

Hillary C. Shulman, Ph.D.
Curriculum Vitae
Associate Professor
School of Communication
The Ohio State University
Shulman.36@osu.edu, (847) 772 – 8949

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

- *Associate Professor*, School of Communication, The Ohio State University
Columbus, Ohio, May 2022 - Present
- *Assistant Professor*, School of Communication, The Ohio State University
Columbus, Ohio, August 2015- May 2022
- *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 at the time of data collection

33. **Shulman, H. C.**, Sweitzer, M. D.*, Bullock, O. M.*, Coronel, J., Bond, R. M., & Poulsen, S.* (2022). Predicting vote choice and election outcomes from ballot wording: The role of processing fluency in low information direct democracy elections. *Political Communication*, 39(5), 652-673. <https://doi.org/10.1080/10584609.2022.2092920>
32. Riggs, E. E.*, **Shulman, H. C.**, & Lopez, R.* (2022). Using infographics to reduce the negative effects of jargon on intentions to vaccinate against COVID-19. *Public Understanding of Science*, 31(6), 751-765. <https://doi.org/10.1177/09636625221077385>
31. **Shulman, H. C.**, Bullock, O. M.*, & Riggs, E. E.* (2021). The interplay between jargon, motivation, and fatigue while processing COVID-19 crisis communication over time. *Journal of Language and Social Psychology*, 40(5-6), 546-573. <https://doi.org/10.1177/0261927X2111043100>
30. Bullock, O. M.*, **Shulman, H. C.**, & Huskey, R. (2021). Narratives are persuasive because they are easier to understand: Examining processing fluency as a mechanism of narrative persuasion. *Frontiers in Communication*, 6, 1-12. <https://doi.org/10.3389/fcomm.2021.719615>
29. Coronel, J., Bullock, O. M.*, **Shulman, H. C.**, Sweitzer, M. D.*, Bond, R. M., & Poulsen, S.* (2021). Eye movements predict large-scale voting decisions. *Psychological Science*, 32(6), 836-848. <https://doi.org/10.1177/0956797621991142>
28. Bullock, O. M.* & **Shulman, H. C.** (2021). Utilizing framing theory to design more effective health messages. *Communication Studies*, 72(3), 319-332. <https://doi.org/10.1080/10510974.2021.1899007>
27. Markowitz, D. M., & **Shulman, H. C.** (2021). The predictive utility of word familiarity for online engagements and funding. *Proceedings of the National Academy of Sciences of the United States of America*, 118(18), 1-7. <https://doi.org/10.1073/pnas.2026045118>
26. **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), 1-10. <https://doi.org/10.1371/journal.pone.0239524>
25. **Shulman, H. C.**, Dixon, G. N., 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>
24. Rhodes, N., **Shulman, H. C.**, & McClaren, N.* (2020). Changing norms: A meta-analytic integration of research on social norms appeals. *Human Communication Research*, 46(2-3),

- 161-191. <https://doi.org/10.1093/hcr/hqz023>
23. Bullock, O. M.*, Colón Amill, D.*, **Shulman, H. C.**, Dixon, G. N. (2019). Jargon as a barrier to effective science communication: Guidance from metacognition. *Public Understanding of Science*, 28(7), 845-853. <https://doi.org/10.1177/0963662519865687>
 22. **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. <https://doi.org/10.1080/23808985.2019.1570472>
Top Article Award Recipient
 21. Sweitzer, M. D.* & **Shulman, H. C.** (2018). The effects of metacognition in survey research: Experimental, cross-sectional, and content-analytic evidence. *Public Opinion Quarterly*, 82(4), 745-768. <https://doi.org/10.1093/poq/nfy034>
 20. **Shulman, H. C.**, & Sweitzer, M. D.* (2018). Advancing framing theory: Designing an equivalency frame to improve political information processing. *Human Communication Research*, 44(2), 155-175. <https://doi.org/10.1093/hcr/hqx006>
 19. 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. <https://ijoc.org/index.php/ijoc/article/view/9033>
 18. **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(2), 224-237. <https://doi.org/10.1177/0261927X17707557>
 17. **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. <https://ijoc.org/index.php/ijoc/article/view/6055>
 16. **Shulman, H. C.**, & DeAndrea, D. C. (2014). Predicting success: Revisiting assumptions about family political socialization. *Communication Monographs*, 81(3), 386-406. <https://doi.org/10.1080/03637751.2014.936478>
 15. **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(3), 177-189. <https://doi.org/10.1080/19312458.2014.937526>
 14. Roozen, 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(2), 167-184. <https://doi.org/10.1177/0261927X13513765>
 13. **Shulman, H. C.**, & Wittenbaum, G. M. (2013). Group discussion that promotes positive political experiences. *Human Communication*, 16(3), 121-132. [available upon request]
 12. 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(2), 169-174.

