Hillary C. Shulman, Ph.D.
Curriculum Vitae
Assistant 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

➢ *Assistant Professor*, School of Communication, The Ohio State University
Columbus, Ohio, August 2015- Present

➢ *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 submission

27. Coronel, J., Bullock, O. M.,* **Shulman, H. C.,** Sweitzer, M. D.*, Bond, R. M., & Poulsen, S.* (in press). Eye movements predict large-scale voting decisions. *Psychological Science*

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

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 RTLM: 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

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 accuracywith dichotomous truth-lie judgments and continuous scaling: Are people really more accurate when honesty is scaled? *Communication Research Reports*, *27*(2), 112-122. https://doi.org/10.1080/08824090903526638

4.   Wittenbaum, G. M, **Shulman, H. C.,** Braz, M. E. (2010) Social ostracism in task groups: The effects of group composition. *Small Group Research*, *41*(3), 330-353. https://doi.org/10.1177/1046496410363914

3   DeAndrea, D. C., Carpenter, C. J., **Shulman, H. C.,** & Levine, T. R. (2009). The relationship between cheating behavior and sensation-seeking. *Personality and Individual Differences*, *47* (8), 944-947. https://doi.org/10.1016/j.paid.2009.07.021

2.   Lapinski, M.K., Rimal, R.N., Klein, K.A., & **Shulman, H.C**. (2009). Risk perceptions of people living with HIV/AIDS: How similarity affects optimistic bias. *Journal of Health Psychology*, *14*(2), 251-257. https://doi.org/10.1177/1359105308100209

1.   Walther, J. B., Van Der Heide, B., Hamel, L. M., **Shulman, H. C.,** (2009) Self generated versus other-generated statements and impressions in computer-mediated communication: A Test of warranting theory using Facebook. *Communication Research*, *36*(2), 229-253. https://doi.org/10.1177/0093650208330251

Research Grants

Proposals Funded

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

1.   **Shulman, H. C.,** Boster, F. J., & Carpenter, C. (2010) Do data collection procedures influence political knowledge test performance? *Time-Sharing Experiments for the Social Sciences.*

Proposals Submitted

1.   Coronel, J., **Shulman, H. C.**, & Bond, R. M. (under review). BLINDED. *National Science Foundation.*

Invited Publications

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

1.   **Shulman, H. C.** (2015). Rethinking the way we communicate about politics with millennials. In S. M. Chod, S. M. Caliendo & W. Muck (Eds.), *Technology and civic engagement in the college classroom: Engaging the unengaged.* New York: Palgrave Macmillan.

Awards and Fellowships

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 **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

➢ 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)

Teaching Acknowledgements

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

Invited Talk

➢ Speaker at Michigan State University's Spring Colloquium series hosted by the Department of Communication, Spring 2020

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 **Top Oral Presentation Award** at the Graduate Student Academic Conference for presenting: Exploring social-norms as a group level phenomenon, The Graduate School (2010)

➢ Awarded the **Summer Graduate Research Fellowship**, College of Communication Arts and Sciences, Michigan State University (Summer 2009)

➢ Awarded the University wide, **Excellence in Teaching Citation**, Office of the Provost, Michigan State University (Fall 2009)

➢ Recipient of the **Research Enhancement Award Fellowship**, The Graduate School, Michigan State University (Spring 2008)

➢ **MSU Leader in Learning,** awarded to teachers who have been mentioned by students as inspiring them to learn and to have made a difference, Department of Resident Life, Michigan State University (Spring 2008)

➢ Awarded **Top Four** paper in the Student Division at the annual meeting of the National Communication Association (2008)

➢ Recipient of the **Rasmussen Fellowship Award**, Department of Communication, Michigan State University (2007-2008)

Advising

Ohio State University

➢ **Doctoral Dissertation Advisor**
Olivia M. Bullock (Communication) 2018 – present

