

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

45. Hubner, A., Lerner, B.*, & **Shulman, H. C.** (Conditional Acceptance). Public understanding of scientists: A descriptive examination of how the public evaluates various sources of scientific information. *Public Understanding of Science*
44. Riggs, E. E.*, **Shulman, H. C.**, Huskey, R., Lynch, T., & Fisher, J. T. (in press). What can cognitive load and processing fluency tell us about difficult processing? *Media Psychology*, <https://www.tandfonline.com/doi/full/10.1080/15213269.2025.2576679> [Advance online publication]
43. Fort, K. S.*, Lopez, R.*, **Shulman, H. C.**, Riggs, E. E.*, Cruz Ibarra, J.* (in press). 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]
42. **Shulman, H. C.**, Holt, L. F., Riggs, E. E.*, Wade, R. B.* (2025). The role of framing, race, and symbolic racism in policy support. *Political Communication*, 42(5), 838- 860. <https://doi.org/10.1080/10584609.2025.2463923>
41. Lerner, B.*, Hubner, A. Y., & **Shulman, H. C.** (2025). Science populism impacts perceptions of credibility across scientific professions. *Scientific Reports*, 15, 28465, <https://doi.org/10.1038/s41598-025-14115-8>
40. Wade, R. B.*, Ryu, J.*, **Shulman, H. C.**, & Hovick, S. (2025). Improving processing fluency to encourage family health information seeking: The mediating role of communication efficacy. *Journal of Health Psychology*, 30(8), 2046- 2060 <https://doi.org/10.1177/13591053241294116>
39. Bullock, O. M.*, **Shulman, H. C.**, & Dixon, G. (2025). Easy doesn't always do it: Examining the joint effects of processing fluency and motivated resistance to persuasion on political attitude change and engagement. *Communication Research Reports*, 42(3), 1-12 <https://doi.org/10.1080/08824096.2025.2480371>

38. Bashian, S.*, Wade, R. B.*, Lerner, B.*, & **Shulman, H. C.** (2025). When fears come true: An experimental approximation of patient comprehension during initial cancer diagnoses. *Health Communication*, 40(8), 1403-1414.
<https://doi.org/10.1080/10410236.2024.2400819>
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/10.1177/0261927X211043100>
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 RTL: 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>

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

2. Lin, T. Enhancing risk communication on oral nicotine pouches through narrative, identity-focused messaging in campus settings. *National Institute of Health* (K99/R00 Pathway to Independence Award) **Role: Co-Mentor**
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

Proposals Reviewed

1. National Science Foundation Proposal Reviewer, March 2017

Invited Publications

5. Rogers, T., & **Shulman, H. C.** (2025). Scientific jargon can be ‘satisfying’ but misleading. *Nature*, 643, 916- 917. <https://doi.org/10.1038/d41586-025-02251-0>
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.

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).

College-Level 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 **Pennsylvania State University** in the Department of Communication Arts & Sciences in University Park, PA, Spring 2026
- 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)

Advising

Ph.D. Advisor

Kara Fort (Co-Advisor; Communication) 2023 - present
Blue Lerner (Communication) 2023 – present
Rachel Barry Wade (Communication) Ph.D. 2025
Elizabeth E. Riggs (Communication) Ph.D. 2024
Olivia M. Bullock (Communication) Ph.D. 2022

Committee Member

Kate Stewart (Communication)
Samuel Bashian (Communication)
Ji Youn (Jessica) Ryu (Communication)
Jorge Cruz-Ibarra (Communication)
Michael A. Gilbert (Communication)
Nina Freiberger (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)

Media Coverage

- Beckemeyer, D. (2025, November, 12). The Revolt Against the Experts – Hillary Shulman. *Outrage Overload*
- Hite, M. (2025 February, 2). Decode your School Communication: Making your Schools more Inclusive by Ditching Eduspeak. *SchoolCEO*.
- 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*.

Teaching Experience

Ohio State University

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

COMM3620 – Introduction to Interpersonal Communication
COMM2850 – Media and Citizenship
COMM2321 – Writing for Strategic Communication
COMM1100 – Communication and Society

Conference Presentations since 2020

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

70. Lerner, B.*, Hubner, A. Y., & **Shulman, H. C.** (2025, November). *How science populism impacts perceptions of source credibility across scientific professions*. Paper to be presented at the annual meeting of the National Communication Association in Denver, CO.
69. **Shulman, H. C.**, Lerner, B.*, Holbert, R. L. (2025, May). *Identifying, assessing, and measuring the effects of polling's communication problem*. Paper presented at the annual meeting of the American Association of Public Opinion Researchers (AAPOR) in St. Louis, MO.
68. Kalny, C.*, Walter, N., Lapinski, M. K., **Shulman, H. C.**, & Demetriades, S. (2025, June). *Normative influence, revisited: A meta-analytic assessment of perceived descriptive and injunctive norms in health*. Paper presented at the annual meeting of the International Communication Association in Denver, CO.
67. Hubner, A., Lerner, B.*, & **Shulman, H. C.** (2025, June). *Public understanding of scientists: A descriptive examination of how the public evaluates various sources of scientific information*. Paper presented at the annual meeting of the International Communication Association in Denver, CO.
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.

Service

College of Arts and Sciences

Ohio State University

- 2023 – 2024 Member, Advisory Committee, ASC Office of Diversity, Equity, Inclusion, and Justice

Departmental Service

Ohio State University

- 2025 – Present Chair, Undergraduate Journalism Program Committee
- 2025 - 2026 Member, Search 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

- 2024 – 2025 Vice chair, Communication and Social Cognition Division
- 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)

Consulting

Expert Testimony

- Holland & Hart LLP, January 2025
 - Retained by Idahoans United for Women and Families (“Idahoans United”) to analyze and provide professional conclusions regarding the Fiscal Impact Statement, Short Title, and Long Title provided by the State of Idaho relating to the proposed citizen’s ballot initiative titled “Reproductive Freedom and Privacy Act” (“Initiative”).
 - The case was tried, and won, in front of the Idaho Supreme Court

Professional Associations

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