

# OLIVIA M. BULLOCK

## CURRICULUM VITAE

Doctoral Candidate  
School of Communication  
The Ohio State University  
Bullock.181@osu.edu, 804-432-0957

## EDUCATION

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### Ph.D. Communication

The Ohio State University, 2022 (expected)

- Dissertation: “Message design to overcome biased information processing during crisis”
- Committee: Dr. Hillary Shulman (chair), Dr. R. Kelly Garrett, Dr. Shelly Hovick, and Dr. Graham Dixon

### M.A. Communication

The Ohio State University, 2021

### B.A. Political Science and Communication

American University, 2016

- Summa Cum Laude
- Phi Beta Kappa

## PUBLICATIONS

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### Refereed Journal Articles

11. Shulman, H.C., Bullock, O.M., & Riggs, E.E. (in press). The interplay of jargon, motivation, and fatigue while processing COVID-19 crisis communication over time. *Journal of Language and Social Psychology*.
10. Coronel, J.C., **Bullock, O.M.**, Shulman, H.C., Sweitzer, M.D, Bond, R.M., & Poulsen, S. (2021). Eye movements predict large-scale voting decisions. *Psychological Science*. doi: [10.1177/0956797621991142](https://doi.org/10.1177/0956797621991142)
9. **Bullock, O.M.** & Shulman, H.C. (2021). Utilizing framing theory to design more effective health messages about tanning behavior among college women. *Communication Studies*. doi: [10.1080/10510974.2021.1899007](https://doi.org/10.1080/10510974.2021.1899007)
8. Appiah, O., Eveland, W.P., **Bullock, O.M.**, & Coduto, K.D. (2021). Why we can’t talk openly about race: The impact of race and partisanship on respondents’ perceptions of intergroup conversations. *Group Processes & Interpersonal Dynamics*. doi: [10.1177/1368430220967978](https://doi.org/10.1177/1368430220967978)
7. **Bullock, O.M.** & Hubner, A.Y. (2020). Candidates’ use of informal communication on social media reduces credibility and support: Examining the consequences of expectancy violations. *Communication Research Reports*, 37(3), 87-98. doi: [10.1080/08824096.2020.1767047](https://doi.org/10.1080/08824096.2020.1767047)
6. Shulman, H.C. & **Bullock, O.M.** (2020). Don’t dumb it down: The effects of jargon in COVID-19 crisis communication. *PLOS One*, 15(10): e0239524. doi: [10.1371/journal.pone.0239524](https://doi.org/10.1371/journal.pone.0239524)
5. Eveland, W.P., Coduto, K.D., Appiah, O., & **Bullock, O.M.** (2020). Listening during political conversations: Traits and situations. *Political Communication*, 37(5), 656-677. doi: [10.1080/10584609.2020.1736701](https://doi.org/10.1080/10584609.2020.1736701)

4. Shulman, H.C., Dixon, G., **Bullock, O.M.**, & Colon-Amill, D. (2020). The effects of jargon on processing fluency, self-perceptions, and scientific engagement. *Journal of Language and Social Psychology*, 39(5-6), 579-597. doi: [10.1177/0261927X20902177](https://doi.org/10.1177/0261927X20902177)
3. **Bullock, O.M.**, Colon-Amill, D., Shulman, H.C., & Dixon, G. (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. *Public Understanding of Science*, 28(7), 845-853. doi: [10.1177/0963662519865687](https://doi.org/10.1177/0963662519865687)
2. Shulman, H.C. & **Bullock, O.M.** (2019). Using metacognitive cues to amplify message content: A new direction in strategic communication. *Annals of the International Communication Association*, 43(1), 24-39. doi: [10.1080/23808985.2019.1570472](https://doi.org/10.1080/23808985.2019.1570472)
1. Dixon, G., **Bullock, O.M.**, & Adams, D. (2018). Unintended effects of emphasizing the role of climate change in recent natural disasters. *Environmental Communication*, 13(2), 135-143. doi: [10.1080/17524032.2018.1546202](https://doi.org/10.1080/17524032.2018.1546202)

