

# **Graham N. Dixon**

Assistant Professor of Communication  
School of Communication  
The Ohio State University  
Derby Hall 3025A  
dixon.716@osu.edu

## **EDUCATION**

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### **Cornell University**

2014 Ph.D. – Communication

2013 M.S. – Communication

### **University of Texas at Austin**

2008 B.A. – Anthropology with Honors

## **ACADEMIC APPOINTMENTS**

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2017 – Present: Assistant Professor of Communication  
School of Communication  
The Ohio State University

2014 – 2017: Assistant Professor of Communication  
The Edward R. Murrow College of Communication  
Washington State University

## **AWARDS & HONORS**

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- 2018 Top Paper Award, International Communication Association Annual Meeting, Environmental Communication Division.
- 2014 Top Student Paper Award, National Communication Association Annual meeting, Chicago, Illinois, Mass Communication Division.
- 2013 Top 3 Paper Award, Association for Education in Journalism and Mass Communication Annual meeting, Washington DC, Communicating Science, Health, Environment, and Risk Division. (Student co-author)
- 2012 Eason Prize, Association for Education in Journalism and Mass Communication Annual meeting, Chicago, Ill. Communicating Science, Health, Environment, and Risk Division.

## JOURNAL PUBLICATIONS

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- Padamsee, T., Bond, R., **Dixon, G.**, Hovick, S., Na, K., Nisbet, E., Wegener, D., & Garrett, R.K. (In Press). Changes in COVID-19 Vaccine Hesitancy Among Black and White Americans. *JAMA Network Open*
- Dixon, G.**, Hmielowski, J., & Ma, Y. (In Press). More Evidence of Psychological Reactance to Consensus Messaging: A Response to van der Linden, Maibach, and Leiserowitz (2019). *Environmental Communication*. Advance online publication. <https://doi.org/10.1080/17524032.2019.1671472>
- Dan, V., & **Dixon, G. N.** (2021). Fighting the Infodemic on Two Fronts: Reducing False Beliefs Without Increasing Polarization. *Science Communication*, 43, 674-682, doi: 10755470211020411.
- van der Linden, S. **Dixon, G.**, Clarke, C., & Cook, J. (2021). Inoculating Against Covid-19 Vaccine Misinformation. *EClinicalMedicine – A Lancet Journal*, 33, 100772, doi:10.1016/j.eclinm.2021.100772
- Dixon, G.** (2020). Undermining Credibility: The Limited Influence of Online Comments to Vaccine-related News Stories. *Journal of Health Communication*, 25(12), 943-950. doi:10.1080/10810730.2020.1865485
- Dixon, G.**, Garrett, K., Susmann, M.\*, & Bushman, B. J. (2020). Public Opinion Perceptions, Private Support, and Public Actions of US Adults Regarding Gun Safety Policy. *JAMA Network Open*. doi: 10.1001/jamanetworkopen.2020.29571
- Shulman, H. C., **Dixon, G.**, Bullock, O. M. \*, Colón 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. <https://doi.org/10.1177/0261927X20902177>
- Dixon, G.**, Hart, S., Clarke, C., O'Donnell, N\*., & Hmielowski, J. (2020). What drives support for self-driving car technology in the United States? *Journal of Risk Research*, 23(3), 275-287. <https://doi.org/10.1080/13669877.2018.1517384>
- Mattingly, K., Pelletier, T., Lanterman, J., Frevola, D., Stucke, B., Kinney, K., Schwartz, R., Spacht, D., **Dixon, G.**, & Hovick, S. (2020). Disconnects between communicated impact and ecological impact of biological invasions. *BioScience*. 70(3), 252-263. doi: <https://doi.org/10.1093/biosci/biaa003>
- Ma, Y. \*, **Dixon, G.**, Hmielowski, J. (2019). Psychological reactance from reading basic facts on climate change: The role of prior views and political identification. *Environmental Communication*, 13(1), 71-86. doi: 10.1080/17524032.2018.1548369

