

Graham N. Dixon

Assistant Professor of Communication
School of Communication
The Ohio State University
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EDUCATION

Cornell University

2014 Ph.D. – Communication with minor concentration in Policy Analysis
Advisor: Katherine McComas, Ph.D.

2013 M.S. – Communication

University of Texas at Austin

2008 B.A. – Anthropology with Honors

ACADEMIC APPOINTMENTS

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

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

AWARDS & HONORS

2018 Top Paper Award, International Communication Association Annual Meeting,
Environmental Communication Division.

2014 Top Student Paper Award, National Communication Association Annual meeting,
Chicago, Illinois, Mass Communication Division.

2013 Top 3 Paper Award, Association for Education in Journalism and Mass Communication
Annual meeting, Washington DC, Communicating Science, Health, Environment, and
Risk Division. (Student co-author)

2012 Eason Prize, Association for Education in Journalism and Mass Communication Annual
meeting, Chicago, Ill. Communicating Science, Health, Environment, and Risk Division.

REFEREED JOURNAL PUBLICATIONS

- Shulman, H. C., Dixon, G., Bullock, O. M. *, Colón Amill, D.* (In Press). The Effects of Jargon on Processing Fluency, Self-Perceptions, and Scientific Engagement. *Journal of Language and Social Psychology*. Accepted for Publication
- Mattingly, K., Pelletier, T., Lanterman, J., Frevola, D., Stucke, B., Kinney, K., Schwartz, R., Spacht, D., Dixon, G., & Hovick, S. (In Press). Disconnects between communicated impact and ecological impact of biological invasions. *BioScience*. Accepted for Publication
- Dixon, G., Hmielowski, J., & Ma, Y. (In Press). More Evidence of Psychological Reactance to Consensus Messaging: A Response to van der Linden, Maibach, and Leiserowitz (2019). *Environmental Communication*. Advance online publication. <https://doi.org/10.1080/17524032.2019.1671472>
- Dixon, G., Hart, S., Clarke, C., O'Donnell, N*., & Hmielowski, J. (In Press). What drives support for self-driving car technology in the United States? *Journal of Risk Research*. Advance online publication. <https://doi.org/10.1080/13669877.2018.1517384>
- Dixon, G., Bullock, O*., & Adams, D. * (2019). Unintended Effects of Emphasizing the Role of Climate Change in Recent Natural Disasters. *Environmental Communication*, 13(2), 135-143. <https://doi.org/10.1080/17524032.2018.1546202>
- Bullock, O. M. *, Colón Amill, D. *, Shulman, H. C., & Dixon, G. N. (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. *Public Understanding of Science*, 28(7), 845-853.
- Ma, Y. *, Dixon, G., Hmielowski, J. (2019). Psychological reactance from reading basic facts on climate change: The role of prior views and political identification. *Environmental Communication*, 13, 71-86. doi: 10.1080/17524032.2018.1548369
- Dixon, G., & Hubner, A*. (2018). Neutralizing the effect of political worldviews by communicating scientific agreement: A thought-listing study. *Science Communication*, 40(3), 393-415. doi: 10.1177/1075547018769907
- Dixon, G. (2017). Making vaccine messaging stick: Perceived causal instability as a barrier to effective vaccine messaging. *Journal of Health Communication*, 22, 631-637. doi: 10.1080/10810730.2017.1337832
- Dixon, G., Hmielowski, J., & Ma, Y*. (2017). Improving climate change acceptance among U.S. conservatives through value-based message targeting. *Science Communication*, 8, 520-534. doi :10.1177/1075547017715473