<https://doi.org/10.1080/08824096.2012.762905>

11. 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(1), 21 – 46. <https://doi.org/10.1111/j.1468-2958.2012.01441.x>
10. **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(3), 532-552. <https://doi.org/10.1111/j.1460-2466.2012.01642.x>
9. Banas, J., Turner, M. M., & **Shulman, H. C.** (2012). A test of competing hypotheses of the effect of mood on persuasion. *Communication Quarterly*, 60(2), 143-164. <https://doi.org/10.1080/01463373.2012.668845>
8. 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(3), 377-403. <https://doi.org/10.1111/j.1468-2958.2011.01407.x>
Distinguished Article Award Recipient
7. Levine, T. R., Shaw, A. S., & **Shulman, H. C.** (2010). Increasing deception detection accuracy with strategic questioning. *Human Communication Research*, 36(2), 216-231. <https://doi.org/10.1111/j.1468-2958.2010.01374.x>
6. Levine, T. R., Serota, K. B., **Shulman, H. C.** (2010). The impact of *Lie to Me* on viewers' actual ability to detect deception. *Communication Research*, 37(6), 847-856. <https://doi.org/10.1177/0093650210362686>
5. 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(2), 112-122. <https://doi.org/10.1080/08824090903526638>
4. Wittenbaum, G. M, **Shulman, H. C.**, Braz, M. E. (2010) Social ostracism in task groups: The effects of group composition. *Small Group Research*, 41(3), 330-353. <https://doi.org/10.1177/1046496410363914>
3. 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 (8), 944-947. <https://doi.org/10.1016/j.paid.2009.07.021>
2. Lapinski, M.K., Rimal, R.N., 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(2), 251-257. <https://doi.org/10.1177/1359105308100209>
1. 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(2), 229-253.
<https://doi.org/10.1177/0093650208330251>

Research Grants

Proposals Funded

2. Bergan, D., & **Shulman, H. C.** (2019). Local policymaker perceptions of the opioid crisis and the efficacy of extension communications. Funded by the North Central Regional Center for Rural Development (\$20,500).
1. **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*.

Proposals Submitted

1. Coronel, J., **Shulman, H. C.**, & Bond, R. M. Determining comprehension of direct democracy initiatives and predicting large-scale voting decisions through facial expressions and eye movements. *National Science Foundation* (\$205,186.00). Status: Not Funded

Invited Publications

2. Bullock, O. M.* & **Shulman, H. C.** (2020). Framing. In J. Van den Bulck (Ed.), *The international encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell.
<https://doi.org/10.1002/9781119011071.iemp0268>
1. **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.

Awards and Fellowships

College-Level Distinction

- Recipient of the College of Arts and Sciences **Early-Career Faculty Excellence Award**, recognizing outstanding performance in all three areas of research, teaching, and service, Ohio State University (2022).

Internal 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

- Recipient of the **Top Article Award** for the manuscript entitled "Using metacognitive cues to amplify message content: A new direction in strategic communication."

Communication and Social Cognition Division, National Communication Association
(Fall 2021)

- Recipient of the **Miller Small Grant Program** award, for a project entitled “Examining the efficacy of emergency communication, with Olivia Bullock (2020, \$3,024.00)
- 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

- Recipient of a **Top Paper** award in the Communication Science and Biology Division at the annual meeting of the International Communication Association (2022)
- Awarded **Top Three Paper** in the Communication and Social Cognition Division at the annual meeting of the National Communication Association (2021)
- 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)

Invited Speaker

- Invited speaker for the **Political Communication Working Group** hosted by the Department of Communication and Media at the University of Michigan, Spring 2023
- Invited speaker at the **Midwest Association of Core Directors Annual Meeting** in Columbus, Ohio, Autumn 2022
- Invited speaker at **Michigan State University’s Charles K. Atkin Distinguished Speaker Series** hosted by the Department of Communication, Spring 2022

Teaching Acknowledgements

- Nominee for the **Carmen Common Sense Award** for the course COMM 3624 – Introduction to Interpersonal Communication (AU19), an award granted to instructors with the best Carmen course page at Ohio State University (2019-2020)

Select 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 University wide, **Excellence in Teaching Citation**, Office of the Provost, Michigan State University (Fall 2009)
- Awarded **Top Four Paper** in the Student Division at the annual meeting of the National Communication Association (2008)