### Invited Articles

1. **Bullock, O.M.** & Shulman, H.C. (2020). Framing. *International Encyclopedia of Media Psychology*. doi: [10.1002/9781119011071.iemp0268](https://doi.org/10.1002/9781119011071.iemp0268)

### MANUSCRIPTS IN PROGRESS

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4. DeAndrea, D.C. & **Bullock, O.M.** (Revise and resubmit at *Human Communication Research*). How communicating about discrimination influences attributions of blame and condemnation.
3. **Bullock, O.M.**, Shulman, H.C., & Huskey, R. (Under review at *Frontiers in Health Communication*). Narratives are persuasive because they are easier to understand: Examining processing fluency as a mechanism of narrative persuasion.
3. Coronel, J., Moore, R., **Bullock, O.M.**, & Lerner, S. (Under review at *Political Psychology*). Political information search in “noisy” online environments: Insights from an integrated experimental and device-comparison approach.
1. Shulman, H.C., Sweitzer, M.D., **Bullock, O.M.**, Coronel, J.C., Bond, R.M, & Poulsen, S. (Under review at *Political Communication*). Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments.

### CONFERENCE PROCEEDINGS

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14. DeAndrea, D.C. & **Bullock, O.M.** (2021). How communicating about discrimination influences attributions of blame and condemnation. Accepted for presentation at the National Communication Association annual meeting, Seattle, WA.
13. Shulman, H.C., Bullock, O.M., & Riggs, E.E. (2021). The interplay of jargon, motivation, and fatigue while processing COVID-19 crisis communication over time. Accepted for presentation at the National Communication Association annual meeting, Seattle, WA.
12. **Bullock, O.M.** (2020). Framing effects in health communication: Utilizing framing theory to design more effective health messages. Presented at the National Communication Association annual meeting, Indianapolis, IN.
11. **Bullock, O.M.**, & Hubner, A.Y. (2020). Candidates’ use of informal communication on social media reduces credibility and support: Examining the consequences of expectancy violations. Presented at the National Communication Association annual meeting, Indianapolis, IN.

10. **Bullock, O.M.**, Shulman, H.C., & Dixon, G. (2020). Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion. Presented at the National Communication Association annual meeting, Indianapolis, IN.
9. **Bullock, O.M.**, Shulman, H.C., & Huskey, R. (2020). Processing fluency predicts narrative persuasion better than identification: A test of competing mechanisms. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
8. Moore, R., **Bullock, O.M.**, Coronel, J., & Lerner, S. (2020). Information search at the voting booth: Smartphone use and voting decisions. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
7. Shulman, H.C., Sweitzer, M., **Bullock, O.M.**, Coronel, J., Bond, R., & Poulsen, S. (2020). Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
6. Poulsen, S., Coronel, J., Sweitzer, M., **Bullock, O.M.**, Shulman, H., & Bond, R. (2020). Thinking reflectively or intuitively: how cognitive reflection moderates the effect of language complexity on abstention. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
5. Shulman, H.C. & **Bullock, O.M.** (2019). Using metacognitive cues to amplify message content: a new direction in strategic communication. Presented at the International Communication Association annual meeting, Washington, D.C.
4. Coronel, J.C., **Bullock, O.M.**, Shulman, H.C., Sweitzer, M.D., Bond, R.M., & Poulsen, S. (2019). Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors. Presented at the International Communication Association annual meeting, Washington, D.C.
3. Appiah, O., **Bullock, O.M.**, Coduto, K.D., & Eveland, W.P. (2019). Why we can't talk openly about race: The impact of race and partisanship on respondents' perceptions of intergroup conversations. Presented at the International Communication Association annual meeting, Washington, D.C.
2. Coduto, K.D., Eveland, W.P., Appiah, O., & **Bullock, O.M.** (2019). A multi-study examination of listening and race. Presented at the International Communication Association annual meeting, Washington, D.C.
1. Shulman, H.C. & **Bullock, O.M.** (2018). Pairing a gain-loss frame with a metacognitive frame to explain health and risk perceptions and the cognitive processes associated with framing effects. Presented at the National Communication Association annual meeting, Salt Lake City, UT.

