

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

- Dixon, G.** (In Press). Undermining credibility: The limited influence of online comments to vaccine-related news stories. *Journal of Health Communication*. Advance online publication. <https://doi.org/10.1080/10810730.2020.1865485>
- 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.**, Garrett, K., Susmann, M. *, & Bushman, B. J. (2020). Public Opinion Perceptions, Private Support, and Public Actions of US Adults Regarding Gun Safety Policy. *JAMA Network Open*. doi: 10.1001/jamanetworkopen.2020.29571
- Shulman, H. C., **Dixon, G.**, Bullock, O. M. *, Colón Amill, D.* (2020). The Effects of Jargon on Processing Fluency, Self-Perceptions, and Scientific Engagement. *Journal of Language and Social Psychology*, 39, 579-597. <https://doi.org/10.1177/0261927X20902177>
- Dixon, G.**, Hart, S., Clarke, C., O'Donnell, N*., & Hmielowski, J. (2020). What drives support for self-driving car technology in the United States? *Journal of Risk Research*, 23(3), 275-287. <https://doi.org/10.1080/13669877.2018.1517384>
- Mattingly, K., Pelletier, T., Lanterman, J., Frevola, D., Stucke, B., Kinney, K., Schwartz, R., Spacht, D., **Dixon, G.**, & Hovick, S. (2020). Disconnects between communicated impact and ecological impact of biological invasions. *BioScience*. 70(3), 252-263. Doi: <https://doi.org/10.1093/biosci/biaa003>
- Ma, Y. *, **Dixon, G.**, Hmielowski, J. (2019). Psychological reactance from reading basic facts on climate change: The role of prior views and political identification. *Environmental Communication*, 13, 71-86. doi: 10.1080/17524032.2018.1548369
- Bullock, O. M. *, Colón Amill, D. *, Shulman, H. C., & **Dixon, G.** (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. *Public Understanding of Science*, 28(7), 845-853.
- Dixon, G.**, Bullock, O*., & Adams, D. * (2019). Unintended Effects of Emphasizing the Role of Climate Change in Recent Natural Disasters. *Environmental Communication*, 13(2), 135-143. <https://doi.org/10.1080/17524032.2018.1546202>

- Dixon, G., & Hubner, A*.** (2018). Neutralizing the effect of political worldviews by communicating scientific agreement: A thought-listing study. *Science Communication, 40*(3), 393-415. doi: 10.1177/1075547018769907
- Dixon, G.** (2017). Making vaccine messaging stick: Perceived causal instability as a barrier to effective vaccine messaging. *Journal of Health Communication, 22*, 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). 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
- 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). 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
- 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
- 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., Deline, M., McComas, K., Chambliss, L. & Hoffmann, M.** (2015). Saving energy at the workplace: The salience of behavioral antecedents and sense of community. *Energy Research and Social Science, 6*, 121-127. doi :10.1016/j.erss.2015.01.004
- Dixon, G., Deline, M., McComas, K., Chambliss, L., & Hoffmann, M.** (2015). Using comparative feedback to influence workplace energy conservation: A case study of a university campaign. *Environment and Behavior, 47*, 667-693. doi: 10.1177/0013916513520417

- Dixon, G.,** McKeever, B., Holton, A., Clarke, C., & Eosco, G. (2015). The power of a picture: Overcoming scientific misinformation by communicating weight of evidence information with visual exemplars. *Journal of Communication, 65*, 639-659 doi:10.1111/jcom.12159
- Dixon, G. & Clarke, C.** (2013). Heightening uncertainty around certain science: Media coverage, false balance, and the autism-vaccine controversy. *Science Communication, 35*(3), 358-382. doi: 10.1177/1075547012458290
- Dixon, G. & Clarke, C.** (2013). The effect of falsely balanced reporting of the autism-vaccine controversy on vaccine safety perceptions and behavioral intentions. *Health Education Research, 28*(2), 352-359. doi: 10.1093/her/cys110
- Birnholtz, J., **Dixon, G.**, & Hancock, J. (2012). Distance, ambiguity and appropriation: Structures affording impression management in a collocated organization. *Computers in Human Behavior, 28*(3), 1028-1035. doi: 10.1016/j.chb.2012.01.005

*denotes graduate student co-author at time of publication

FUNDED GRANTS

- National Science Foundation #2031705 (August 1, 2020 – July 31, 2021). Director of Decision, Risk, and Management Science and Secure and Trustworthy Cyberspace. *RAPID: Quantifying the Downstream Effects of COVID-19 Online Health Information on Risk Perceptions, Decision Making, Policy Preferences, and Preventive Health Behaviors*. Principal Investigator: Nisbet, E.C, Co-PIs: **Dixon, G.**, Garrett, R.K., Wegener, D., Bond, R., Hovick, S. Funded for **\$199,603**
- Ohio State University Collaborative Grant Initiative. (2019-2020). *Pluralistic ignorance in gun policy: How misperceived opinion climates and party cues impede action*. Principal Investigator: **Dixon, G.**, Co-PIs: Garrett, R. K, Bushman, B. Funded for **\$38,750**
- Washington State University New Faculty Seed Grant. (2016-2018). *Overcoming climate change skepticism through tailored consensus messaging*. Principal Investigator: **Dixon, G.** Funded for **\$4,500**.
- National Science Foundation #1260872 (2013-2014). *Doctoral Dissertation Research in Decision, Risk, and Management Sciences: A false balance? Affect, exemplars, and media coverage of controversial risk*. Principal Investigator: McComas, K., Co-PI: **Dixon, G.** Funded for **\$15,097**.

INVITED PUBLICATIONS

Dixon, G.N. & Ma, Y*. (2017). Communicating climate change across workplace and organizational contexts. In Nisbet, M. (Eds.), *Oxford Research Encyclopedia of Climate Science* Oxford University Press, Oxford, United Kingdom. Retrieved from:
<http://climatescience.oxfordre.com/view/10.1093/acrefore/9780190228620.001.0001/acrefore/9780190228620-e-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

van der Linden, S. **Dixon, G.**, Clarke, C., & Cook, J. (Under Review). Inoculating Against Covid-19 Vaccine Misinformation.

MANUSCRIPTS IN PROGRESS

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

Bullock, O., Shulman, H., & **Dixon, G.** (In Progress) Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion

Dixon, G. & Hubner, A. (In Progress). The effects of hedging on scientific press release news coverage.

CONFERENCE PRESENTATIONS

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

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

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

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

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

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

INVITED PRESENTATIONS

- 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
- Minor member of doctoral dissertation committee for Olivia Bullock

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

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

UNIVERSITY AND PROFESSIONAL SERVICE

Ohio State University

2019-present: Graduate Student Committee

2018-2019: Executive Committee

2018-2019: Research Committee

Washington State University

2014 – 2017: SONA systems co-administrator

2015 – 2017: WSU Science Writers Club Faculty Adviser

Service to Governmental Organizations

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

Service to Academic Associations

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

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

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*
- *JAMA Network Open*

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