➢ **Dissertation Committee Member**
Erin Drouin (Communication) 2020 - present
Shannon Poulsen (Communication) 2019 - present
Victoria Abou-Ghalioum (Environment and Natural Resources) 2019 - present
Matthew D. Sweitzer (Communication) 2017 – present
Min Seon Jeong (Communication) 2018 - 2019
David Clemenson (Communication) Ph.D. earned 2019

➢ **Master's Thesis Advisor**
Emily Schutz (Communication) M.A. earned 2019

➢ **Undergraduate Honor's Thesis Advisor**

Travis Filiky (Majors: Communication, Political Science) B.A. earned 2017

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

Teaching Experience

Ohio State University
COMM7998 – Directed Research
COMM7790 – Statistical Applications in Communication II
COMM4998 – Directed Undergraduate Research
COMM4635 – Communication Dynamics in Teams (Hybrid Lecture Style)
COMM4337 – Public Communication Campaigns
COMM3624 – Communication in Personal Relationships (Hybrid Lecture Style)
COMM3620 – Introduction to Interpersonal Communication (Hybrid Lecture Style)
COMM2321 – Writing for Strategic Communication
COMM1100 – Communication and Society (Traditional and Hybrid Lecture Styles)

North Central College
SPC392 – Introduction to Public Relations
SPC367 – Persuasion Theories
SPC295 – Research Practicum
SPC260 – Introduction to New Media
SPC230 – Business & Professional Communication
SPC214 – Group Processes
SPC200 – Interpersonal Communication
SPC100 – Introduction to Public Speaking
Veranda Course - Writing for Popular Culture
Veranda Course - Community Action in Theory and Practice

Michigan State University
➢ **Sole Instructor**
COM 325 – Interpersonal Influence and Conflict
COM 340 – Leadership and Group Communication
COM 399 – Special Topics: Political Communication
COM 100 – Human Communication and Public Speaking
➢ **Teaching Assistant**
COM 200 – Methods of Communication Inquiry
COM 475 – Communication Campaign Design & Analysis
COM 100 – Human Communication and Public Speaking
COM 875 – Communication Leadership Skills
COM 325 – Interpersonal Influence and Conflict
COM 340 – Leadership and Group Communication

Conference Presentations since 2015
*Indicates student as a co-author at the time of submission

Bullock, O. M.* & **Shulman, H. C.** (November, 2020). *Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion.* Paper accepted for presentation at the annual meeting of the National Communication Association in Indianapolis, IN.

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.

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.

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.

Shulman, H. C. (November, 2019). *Open science practices for communication research.* Panelist for the National Communication Association pre-conference entitled "Getting Results That Survive: Improving Communication Science" in Baltimore, MD.

Shulman, H. C., Dixon, G. N., Bullock, O. M.*, Colón Amill, D.* (November, 2019). *The effects of jargon on processing fluency and self-perceptions: Strengthening framing theory with metacognition.* Paper presented at the annual meeting of the National Communication Association in Baltimore, MD.

Bullock, O. M.*, Colón Amill, D.*, **Shulman, H. C.,** & Dixon, G. N. (November, 2019). *Jargon as a barrier to effective science communication: Evidence from metacognition.* Paper presented at the annual meeting of the National Communication Association in Baltimore, MD.

Shulman, H. C., & Bullock, O. M.* (May, 2019). *How the joint consideration of primary and secondary cognitions in message design should improve the effectiveness of strategic messages.* Paper presented at the annual meeting of the International Communication Association in Washington DC.

Coronel, J., Bullock, O. M.*, **Shulman, H. C.**, Sweitzer, M. D.*, Bond, R. M., & Poulsen, S.* (May, 2019). *Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors.* Paper presented at the annual meeting of the International Communication Association in Washington DC.

Shulman, H. C., & Bullock, O. M.* (November, 2018). *Pairing a gain-loss frame with a metacognitive frame to explain health and risk perceptions and the cognitive processes associated with framing effects.* Paper presented at the annual meeting of the National Communication Association in Salt Lake City, UT. **Top Three Papers in Communication and Social Cognition Division**

Bond, R. M., **Shulman, H. C.,** Gilbert, M.* (November, 2018). *Does having a political discussion help or hurt intergroup perceptions?: Drawing guidance from social identity theory and the contact hypothesis.* Paper presented at the annual meeting of the National Communication Association in Salt Lake City, UT.

