

## **Hillary C. Shulman, Ph.D.**

### **Curriculum Vitae**

Associate Professor

School of Communication

The Ohio State University

[Shulman.36@osu.edu](mailto:Shulman.36@osu.edu), (847) 772 – 8949

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### **Education**

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➤ **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

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### **Specialized Academic Training**

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

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- *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

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### Peer-Reviewed Publications

**\*Indicates student as co-author at the time of data collection**

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40. Wade, R. B.,\* Ryu, J.,\* **Shulman, H. C.**, & Hovick, S. (2024). Improving processing fluency to encourage family health information seeking: The mediating role of communication efficacy. *Journal of Health Psychology*, <https://doi.org/10.1177/13591053241294116> [Advance online publication]
39. Fort, K. S.\*, Lopez, R., **Shulman, H. C.**, Riggs, E. E.\*, Cruz Ibarra, J.\* (2024). The impacts of code-mixing in a cross-cultural narrative: How processing fluency impacts narrative engagement and racial attitudes. *Communication Research*, <https://doi.org/10.1177/00936502241287334> [Advance online publication]
38. Bashian, S.\*, Wade, R. B.\*, Lerner, B.\*, & **Shulman, H. C.** (2024). When fears come true: An experimental approximation of patient comprehension during initial cancer diagnoses. *Health Communication*, <https://doi.org/10.1080/10410236.2024.2400819> [Advance online publication]
37. Fort, K. S.\* & **Shulman, H. C.** (2024). Using a signal detection approach to understand the impacts of processing fluency and efficacy on accuracy in misinformation detection. *Frontiers in Psychology*, *15*, 1417910. [doi: 10.3389/fpsyg.2024.1417910](https://doi.org/10.3389/fpsyg.2024.1417910)
36. Lerner, B.\*, & **Shulman, H.C.** (2024). Science terms elicit ideological differences in message processing. *Communication Research Reports*, *41*(3), 793-198. <http://dx.doi.org/10.1080/08824096.2024.2382743>.
35. **Shulman, H. C.**, Markowitz, D. M., & Rogers, T. (2024). Reading dies in complexity: Online news readers prefer simple writing. *Science Advances*, *10*(23), 1-8. <https://www.science.org/doi/epdf/10.1126/sciadv.adn2555>  
Note: First and second author shared first authorship.
34. Bergan, D. E., **Shulman, H. C.**, & Carnahan, D. (2024). Discounting constituent attitudes: Motivated reasoning, ambiguity, and policymaker perceptions of constituent characteristics. *Human Communication Research*, *50*, 53-65. <https://doi.org/10.1093/hcr/hqad047>

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>  
**Michael Pfau Outstanding Article Award Recipient**
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. 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(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>

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### Research Grants

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#### 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

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### Invited Publications

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4. Carpenter, C. J. & **Shulman, H. C.** (in press). Persuasion. In T. Reimer, L. Von Swol, and A. Florack (Eds.), *The Routledge handbook of communication and social cognition*. Routledge/Taylor and Francis.
3. Riggs, E. E.\*, Coronel, J., & **Shulman, H. C.** (in press). Eye-tracking as a powerful tool for investigating language processing in messages. In T. Reimer, L. Von Swol, and A. Florack (Eds.), *The Routledge handbook of communication and social cognition*. Routledge/Taylor and Francis.

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.

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## Awards and Fellowships

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### 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 **Michael Pfau Outstanding Article Award** for the article entitled “Predicting vote choice and election outcomes from ballot wording: The role of processing fluency in low information direct democracy elections.” Political Communication Division, National Communication Association (Fall 2024)
- Recipient of a **Time-Sharing Experiments in the School of Communication (TESoC)** award for a project entitled, “Unpacking scientific expertise,” with Blue Lerner and Austin Hubner (2024, \$2,760)
- Recipient of the **Miller Award**, for a project entitled “Race, resignation, and activism,” with Rachel B. Wade and Monique M. Turner (2023, \$10,000)
- Recipient of the **Miller Award**, for a project entitled “An examination of how foreign languages are processed in narratives: An initial investigation”, with Rachel Lopez, Kara Fort, Jorge Cruz Ibarra, and Elizabeth E. Riggs (2023, \$2,080)
- 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 and Social Cognition Division at the annual meeting of the National Communication Association (2024)
- Recipient of a **Top Paper** award in the Communication Science and Biology Division at the annual meeting of the International Communication Association (2023)
- 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 at **West Virginia University** in the Department of Communication in Morgantown, WV, Autumn 2024
- Invited (virtual) speaker at the **Language, Public Engagement, and New (Quantum) Technology** research symposium at Vrije Universiteit Amsterdam, Autumn 2023