- Dixon, G. (2016). Applying the Gateway Belief Model to genetically modified food perceptions: New insights and additional questions. *Journal of Communication, 66*, 888-908. doi:10.1111/jcom.12260
- Dixon, G. (2016). Negative affect as a mechanism of exemplification effects: An experiment on two-sided message recall and risk perception. *Communication Research, 43*, 761-784 doi: 10.1177/0093650215579222
- Dixon, G., McComas, K., Besley, J. & Steinhardt, J. (2016). Transparency in the food aisle: The influence of procedural justice on views about labeling GM foods. *Journal of Risk Research, 19*, 1158-1171. doi: 10.1080/13669877.2015.1118149
- Dixon, G. (2016). Social media as a platform for health engagement: Challenges and opportunities. *Israel Journal of Health Policy Research, 5*, 1-2. doi: 10.1186/s13584-016-0114-3
- Clarke, C., Holton, A., McKeever, B. & Dixon, G. (2015). The Influence of weight-of-evidence messages on (vaccine) attitudes: A sequential mediation model. *Journal of Health Communication, 20*, 1302-1309. doi: 10.1080/10810730.2015.1023959
- Dixon, G., McKeever, B., Holton, A., Clarke, C., & Eosco, G. (2015). The power of a picture: Overcoming scientific misinformation by communicating weight of evidence information with visual exemplars. *Journal of Communication, 65*, 639-659 doi:10.1111/jcom.12159
- Dixon, G., Deline, M., McComas, K., Chambliss, L. & Hoffmann, M. (2015). Saving energy at the workplace: The salience of behavioral antecedents and sense of community. *Energy Research and Social Science, 6*, 121-127. doi :10.1016/j.erss.2015.01.004
- Clarke, C., Dixon, G., Holton, A., & McKeever, B. (2015). Including "evidentiary balance" in news media coverage of vaccine risk. *Health Communication, 30*, 461-472. doi: 10.1080/10410236.2013.867006
- Dixon, G., Deline, M., McComas, K., Chambliss, L., & Hoffmann, M. (2015). Using comparative feedback to influence workplace energy conservation: A case study of a university campaign. *Environment and Behavior, 47*, 667-693. doi: 10.1177/0013916513520417
- Dixon, G. & Clarke, C. (2013). Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Science Communication, 35*(3), 358-382. doi: 10.1177/1075547012458290
- Dixon, G. & Clarke, C. (2013). The effect of falsely balanced reporting of the autism-vaccine controversy on vaccine safety perceptions and behavioral intentions. *Health Education Research, 28*(2), 352-359. doi: 10.1093/her/cys110

Birnholtz, J., Dixon, G., & Hancock, J. (2012). Distance, ambiguity and appropriation: Structures affording impression management in a collocated organization. *Computers in Human Behavior*, 28(3), 1028-1035. doi: 10.1016/j.chb.2012.01.005

*denotes graduate student co-author at time of publication

INVITED PUBLICATIONS

Dixon, G. & Ma. Y. (2017). Communicating climate change across workplace and organizational contexts. *Oxford Research Encyclopedia of Climate Science*. Advance online access, doi:10.1093/acrefore/9780190228620.013.395

McComas, K., Dixon, G., & Besley, J. (2016). What consumers want in GM food labeling is simpler than you think. [*The Conversation*](#)

MANUSCRIPTS UNDER REVIEW

Hubner, A. & Dixon, G. (Under Review). The science of science communication: Reviewing the field of science communication through an author-chosen keyword co-occurrence network.

Kretser, H., Dixon, G., Zwillenberg, J., & McComas, K. (Under Review). Inconsistent messages about bats and resulting implications for bat conservation.

Dixon, G. (Under Review). The effects of anti-vaccine online comments.

FUNDED GRANTS

- Ohio State University Collaborative Grant Initiative. (2019-2020). Pluralistic ignorance in gun policy: How misperceived opinion climates and party cues impede action. Dixon, G. (PI), Garrett, R. K (Co-PI), Bushman, B. (Co-PI). (Funded for \$38,750)
 - Washington State University New Faculty Seed Grant. (2016-2018). Overcoming climate change skepticism through tailored consensus messaging. Dixon, G. (PI). (Funded for \$4,500)
 - National Science Foundation #1260872 (2013-2014). Doctoral Dissertation Research in Decision, Risk, and Management Sciences: A false balance? Affect, exemplars, and media coverage of controversial risk. McComas, K. (PI) & Dixon, G. (Co-PI). (Funded for \$15,097).
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CONFERENCE PRESENTATIONS

