Political Science Association in Chicago, IL.
- Shulman, H. C.**, Bushman, K.*, Huizenga, E.*, Ward, M.*, & Wresinski, K.*(November, 2014). *Can group discussions be used to facilitate political interest and efficacy in college students?: A longitudinal study*. Paper presented at the annual meeting of the National Communication Association in Chicago, IL.

Departmental Service

Ohio State University

- 2017 – 2019 Member, Undergraduate Journalism Program Committee
- 2017 – 2018 Assistant Professor Representative, Executive Committee
- 2017 – 2018 Member, Communication & Health Disparities Search
- Spring 2017 Member, Committee to assess stat training for grad program
- 2015 – 2016 Guest speaker at various PRSSA events

North Central College

- Winter 2014 Worked with SPC and International Programs to create a course equivalency guide for study abroad programs
- Fall 2013 Assisted with the SPC Department's Program Review

- 2012 – 2014 Assessment Coordinator for the Department

Michigan State University

- 2010 – 2011 Graduate Student Representative, College Advisory Council, College of Arts and Sciences
- 2010 – 2011 Undergraduate Affairs Committee Member, AGSCOM
- 2009 – 2010 President, AGSCOM
- November 2008 Panelist for the Enhance Your Future conference, designed to encourage minority groups to pursue higher education
- 2008 – 2009 Vice President, AGSCOM
- 2007 – 2008 Search Committee Representative, AGSCOM
- 2006 – 2007 Social Chair, AGSCOM
- 2006 – 2007 Masters Affairs Committee, AGSCOM
- 2005 – 2006 Philanthropy Committee “Bowling for Scholars”
- 2005 – 2011 Member of the Association for Graduate Students in Communication (AGSCOM)

Editorial Service

Editorial Board Member

- Journal of Communication (2018-present)

Invited Reviewer

- Basic and Applied Social Psychology
- Communication Monographs
- Communication Quarterly
- Communication Research
- Communication Research Reports
- Communication Studies
- Health Communication
- Human Communication Research
- International Communication Association (2007 to present)
- International Journal of Communication
- International Network of Group Researchers
- Journal of Applied Social Psychology
- Journal of Communication
- Journal of Computer Mediated Communication
- Journal of Language and Social Psychology
- Journal of Public Deliberation
- Journal of Youth Studies
- Management Communication Quarterly
- National Communication Association (2007 to present)
- National Science Foundation
- Personal Relationships
- Political Behavior
- Social Science Computer Review
- Western Journal of Communication

Professional Associations

- National Communication Association, Member
- International Communication Association, Member