- Bullock, O. M. \*, Colón 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
- Dixon, G.**, Bullock, O\*., & Adams, D. \* (2019). Unintended Effects of Emphasizing the Role of Climate Change in Recent Natural Disasters. *Environmental Communication*, 13(2), 135-143. <https://doi.org/10.1080/17524032.2018.1546202>
- Dixon, G.**, & Hubner, A\*. (2018). Neutralizing the effect of political worldviews by communicating scientific agreement: A thought-listing study. *Science Communication*, 40(3), 393-415. doi: 10.1177/1075547018769907
- Dixon, G.** (2017). Making vaccine messaging stick: Perceived causal instability as a barrier to effective vaccine messaging. *Journal of Health Communication*, 22(8), 631-637. doi: 10.1080/10810730.2017.1337832
- Dixon, G.**, Hmielowski, J., & Ma, Y\*. (2017). Improving climate change acceptance among U.S. conservatives through value-based message targeting. *Science Communication*, 39(4), 520-534. doi :10.1177/1075547017715473
- Dixon, G.** (2016). Applying the Gateway Belief Model to genetically modified food perceptions: New insights and additional questions. *Journal of Communication*, 66(6), 888-908. doi:10.1111/jcom.12260
- Dixon, G.** (2016). Social media as a platform for health engagement: Challenges and opportunities. *Israel Journal of Health Policy Research*, 5(1), 1-2. doi: 10.1186/s13584-0160114-3
- Dixon, G.**, McComas, K., Besley, J. & Steinhardt, J. (2016). Transparency in the food aisle: The influence of procedural justice on views about labeling GM foods. *Journal of Risk Research*. 19(9), 1158-1171. doi: 10.1080/13669877.2015.1118149
- Dixon, G.** (2016). Negative affect as a mechanism of exemplification effects: An experiment on two-sided message recall and risk perception. *Communication Research*, 43(6), 761-784. doi: 10.1177/0093650215579222
- Clarke, C., **Dixon, G.**, Holton, A., & McKeever, B. (2015). Including "evidentiary balance" in news media coverage of vaccine risk. *Health Communication*, 30(5), 461-472. doi: 10.1080/10410236.2013.867006
- Clarke, C., Holton, A., McKeever, B. & **Dixon, G.** (2015). The Influence of weight-of-evidence messages on (vaccine) attitudes: A sequential mediation model. *Journal of Health Communication*, 20(11), 1302-1309. doi: 10.1080/10810730.2015.1023959

- Dixon, G., Deline, M., McComas, K., Chambliss, L. & Hoffmann, M. (2015).** Saving energy at the workplace: The salience of behavioral antecedents and sense of community. *Energy Research and Social Science*, 6, 121-127. doi :10.1016/j.erss.2015.01.004
- Dixon, G., Deline, M., McComas, K., Chambliss, L., & Hoffmann, M. (2015).** Using comparative feedback to influence workplace energy conservation: A case study of a university campaign. *Environment and Behavior*, 47(6), 667-693. doi: 10.1177/0013916513520417
- Dixon, G., McKeever, B., Holton, A., Clarke, C., & Eosco, G. (2015).** The power of a picture: Overcoming scientific misinformation by communicating weight of evidence information with visual exemplars. *Journal of Communication*, 6(4), 639-659 doi:10.1111/jcom.12159
- Dixon, G. & Clarke, C. (2013).** Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Science Communication*, 35(3), 358-382. doi: 10.1177/1075547012458290
- Dixon, G. & Clarke, C. (2013).** The effect of falsely balanced reporting of the autism-vaccine controversy on vaccine safety perceptions and behavioral intentions. *Health Education Research*, 28(2), 352-359. doi: 10.1093/her/cys110
- Birnholtz, J., **Dixon, G.**, & Hancock, J. (2012). Distance, ambiguity and appropriation: Structures affording impression management in a collocated organization. *Computers in Human Behavior*, 28(3), 1028-1035. doi: 10.1016/j.chb.2012.01.005