- Dixon, G. & Hubner, A. (2019). Partisan Resistance to the Scientific Community: The Backfiring Effect of Illustrating One's Political Biases toward Science. Presented at the *International Communication Association* annual meeting, Washington D.C.
- McKnight, J. & Dixon, G. (2019). The silencing effects of anti-vaccine online comments. Poster presented at *AEJMC annual conference*, Toronto, CA.
- Shulman, H. C., Dixon, G., Bullock, O. M., Colón Amill, D.* (2019). The Effects of Jargon on Processing Fluency, Self-Perceptions, and Scientific Engagement. Paper presented at *National Communication Association* annual meeting, Baltimore, MD.
- Bullock, O. M. *, Colón Amill, D. *, Shulman, H. C., & Dixon, G. N. (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. Paper presented at *National Communication Association* annual meeting, Baltimore, MD.
- Dixon, G. (2019). Public skepticism of autonomous vehicles: Complex messaging effects. Symposium: The Perception of Scientific Uncertainty and Risk/Technology Acceptance. Presented at *Society for Risk Analysis annual meeting*, Arlington, VA.
- Besley J. & Dixon, G. (2018). How different types of trust may shape support of genetically engineered food. *Abstract presented at Society for Risk Analysis annual meeting*, New Orleans, LA.
- Dixon, G. & Hubner, A. (2018). Neutralizing political worldviews by communicating scientific agreement: A thought-listing study. *Paper presented to the Environmental Communication division of the International Communication Association*, Prague, Czech Republic.
- Dixon, G., Hart, S., Clarke, C., & O'Donnell, N. (2017). Factors of support for self-driving cars. *Poster presented at Society for Risk Analysis annual meeting*, Arlington, VA.
- Ma, Y., Dixon, G., & Hmielowski, J. (2017). More harm than good? Examining the persuasive and backfiring effects of climate change consensus messages. *Presented at the ICA conference*, San Diego, CA.
- Dixon, G., Ma, Y., & Hmielowski, J. (2016). A conflict on consensus: Current critiques and future outlook on climate change consensus messaging research. *Abstract presented at Society for Risk Analysis annual meeting*, San Diego, CA.
- Dixon, G. (2016). A measured critique of the Gateway Belief Model and consensus messaging research. *Paper presented at AEJMC annual conference*, Minneapolis, MN.
- Dixon, G. (2016). Collecting data from online labor market. *Panelist at CT&M PF&R panel, AEJMC annual conference*, Minneapolis, MN.

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

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

INVITED PRESENTATIONS

- Dixon, G. (April 2, 2015). Communicating science and risk to a divided public. *Presented to the College of Veterinary Medicine, Washington State University*
- Dixon, G. (Feb 19, 2015). Public understanding of science and risk. *Presented to the College of Veterinary Medicine, Washington State University*

TECHNICAL REPORTS

- McComas, K., Dixon, G., & Deline, M. (2012). Opinions about energy conservation at Cornell: A 2012 Survey of Faculty, Staff, and Graduate Students in Cornell’s College of Agriculture and Life Sciences, the Samuel Curtis Johnson Graduate School of

Management, and College of Engineering. *Report prepared for Cornell University and Cornell University Agriculture Experiment Station (CUAES).*

TEACHING EXPERIENCE

2017 - Present; Assistant Professor – The Ohio State University

- Comm 2956: Introduction to the Communication of Science, Health, Environment and Risk
- Comm 3440: Environmental Campaigns
- Comm 3311: Communication and Decision Making

2014 - 2017; Assistant Professor – Washington State University

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

2009-2014: Graduate Teaching Assistant – Cornell University

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

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

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

GRADUATE ADVISING

2017 – Present; Assistant Professor – Ohio State University

- Chair of doctoral dissertation committee for Austin Hubner
- Minor member of doctoral dissertation committee for Tran Luong
- Minor member of doctoral dissertation committee for Min Seon Jeong
- Minor member of doctoral dissertation committee for Jared Ott
- Minor member of doctoral dissertation committee for Naomi Tan

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

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

MEDIA COVERAGE OF PUBLISHED RESEARCH

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

UNIVERSITY AND PROFESSIONAL SERVICE

Ohio State University

2018-present: Executive Committee

2018-present: Research Committee

Washington State University

2014 – 2017: SONA systems co-administrator

2015 – 2017: WSU Science Writers Club Faculty Adviser

Service to Academic Associations

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

2014 – Present: Ad hoc reviewer for *Association for Journalism and Mass Communication COMSHER division.*

2016 – Present: Ad hoc reviewer for *International Communication Association Environmental Communication Division.*

Editorial Service for Journals and Conferences

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

Ad hoc reviewer for:

- *Journal of Communication*
- *Communication Research*
- *Human Communication Research*
- *Media Psychology*
- *Environmental Communication*
- *Environmental Politics*
- *Public Understanding of Science*
- *Psychological Reports*
- *Journal of Health Communication*
- *Journal of Responsible Innovation*
- *Journal of Experimental Psychology: Applied*
- *Science Communication*
- *Health Communication*
- *Risk Analysis*
- *Sage Open*
- *Journal of the Association for Information Science and Technology*
- *Journal of Environmental Psychology*
- *Journal of Risk Research*
- *TESS*
- *Energy Research and Social Science*
- *Global Environmental Change*
- *National Science Foundation*
- *Climatic Change*

PROFESSIONAL AFFILIATIONS

- *Association for Education in Journalism and Mass Communication (AEJMC) – Communicating Science, Health, Environment, and Risk Division*
- *International Communication Association –Environmental Communication Division*
- *Society for Risk Analysis - Risk Communication Specialty Group*