

**Hillary C. Shulman, Ph.D.**  
**Curriculum Vitae**  
Assistant Professor  
School of Communication  
The Ohio State University  
[Shulman.36@osu.edu](mailto:Shulman.36@osu.edu), (847) 772 – 8949

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**Education**

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- **Ph.D. Communication**  
Michigan State University, August 2011  
Specializations: Political, Interpersonal, and Group Communication  
Advisor: Dr. Timothy Levine  
Committee: Drs. Dan Bergan, William Jacoby (Political Science), and Maria Lapinski
- **M.A. Communication**  
Michigan State University, May 2007  
Advisor: Dr. Timothy Levine  
Committee: Drs. Chuck Atkin and Stan Kaplowitz (Sociology)
- **B.S. Communication Science**  
University of Wisconsin at Madison, May 2004

**Specialized Academic Training**

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

**Professional Experience**

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- *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

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- Shulman, H. C.**, Dixon, G. N., 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*
- Rhodes, N., **Shulman, H. C.**, & McClaren, N.\* (in press). Changing norms: A meta-analytic integration of research on social norms appeals. *Human Communication Research*
- 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, 845-853. <https://doi.org/10.1177/0963662519865687>
- 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, 24-39. <https://doi.org/10.1080/23808985.2019.1570472>
- 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, 745-768. <https://doi.org/10.1093/poq/nfy034>
- Shulman, H. C.**, & Sweitzer, M. D.\* (2018). Advancing framing theory: Designing an equivalency frame to improve political information processing. *Human Communication Research*, 44, 155-175. <https://doi.org/10.1093/hcr/hqx006>
- 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>
- 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, 224-237. <https://doi.org/10.1177/0261927X17707557>
- 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>
- Shulman, H. C.**, & DeAndrea, D. C. (2014). Predicting success: Revisiting assumptions about family political socialization. *Communication Monographs*, 81, 386-406. <https://doi.org/10.1080/03637751.2014.936478>
- 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, 177-189. <https://doi.org/10.1080/19312458.2014.937526>

- Roozen, B.\* & **Shulman, H. C.** (2014). Tuning in to the RTLTM: Tracking the evolution of language alongside the Rwandan Genocide using social identity theory. *Journal of Language and Social Psychology*, 33, 167-184.  
<https://doi.org/10.1177/0261927X13513765>
- Shulman, H. C.**, & Wittenbaum, G. M. (2013). Group discussion that promotes positive political experiences. *Human Communication*, 16, 121-132. [available upon request]
- 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, 169-174.  
<https://doi.org/10.1080/08824096.2012.762905>
- 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, 21 – 46. <https://doi.org/10.1111/j.1468-2958.2012.01441.x>
- 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, 532-552.  
<https://doi.org/10.1111/j.1460-2466.2012.01642.x>
- Banas, J., Turner, M. M., & **Shulman, H. C.** (2012). A test of competing hypotheses of the effect of mood on persuasion. *Communication Quarterly*, 60, 143-164.  
<https://doi.org/10.1080/01463373.2012.668845>
- 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, 377-403.  
<https://doi.org/10.1111/j.1468-2958.2011.01407.x>
- Levine, T. R., Shaw, A. S., & **Shulman, H. C.** (2010). Increasing deception detection accuracy with strategic questioning. *Human Communication Research*, 36, 216-231.  
<https://doi.org/10.1111/j.1468-2958.2010.01374.x>
- Levine, T. R., Serota, K. B., **Shulman, H. C.** (2010). The impact of *Lie to Me* on viewer's actual ability to detect deception. *Communication Research*, 37, 847-856.  
<https://doi.org/10.1177/0093650210362686>
- 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, 112-122.  
<https://doi.org/10.1080/08824090903526638>
- Wittenbaum, G. M, **Shulman, H. C.**, Braz, M. E. (2010) Social ostracism in task groups: The effects of group composition. *Small Group Research*, 41, 330-353.  
<https://doi.org/10.1177/1046496410363914>

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, 944-947. <https://doi.org/10.1016/j.paid.2009.07.021>

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, 251-257. <https://doi.org/10.1177/1359105308100209>

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, 229-253. <https://doi.org/10.1177/0093650208330251>

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### Research Grants

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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).

**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*.

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### Invited Publications

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Bullock, O. M.\* & **Shulman, H. C.** (Forthcoming). Framing. In J. Van den Bulck (Ed.), *The international encyclopedia of media psychology*. Hoboken, NJ: Wiley-Blackwell

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

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### Awards and Fellowships

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#### 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

- 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)

### 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)

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## Advising

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### Ohio State University

- **Doctoral Dissertation Advisor**  
Olivia M. Bullock (Communication) 2018 – present
- **Dissertation Committee Member**  
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

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## Teaching Experience

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### Ohio State University

COMM7998 – Directed Research  
COMM7790 – Statistical Applications in Communication II  
COMM4998 – Directed Undergraduate Research  
COMM4635 – Communication Dynamics in Teams  
COMM4337 – Public Communication Campaigns  
COMM3624 – Communication in Personal Relationships (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 2014)

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

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**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 to be presented 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 to be presented 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 to be presented 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.



**Shulman, H. C.,** Bushman, K.\*, Huizenga, E.\*, Ward, M.\*, & Wresinski, K.\*(November, 2014). *Can group discussions be used to facilitate political interest and efficacy in college students?: A longitudinal study.* Paper presented at the annual meeting of the National Communication Association in Chicago, IL.

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### Departmental Service

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#### Ohio State University

- Fall 2019 Member, Search committee
- 2017 – 2020 Member, Undergraduate Journalism Program 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 various PRSSA events

#### 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)

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### Institutional Service

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#### 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)

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**Editorial Service**

**Editorial Board Member**

- Journal of Communication (2018-present)

**Invited Reviewer**

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

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**Grant Experience and Consulting**

**Reviewer**

- National Science Foundation Proposal Reviewer, March 2017

### **Research Assistant**

- Research assistant for a project with INgage media, the State of Michigan, and Michigan State University to develop a social networking site to improve energy efficiency practices in local units of government, Fall 2010 – Spring 2011
- Worked as a research assistant for a series of deception studies funded by the *National Science Foundation*, Fall 2008 – Spring 2009

### **Project Coordinator**

- Kolt Communication and Lansing Regional Airport, Dec. 2007, 2008, 2009, 2010
- Atkin Group: Coordinator for public opinion polls measuring citizens' level of awareness and concerns with local issues (2007 – 2008)

### **Professional Associations**

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