\*denotes graduate student co-author at time of publication

## FUNDED GRANTS

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- National Science Foundation #2031705 (August 1, 2020 – July 31, 2021). Director of Decision, Risk, and Management Science and Secure and Trustworthy Cyberspace. *RAPID: Quantifying the Downstream Effects of COVID-19 Online Health Information on Risk Perceptions, Decision Making, Policy Preferences, and Preventive Health Behaviors*. Principal Investigator: Nisbet, E.C, Co-PIs: **Dixon, G.**, Garrett, R.K., Wegener, D., Bond, R., Hovick, S. Funded for **\$199,603**
- Ohio State University Collaborative Grant Initiative. (2019-2020). *Pluralistic ignorance in gun policy: How misperceived opinion climates and party cues impede action*. Principal Investigator: **Dixon, G.**, Co-PIs: Garrett, R. K, Bushman, B. Funded for **\$38,750**
- Washington State University New Faculty Seed Grant. (2016-2018). *Overcoming climate change skepticism through tailored consensus messaging*. Principal Investigator: **Dixon, G.** Funded for **\$4,500**.

- National Science Foundation #1260872 (2013-2014). *Doctoral Dissertation Research in Decision, Risk, and Management Sciences: A false balance? Affect, exemplars, and media coverage of controversial risk*. Principal Investigator: McComas, K., Co-PI: **Dixon, G.** Funded for **\$15,097**.

## **EDITED BOOK CHAPTERS**

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**Dixon, G.N.** & Ma, Y\*. (2017). Communicating climate change across workplace and organizational contexts. In Nisbet, M. (Eds.), *Oxford Research Encyclopedia of Climate Science* Oxford University Press, Oxford, United Kingdom. Retrieved from: <http://climatescience.oxfordre.com/view/10.1093/acrefore/9780190228620.001.0001/acre9780190228620-e-395>

## **MANUSCRIPTS UNDER REVIEW**

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Hubner, A. & **Dixon, G.** (Under Review). The framing power of Twitter: Examining how individual tweets reframe news coverage of climate change

Hubner, A.°; **Dixon, G.N.** (Under Review). Vaccine passport versus vaccine verification program? The persistent partisan gaps in COVID-19 vaccine attitudes and policy support.

Hubner, A.°; **Dixon, G.N.** (Under Review). Does the label matter? Examining the effects of "vaccine passport" versus "vaccine verification" on subsequent audience frames.

## **CONFERENCE PRESENTATIONS**

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Hubner, A.°; Dixon, G. (2021). The framing power of Twitter: Examining whether individual tweets are reframing news media frames. *Association for Education in Journalism and Mass Communication*. Virtual Presentation.

Bullock, O., Shulman, H., & **Dixon, G.** (2020) Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion. Paper presented at *National Communication Association* annual meeting, virtual format.

**Dixon, G.**, Garrett, K., Susmann, M., & Bushman B. (2020). Misperceived opinion climates on gun policy: How corrective information can prompt congruence between private views and public actions. Paper accepted at the International Communication Association annual meeting, could not attend and present due to COVID-19.

**Dixon, G.** & Hubner, A. (2020). The effects of hedging in scientific press releases on news coverage and social media discussions. Paper accepted at the International Communication Association annual meeting, could not attend and present due to COVID-19.