## HONORS AND AWARDS

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Doris Gildea Morgan Scholarship Award Ohio State University <i>One award per year issued by the Graduate Studies Committee in recognition of a senior graduate student's research achievements in the School of Communication</i>	2020
Mass Communication Division Travel Award International Communication Association <i>Travel award for conference participation issued to graduate students submitting exemplary work to the division</i>	2020
Walter B. Emery Scholarship Award	2019

Ohio State University

*One award per year issued by the Graduate Studies Committee in recognition of a junior graduate student's research achievements in the School of Communication*

Top Paper Award

National Communication Association, Social Cognition Division 2018

*Selected via peer-review*

Carol Carr Brown Graduate Award

Ohio State University 2018

*Issued to high-performing first-year graduate fellows in the School of Communication*

Graduate Fellow

Ohio State University 2018

*First-year fellowship awarded upon admission to Ohio State in recognition of previous academic and professional achievements*

## ACADEMIC APPOINTMENTS

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### **The Ohio State University**

*Instructor of Record*

COMM 2367 – Persuasive Communication, Fall 2019

- Student Evaluations of Instruction: 4.87/5

COMM 3444 – Advertising & Society, Summer 2019

- Student Evaluations of Instruction: 4.72/5

*Teaching Assistant*

COMM 3444 – Advertising & Society, Spring 2019

COMM 3325 – Introduction to Organizational Communication, Spring 2019

*Graduate Research Associate*

Dr. Kelly Garrett – Fall 2020, Spring 2021

Dr. David DeAndrea – Spring 2020

Dr. Jason Coronel – Fall 2018

*Communication Research Experience Program Coordinator*

Fall 2020-Fall 2021

### **American University**

*Teaching Assistant*

GOVT 110 – Politics in the United States (Fall 2015)

## SERVICE

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*Journal of Sustainability Research*

Reviewer

*Journal of Language & Social Psychology*

Reviewer

*Communication Research*

Editorial Assistant

**Ohio State University School of Communication**

2019-2020

Graduate Studies Organization, Ph.D. representative

**Ohio State University School of Communication**

2018-2019

Graduate Studies Committee, Ph.D. representative

**Ohio State University School of Communication**

2018-2020

Peer mentor

## **CAMPUS TALKS**

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It's key!: Communication as a tool to inform and persuade 2020

The Ohio State University, College of Arts & Sciences

Career Success Panel

Effective environmental communication: Overcoming barriers and bias 2020

The Ohio State University, School of Environment and Natural Resources

ENR 2300 – Society & Natural Resources

Increasing message engagement and persuasion through metacognition: 2019

New directions in strategic communication research

The Ohio State University, School of Communication

COMM 7890 – Colloquium Series

Using eye movements to determine when lab findings can be generalized 2018  
to real-world settings

The Ohio State University, School of Communication

COMM 7890 – Colloquium Series

## **RELATED PROFESSIONAL EXPERIENCE**

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**Squared Research** 2020-2021

*Senior Analyst*

Conduct qualitative and quantitative message testing, data analysis, and reporting to inform a national COVID-19 vaccination campaign developed on behalf of the U.S. Department of Health and Human Services. Lead weekly and monthly research initiatives to monitor vaccination campaign materials produced at a statewide and national level.

**Fisher College of Business** 2018-2020

*Publications Editor*

Managed website content and online presence for the Fisher Leadership Initiative's online publication, *Lead Read Today*, including website design, content curation, and social media management.

**Focused Image** 2016-2017

*Account Executive*

Oversaw day-to-day public relations, branding, and advertising initiatives for government clients, including producing all press materials, writing ad copy, web content, and media spokesperson.

**Crosscut Strategies** 2015-2016

*Account Associate*

Tracked public policy issues related to technology and healthcare regulation, drafted press releases and news alerts, pitched media, and placed stories in national, local, and trade outlets.

## **LANGUAGES**

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**English:** Native Language

**Spanish:** Intermediate Speaker, Advanced Reading, Writing, and Listening

## **PROFESSIONAL AFFILIATIONS**

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International Communication Association

National Communication Association