Sweitzer, M. D.,* & **Shulman, H. C.** (November, 2017). *Survey of surveys: A content analysis of the language complexity of public opinion polls.* Paper presented at the annual meeting of the National Communication Association in Dallas, TX.

Shulman, H. C. (November, 2016). *Applying metacognition to communication research: Improving political efficacy and interest through word choice.* Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.

Shulman, H. C. & Sweitzer, M. D.* (November, 2016). *Advancing framing theory: Using frames to improve public opinion via metacognition.* Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.

Shulman, H. C., Rhodes, N., Davidson, E.*, Ralston, R.*, Borghetti, L.*, & Morr, L.* (November, 2016). *The state of the field of social norms research.* Paper presented at the annual meeting of the National Communication Association in Philadelphia, PA.

Shulman, H. C., & Chod, S. M., (May, 2015). *A closer look at the relationship between institutions, political participation, and interpersonal political discussions.* Paper presented at the annual meeting of the International Communication Association in San Juan, Puerto Rico.

Shulman, H. C., & Chod, S. M. (April, 2015). *The university structure and political networks: Clues into why college campuses affect political participation.* Paper presented at the annual meeting the annual meeting of the Midwest Political Science Association in Chicago, IL.

Departmental Service

Ohio State University
- 2017 – 2021   Member, Undergraduate Journalism Program 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

North Central College

- ➢ Winter 2014   Worked with SPC and International Programs to create a course equivalency guide for study abroad programs
- ➢ Fall   2013   Assisted with the SPC Department's Program Review
- ➢ 2012 – 2014   Assessment Coordinator for the Department

Michigan State University

- ➢ 2010 – 2011   Graduate Student Representative, College Advisory Council, College of Arts and Sciences
- ➢ 2010 – 2011   Undergraduate Affairs Committee Member, AGSCOM
- ➢ 2009 – 2010   President, AGSCOM
- ➢ November 2008   Panelist for the Enhance Your Future conference, designed to encourage minority groups to pursue higher education
- ➢ 2008 – 2009   Vice President, AGSCOM
- ➢ 2007 – 2008   Search Committee Representative, AGSCOM
- ➢ 2006 – 2007   Social Chair, AGSCOM
- ➢ 2006 – 2007   Masters Affairs Committee, AGSCOM
- ➢ 2005 – 2006   Philanthropy Committee "Bowling for Scholars"
- ➢ 2005 – 2011   Member of the Association for Graduate Students in Communication (AGSCOM)

Institutional Service

North Central College

- ➢ 2013 – 2014   Secretary, Academic Programs and Policies Committee
- ➢ 2013 – 2014   Search Committee Outside Member, Department of Psychology
- ➢ 2013 – 2016   Social Science representative, Research Ethics Committee
- ➢ 2013 – 2014   Faculty Advisor, NCC Ultimate Frisbee Club
- ➢ 2012 – 2013   Participant in a new faculty mentoring group to help acclimate first year faculty members.
- ➢ December 2011   Instructed a faculty workshop on incorporating social media in the classroom
- ➢ October 2011   Panelist on a faculty forum entitled "A Constitution in Crisis: The State of American Democracy"

Michigan State University

- ➢ 2009 – 2010   Graduate Student Representative, College Advisory Council, College of Communication Arts and Sciences
- ➢ September 2009   Assisted in leading a University wide seminar on information sharing in groups (100 attendees)

Editorial Service

Editorial Board Member

- ➢ 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
- 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
- National Communication Association (2007 to present)
- National Science Foundation
- Personal Relationships
- PLOS ONE
- Political Behavior
- Political Communication
- Public Opinion Quarterly
- Public Understanding of Science
- Social Science Computer Review
- Western Journal of Communication

Select Media Coverage

- 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*.

Professional Associations

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