- Hubner, A. & **Dixon, G.** (2020). The science of science communication: Reviewing the field of science communication through an author-chosen keyword co-occurrence network. Paper accepted at the International Communication Association annual meeting, could not attend and present due to COVID-19.
- Dixon, G.** & Hubner, A. (2019). Partisan Resistance to the Scientific Community: The Backfiring Effect of Illustrating One's Political Biases toward Science. Presented at the *International Communication Association* annual meeting, Washington D.C.
- McKnight, J. & **Dixon, G.** (2019). The silencing effects of anti-vaccine online comments. Poster presented at *AEJMC annual conference*, Toronto, CA.
- Shulman, H. C., **Dixon, G.**, Bullock, O. M., Colón Amill, D.\* (2019). The effects of jargon on processing fluency and self-perceptions: Strengthening framing theory with metacognition. Paper presented at *National Communication Association* annual meeting, Baltimore, MD.
- Bullock, O. M. \*, Colón Amill, D. \*, Shulman, H. C., & **Dixon, G. N.** (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. Paper presented at *National Communication Association* annual meeting, Baltimore, MD.
- Dixon, G.** (2019). Public skepticism of autonomous vehicles: Complex messaging effects. Symposium: The Perception of Scientific Uncertainty and Risk/Technology Acceptance. Presented at *Society for Risk Analysis annual meeting*, Arlington, VA.
- Besley J. & **Dixon, G.** (2018). How different types of trust may shape support of genetically engineered food. *Abstract presented at Society for Risk Analysis annual meeting*, New Orleans, LA.
- Dixon, G.** & Hubner, A. (2018). Neutralizing political worldviews by communicating scientific agreement: A thought-listing study. *Paper presented to the Environmental Communication division of the International Communication Association*, Prague, Czech Republic. \*Top Paper Award\*
- Dixon, G.**, Hart, S., Clarke, C., & O'Donnell, N. (2017). Forecasting barriers to wide scale adoption of self-driving car technology. *Poster presented at Society for Risk Analysis annual meeting*, Arlington, VA.
- Ma, Y., **Dixon, G.**, & Hmielowski, J. (2017). More harm than good? Examining the persuasive and backfiring effects of climate change consensus messages. *Presented at the ICA conference*, San Diego, CA.
- Dixon, G.**, Ma, Y., & Hmielowski, J. (2016). A conflict on consensus: Current critiques and future outlook on climate change consensus messaging research. *Abstract presented at Society for Risk Analysis annual meeting*, San Diego, CA.

- Dixon, G.** (2016). A measured critique of the Gateway Belief Model and consensus messaging research. *Paper presented at AEJMC annual conference*, Minneapolis, MN.
- Dixon, G.** (2016). Collecting data from online labor market. *Panelist at CT&M PF&R panel, AEJMC annual conference*, Minneapolis, MN.
- Dixon, G.** (2016). Responsible communication and media coverage of contested science in a highly charged political atmosphere. *Panelist at COMSHER PF&R panel, AEJMC annual conference*, Minneapolis, MN.
- Dixon, G.** (2016). Communicating inaction-framed risk: Overcoming challenges of the omission bias via internal causal attribution. *Paper presented at AEJMC annual conference*, Minneapolis, MN.
- Dixon, G.** (2015). The challenge of communicating the risk of inaction: Linking causal attribution to biased information processing. *Poster presented at Society for Risk Analysis annual conference*, Arlington, VA.
- Dixon, G. & Kaiser, K.** (2015). Affective news content and online information seeking behavior. An expanded view of user-generated comments in digital journalism. *Paper presented at AEJMC annual conference*, San Francisco, CA.
- Dixon, G., McComas, K., & Besley, J.** (2014). Procedural fairness in decisions about GMO labeling. *Abstract presented at Society for Risk Analysis annual meeting*. Denver, CO.
- Kretser, H., Lauber, B., **Dixon, G.** & McComas, K (2014). Inconsistent messages in state wildlife and public health agency communication about bats: Potential impacts for conservation and recovery. *Abstract presented at Pathways 2014 conference*.
- Dixon, G.** (2014). Affective arousal and online risk information seeking behavior: The role of emotional exemplars in online comment reading. *Paper presented at the National Communication Association annual meeting*. Chicago, IL.  
\*\*\* Top student paper award\*\*\*
- Dixon, G.** (2014). Affective arousal as a mechanism of exemplification effects: An experiment on two sided message recall and risk perception. *Paper presented at the Association for Education in Journalism and Mass Communication annual meeting*. Montreal, CA.
- Clarke, C., Holton, A., McKeever, B., & **Dixon, G.** (2014). Linking evidentiary balance, uncertainty, and health attitudes in the context of vaccine risk. *Paper presented at the Association for Education in Journalism and Mass Communication annual meeting*. Montreal, CA.
- Dixon, G.** (2013). Uneven recall and inaccurate risk assessments from reading balanced news articles of controversial risk topics. *Poster presented at the Society for Risk Analysis annual meeting*, Baltimore, MD.