Advising

Ohio State University

- **Ph.D. Advisor**
Rachel B. Wade (Communication) 2022 – present
Elizabeth E. Riggs (Communication) 2021 – present
Olivia M. Bullock (Communication) Ph.D. 2022
- **Committee Member**
Rachel Lopez (Communication)
Michael A. Gilbert (Communication)
Nina Freiburger (Communication)
Kristina Medero (Communication)
Tim O'Neil (Communication)
Erin Drouin (Communication)
Shannon Poulsen (Communication)
Victoria Abou-Ghalioum (Environment and Natural Resources)
Matthew D. Sweitzer (Communication)
Min Seon Jeong (Communication)
David Clemenson (Communication)
- **M.A. Advisor**
Emily Schutz (Communication) M.A. earned 2019
- **Undergraduate Honor's Thesis Advisor**
Travis Filiky (Majors: Communication, Political Science) B.A. earned 2017

Select Media Coverage

- Caldwell, E. (2021 April, 14). Telling Sunbathers What They Don't Want to Hear: Tanning is Bad. *Ohio State News*.

- Kornei, K. (2021 April, 9). Are You Confused by Scientific Jargon? So are Scientists. *New York Times*
- LaPlante, M. (2020 April, 10). Undisciplined: The Devil's Jargon. *Utah Public Radio*.
- Woolston, C. (2020 February, 27). Words Matter: Jargon Alienates Readers. *Nature*.
- Feder, T. (202 March, 3). Speak Plainly to Attract People to STEM, Study Suggests. *Physics Today*.
- Yoder, K. (2020 February, 26). Want People to Care About Climate Change? Skip the Jargon. *Grist*.
- Todd, M. (2020 February, 24). Jargon May Be Even Worse for Communicating Complexity Than You Thought. *Social Science Space*.
- Off, C. (2020 February, 12). Scientists: Lose the Jargon, or You'll Lose Readers, Says Communications Prof. *CBC's As It Happens*.
- Grabmeier, J. (2020 February, 12). The Use of Jargon Kills People's Interest in Science and Politics. *Ohio State News*.
- Beck, L. (2013 January, 28). Like Children, Men Need to be Told to Wash Their Filthy Hands. *Jezebel*.

Teaching Experience

Ohio State University

COMM7998 – Directed Research
COMM7790 – Statistical Applications in Communication II
COMM4998 – Directed Undergraduate Research
COMM4635 – Communication Dynamics in Teams (Hybrid Lecture Style)
COMM4337 – Public Communication Campaigns
COMM3624 – Communication in Personal Relationships (Hybrid Lecture Style)
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

Conference Presentations since 2015

*Indicates student as a co-author at the time of submission

61. Bergan, D., Carnahan, D., & **Shulman, H. C.** (January, 2023). *Discounting constituent attitudes: Motivated reasoning, ambiguity, and policymaker perception of constituent characteristics*. Paper to be presented at the annual meeting of the Southern Political Science Association in St. Pete Beach, FL.
60. Barry, R. C.* & **Shulman, H. C.** (November, 2022). *An experimental test of the accessibility-applicability model using three different types of frames*. Paper accepted for presentation at the annual meeting of the National Communication Association in New Orleans, LA.
59. Riggs, E. E.*, Huskey, R., Bullock, O. M.*, & **Shulman, H. C.** (November, 2022). *The impact of load on message recognition*. Paper accepted for presentation at the annual meeting of the National Communication Association in New Orleans, LA.
58. Lopez, R.*, **Shulman, H. C.**, Riggs, E. E.*, & Barry, R. C.* (November, 2022). *An experimental comparison of equivalency, emphasis, and metacognitive frames*. Paper accepted for presentation at the annual meeting of the National Communication Association in New Orleans, LA.
57. **Shulman, H. C.**, Barry, R. C.*, Riggs, E. E.*, & Holt, L. F. (November, 2022). *The role of framing, race, and symbolic racism in policy support: The case of police reform*. Paper accepted for presentation at the annual meeting of the National Communication Association in New Orleans, LA.
56. Riggs, E. E.*, Lopez, R.*, Bullock, O. M.*, & **Shulman, H. C.** (May, 2022). *An examination of the measurement of accessibility: Is an easy experience always faster?* Paper presented at the annual meeting of the International Communication Association in Paris, France. **Top Paper Award in Communication Science and Biology Division**
55. **Shulman, H. C.**, Riggs, E. E.*, Lopez, R.*, Bullock, O. M.*, & Barry, R. C.* (May, 2022). *An experimental paradigm designed to explain (and synthesize) frames and framing effects: Some answers, more questions*. Paper presented at the annual meeting of the International Communication Association in Paris, France.
54. Riggs, E. E.*, **Shulman, H. C.**, & Lopez, R.* (November, 2021). *Using infographics to reduce the negative effects of jargon on predicting intentions to vaccinate against COVID-19*. Paper presented at the annual meeting of the National Communication Association in Seattle, WA. **Top Three Papers in Communication and Social Cognition Division**