- 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

- **Faculty Mentor of the Year** award, School of Communication at Ohio State University (2024)
- Nominee for the **Carmen Common Sense Award** for the course COMM 3620 – 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)

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### Advising

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#### Ohio State University

- **Ph.D. Advisor**  
Kara Fort (Co-Advisor; Communication) 2023 - present  
Blue Lerner (Communication) 2023 – present  
Rachel Barry Wade (Communication) 2022 – present  
Elizabeth E. Riggs (Communication) Ph.D. 2024  
Olivia M. Bullock (Communication) Ph.D. 2022

➤ **Committee Member**

Samuel Bashian (Communication)  
Ji Youn (Jessica) Ryu (Communication)  
Jorge Cruz-Ibarra (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)

➤ **Undergraduate Honor's Thesis Advisor**

Travis Filiky (Majors: Communication, Political Science)

**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

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**Select Media Coverage**

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- Thomas, B. (2024 October, 23). Does ballot language effect how you will vote. [55KRC THE Talk Station](#).
- Markowitz, D., **Shulman, H. C.**, & Rogers, T. (2024 August, 20). Readers Prefer to Click on a Clear, Simple Headline – Like This One. [The Conversation](#).
- Merrefield, C. (2024 June, 27). Readers of Online News Prefer Simple Headlines, Research Suggests. Journalists? Not So Much. [The Journalist's Resource](#).
- Britt, R. R. (2024 June, 5). The Best Headlines: Short and Simple: Writers generally suck at headline writing, according to new research that reveals what works best. [Medium](#).
- Grabmeier, J. (2024 June, 5). Simple Headlines Attract More Online News Readers: Study Examined Real-World Examples from Washington Post. [Ohio State News](#).
- 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*.

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## Teaching Experience

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### 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  
COMM3624 – Communication in Personal Relationships  
COMM3620 – Introduction to Interpersonal Communication  
COMM2850 – Media and Citizenship  
COMM2321 – Writing for Strategic Communication  
COMM1100 – Communication and Society

### 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

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**Conference Presentations since 2020**

**\*Indicates student as a co-author at the time of data collection**

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66. Fort, K. S.\*, Lopez, R., **Shulman, H. C.**, Riggs, E. E.\*, Cruz Ibarra, J.\* (2024, November). *The impacts of code-mixing in a cross-cultural narrative: How processing fluency impacts narrative engagement and racial attitudes*. Paper presented at the annual meeting of the National Communication Association in New Orleans, LA. **Top Paper Award in Communication and Social Cognition Division**
65. Kalny, C., Walter, N., Lapinski-LaFaive, M., **Shulman, H. C.**, & Demetriades, S. (2024, April 4-6). *Descriptive norms ≠ injunctive norms? A meta-analysis*. Kentucky Health Communication Conference (KCHC) 18th Biennial Meeting, Lexington, KY.
64. Wade, R. B.\*, Ryu, J.\*, **Shulman, H. C.**, & Hovick, S. (November, 2023). *Identifying the causes of uncertainty and uncertainty management: A metacognitive approach*. Paper presented at the annual meeting of the National Communication Association in National Harbor, MD.
63. Harvill, B.\* & **Shulman, H. C.** (November, 2023). *A method to madness: Processing scientific method jargon to evaluate credibility*. Paper presented at the annual meeting of the National Communication Association in National Harbor, MD.
62. Riggs, E. E.\*, Huskey, R., **Shulman, H. C.**, Lynch, T., Fisher, J., & Mutialu, S.\* (May, 2023). *The impact of cognitive load on recognition for health narrative information*. Pre-registered report presented at the annual meeting of the International Communication Association in Toronto, CA. **Top Paper Award in Communication Science and Biology Division**
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.

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## Service

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### College of Arts and Sciences

#### Ohio State University

- 2023 – present Member, Advisory Committee, ASC Office of Diversity, Equity, Inclusion, and Justice

#### Departmental Service

#### Ohio State University

- Spring 2025 Chair, Undergraduate Journalism Program Committee
- 2023 – 2024 Member, Undergraduate Journalism Program Committee
- 2022 – 2023 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**

- 2023 – 2024 Vice chair elect, Communication and Social Cognition Division
- 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
- Frontiers in Psychology
- 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
- Nature Human Behaviour
- 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
- Zeitschrift für Psychologie

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### **Grant Experience and Consulting**

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#### **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)

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### **Professional Associations**

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