- Dixon, G., Deline, M.B., McComas, K., Chambliss, L., & Hoffmann, M. (2013).** The use of comparative feedback to influence workplace energy conservation: A summative evaluation of the CALS Green energy conservation and sustainability initiative. *Paper presented at the National Communication Association annual meeting, DC.*
- Clarke, C., **Dixon, G.,** Holton, A., & McKeever, B. (2013). Overcoming the effects of “falsely balanced” media coverage of health risks through attention to context. *Paper presented at the Association for Education in Journalism and Mass Communication annual meeting, DC.* \*\*\* Top 3 faculty paper award\*\*\*
- Dixon, G., Deline, M.B., McComas, K., Chambliss, L., & Hoffmann, M. (2013).** The use of comparative feedback to influence workplace energy conservation. *Abstract presented at the Association for Environmental Studies and Sciences annual meeting, Pittsburgh, PA.*
- Dixon, G. & Clarke, C. (2012).** Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Paper presented at the Association for Education in Journalism and Mass Communication, Chicago, IL.* \*\*\* Top student paper/Eason prize award\*\*\*
- Dixon, G., & Clarke, C. (2012).** Effect of falsely balanced media coverage of the autism-vaccine controversy on vaccine safety perceptions and behavioral intention. *Poster presented at the American Public Health Association Annual Meeting, San Francisco, CA.*
- Dixon, G. (2012).** A false balance? Affect, exemplars, and media coverage of controversial risk. *Poster presented at the Society for Risk Analysis Annual Meeting, San Francisco, CA*
- Dixon, G. & Clarke, C. (2011).** Media coverage, “false balance,” and the autism-vaccine controversy: A preliminary experiment. *Poster presented at the Society for Risk Analysis Annual Meeting, Charleston, SC.*
- Dixon, G. (2011).** Autonomous community science: A fifth model of PPSR. *Abstract presented at the Society for the Social Studies of Science (4s) Annual Meeting, Cleveland, OH.*
- Dixon, G., Birnholtz, J., & Hancock, J. (2011).** Polite task-switching: Technology, ambiguity, and autonomy in a work organization. *Paper presented at the 61st Annual International Communication Association Conference, Boston, MA.*

## **INVITED PRESENTATIONS**

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- Dixon, G. (2020). Guest Lecturer, Mass Media and Vaccination, College of Pharmacy, The Ohio State University, Columbus, OH
- Dixon, G. (2018). Guest Lecturer, Exemplification Theory, Grady College of Communication, University of Georgia, Athens, GA.



Dixon, G. (2017). Guest speaker. Episode 3: Polarized opinion on climate change and messages that move conservatives. Niskanen Center's Political Research Digest.