53. **Shulman, H. C.**, Bullock, O. M.* & Riggs, E. E.* (November, 2021). *The influence of jargon, motivation, and fatigue while processing information about COVID-19 over time*. Paper presented at the annual meeting of the National Communication Association in Seattle, WA.
52. Bullock, O. M.* & **Shulman, H. C.**, Dixon, G. N. (November, 2020). *Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion*. Paper presented virtually at the annual meeting of the National Communication Association in Indianapolis, IN.
51. **Shulman, H. C.**, Sweitzer, M. D.*, Bullock, O. M.*, Coronel, J., Bond, R. M., & Poulsen, S.* (May, 2020). *Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments*. Paper presented virtually at the annual meeting of the International Communication Association in Gold Coast, Australia.
50. Bullock, O. M.*, **Shulman, H. C.**, & Huskey, R. (May, 2020). *Enhancing our understanding of when and why narrative persuasion is successful: A test of processing fluency and identification*. Paper presented virtually at the annual meeting of the International Communication Association in Gold Coast, Australia.
49. Poulsen, S.*, Coronel, J., Sweitzer, M. D.*, Bullock, O. M.*, **Shulman, H. C.**, & Bond, R. M. (May, 2020). *Thinking reflectively or intuitively: How cognitive reflection moderates the effect of language complexity on abstention*. Paper presented virtually at the annual meeting of the International Communication Association in Gold Coast, Australia.
48. **Shulman, H. C.** (November, 2019). *Open science practices for communication research*. Panelist for the National Communication Association pre-conference entitled “Getting Results That Survive: Improving Communication Science” in Baltimore, MD.
47. **Shulman, H. C.**, Dixon, G. N., Bullock, O. M.*, Colón Amill, D.* (November, 2019). *The effects of jargon on processing fluency and self-perceptions: Strengthening framing theory with metacognition*. Paper presented at the annual meeting of the National Communication Association in Baltimore, MD.
46. Bullock, O. M.*, Colón Amill, D.*, **Shulman, H. C.**, & Dixon, G. N. (November, 2019). *Jargon as a barrier to effective science communication: Evidence from metacognition*. Paper presented at the annual meeting of the National Communication Association in Baltimore, MD.
45. **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 presented at the annual meeting of the International Communication Association in Washington DC.

44. 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 presented at the annual meeting of the International Communication Association in Washington DC.
43. **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**
42. 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.
41. 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.
40. **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.
39. **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.
38. **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.

Service

Departmental Service

Ohio State University

- 2022 – present Chair, Diversity, Equity, and Inclusion Committee
- 2017 – 2022 Member, Undergraduate Journalism Program Committee
- 2021 – 2022 Member, Search committee
- 2021 – 2022 Assistant Professor Representative, Executive Committee
- 2019 – 2020 Member, Search committee
- 2017 – 2018 Assistant Professor Representative, Executive Committee
- 2017 – 2018 Member, Search committee
- Spring 2017 Member, Committee to assess stat training for grad program
- 2015 – 2016 Guest speaker at PRSSA job training event

Professional Service

National Communication Association

- 2022 – 2023 Research chair, Communication and Social Cognition Division
- 2021 – 2022 Research chair elect, Communication and Social Cognition Division

Editorial Board Member

- Journal of Language and Social Psychology (2021-present)
- Journal of Communication (2018-present)

Invited Reviewer

- Applied Cognitive Psychology
- Basic and Applied Social Psychology
- Communication Monographs
- Communication Quarterly
- Communication Research
- Communication Research Reports
- Communication Studies
- Communication Theory
- 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 Media Psychology
- Journal of Public Deliberation
- Journal of Youth Studies
- Management Communication Quarterly
- Media and Communication
- Media Psychology
- National Communication Association (2007 to present)
- National Science Foundation
- Personal Relationships
- PLOS ONE
- Political Behavior
- Political Communication
- Public Opinion Quarterly
- Public Understanding of Science
- Science Communication
- Social Influence
- Social Science Computer Review

- Western Journal of Communication

Grant Experience and Consulting

Reviewer

- National Science Foundation Proposal Reviewer, March 2017

Research Assistant

- Research assistant for a project with INgage media, the State of Michigan, and Michigan State University to develop a social networking site to improve energy efficiency practices in local units of government, Fall 2010 – Spring 2011
- Worked as a research assistant for a series of deception studies funded by the *National Science Foundation*, Fall 2008 – Spring 2009

Project Coordinator

- Kolt Communication and Lansing Regional Airport, Dec. 2007, 2008, 2009, 2010
- Atkin Group: Coordinator for public opinion polls measuring citizens' level of awareness and concerns with local issues (2007 – 2008)

Professional Associations

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