## **TEACHING EXPERIENCE**

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*2017 - Present; Assistant Professor – The Ohio State University*

- Comm 2596: Introduction to the Communication of Science, Health, Environment and Risk
- Comm 3340: Environmental Campaigns
- Comm 3331: Communication and Decision Making

*2014 - 2017; Assistant Professor – Washington State University*

- COMSOC 480 Science Communication Campaigns (30 student cap)
- COM 309 Quantitative Research Methods (130 student cap)
- COM 105 Communicating across Global Contexts (550 student cap)
- COM 564 Graduate Research Methods for Professionals (30 student cap)

*2009-2014: Graduate Teaching Assistant – Cornell University*

- Media Communication
- Introduction to Communication
- Planning Communication Campaigns
- Communicating Science, Health, Environment, and Risk

*2008-2009: Japan Exchange and Teaching (JET) Assistant Language Teacher (ALT) – Higashine, Japan*

- Worked at the Higashine Board of Education as an ALT, assisting with English curriculum development and classes for elementary and junior high schools.

## **GRADUATE ADVISING**

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*2017 – Present; Assistant Professor – Ohio State University*

- Dissertation advisor for Austin Hubner
- Dissertation committee member for Tran Luong (graduated May 2019)
- Dissertation committee member for Min Seon Jeong (graduated May 2020)
- Dissertation committee member for Jared Ott
- Candidacy examination committee member for Naomi Tan (graduated May 2020)
- Candidacy examination committee member for Olivia Bullock

*Assistant Professor, Washington State University, The Edward R. Murrow College of Communication (Pullman, WA) 2014-2017*

- Chair of dissertation committee for Yanni Ma from 2015 to 2017 (graduated May 2018)
- Minor member of dissertation committee for Zhaomeng Niu (graduated August 2017)
- Minor member of masters committee for Alyssa Mayeda (graduated May 2017)
- Minor member of masters committee for Jiayu Li (graduated May 2015)
- Minor member of masters committee for Ranran Zhu (graduated May 2015)

## **MEDIA COVERAGE OF PUBLISHED RESEARCH**

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- [Salon](#)
- [Columbia Journalism Review](#)
- [The Daily Beast](#)
- [The Guardian](#)
- [Seattle Times](#)
- [Vox](#)
- [KIRO CBS](#)

## **UNIVERSITY AND PROFESSIONAL SERVICE**

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### **Ohio State University**

#### *Committee membership*

2021-present: Communication Program Committee  
2019-2021: Graduate Student Committee  
2018-2019: Executive Committee  
2017-2018: Research Committee

#### *Graduate Faculty Representative for Dissertation Defense*

Anne Junod, School of Environment and Natural Resources (graduated 2020)

### **Washington State University**

2014 – 2017: SONA systems co-administrator  
2015 – 2017: WSU Science Writers Club Faculty Adviser

### **Service to Governmental Organizations**

2/17-2/19/2020: Reviewer for EPA G2021-STAR-G1 (Regular and G2 Early Career) Interventions and Communication Strategies to Reduce Health Risks of Wildland Fire Smoke Exposure.

### **Service to Academic Associations**

2020 – present: Treasurer, *Risk Communication Interest Group, Society for Risk Analysis*

2017-2018: Treasurer, *Risk Communication Interest Group, Society for Risk Analysis*

### **Editorial Service for Journals and Conferences**

2019 – Present: Member of the Editorial Advisory Board for *Science Communication*

Ad hoc reviewer for:

- *Journal of Communication*
- *Communication Research*
- *Human Communication Research*
- *Media Psychology*
- *PLOS One*
- *Environmental Communication*
- *Environmental Politics*
- *Society and Natural Resources*
- *Journal of Political Marketing*
- *International Journal of Public Opinion Research*
- *Public Understanding of Science*
- *Psychological Reports*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Health Communication*
- *Journal of Responsible Innovation*
- *Journal of Experimental Psychology: Applied*
- *Science Communication*
- *Weather, Climate, and Society*
- *Health Communication*
- *Risk Analysis*
- *Sage Open*
- *Journal of the Association for Information Science and Technology*
- *Journal of Environmental Psychology*
- *Journal of Risk Research*
- *TESS*
- *Energy Research and Social Science*
- *Global Environmental Change*
- *National Science Foundation*
- *Climatic Change*
- *JAMA Network Open*

