

Matthew D. Sweitzer, M.A.

Ph.D. Candidate

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Education

- 2015 - 2021 (anticipated) Ohio State University - Columbus
Ph.D., Communication
Dissertation:
"Selection homophily in dynamic political communication networks:
An interpersonal perspective."
Committee:
Dr. Robert Bond (Chair, School of Communication)
Dr. Skyler Cranmer (Political Science)
Dr. William Eveland, Jr. (School of Communication)
Dr. Hillary Shulman (School of Communication)
- 2015 - 2019 Ohio State University - Columbus
M.A., Communication
- 2008 - 2012 University of Missouri - Columbia
B.A., Communication, with honors

Academic Appointments

The Ohio State University

Teaching

- Communication Industry Research Methods* - Laboratory Instructor Fall 2020
Dr. Jason Coronel; no evaluation data
- Communication Industry Research Methods* - Instructor of Record Summer 2020
Student evaluation: 4.64/5
- Communication Industry Research Methods* - Laboratory Instructor Spring 2019
Dr. Olga Kamenchuk; Student evaluation: 4.67/5
- Communication Industry Research Methods* - Laboratory Instructor Fall 2018
Dr. Olga Kamenchuk; Student evaluation: 4.05/5
- Persuasive Communication* - Instructor of Record Spring 2016
Student evaluation: 4.74/5
- Crisis Communication* - Teaching Assistant Fall 2015
Dr. Lanier Holt; no evaluation data

Graduate Research Associate

- Dr. Robert Bond Fall 2016 - Summer 2017, Spring 2020
- Dr. David DeAndrea Fall 2019
- Dr. Lanier Holt Fall 2017 - Spring 2018
- Dr. Jason Coronel Summer 2016, Summer 2018

Peer-Reviewed Publications

- Bond, R. M., & Sweitzer, M. D. (*in press*). Political homophily in a large-scale online communication network. *Communication Research*. doi:10.1177/0093650218813655
- Coronel, J. C., Ott, J., Hubner, A., Sweitzer, M. D., & Lerner, S. (*in press*). How are competitive framing environments transformed by person-to-person communication? An integrated social transmission, content analysis, and eye movement monitoring approach. *Communication Research*. doi:10.1177/0093650220903596

- Coronel, J. C., Poulsen, S., & **Sweitzer, M. D.** (2020). Investigating the generation and spread of numerical misinformation: A combined eye movement monitoring and social transmission approach. *Human Communication Research*, 46(1), 25-54. doi:10.1093/hcr/hqzo12
- Holt, L. F., & **Sweitzer, M. D.** (2020). More than a black and white issue: Ethnic identity, social dominance orientation, and support for the Black Lives Matter movement. *Self and Identity*, 19(1), 16-31. doi:10.1080/15298868.2018.1524788
- Melamed, D., Simpson, B., Harrell, A., Munn, C. W., Abernathy, J., & **Sweitzer, M. D.** (2020). Homophily and segregation in cooperative networks. *American Journal of Sociology*, 125(4), 1084-1127. doi:10.1086/708142
- 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. doi:10.1093/poq/nfy034
- Coronel, J. C., & **Sweitzer, M. D.** (2018). Remembering political messages in dynamic information environments: Insights from eye movements. *Human Communication Research*, 44(4), 374-398. doi:10.1093/hcr/hqyo06
- 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. doi:10.1093/hcr/hqx006
- 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. doi:10.1177/0261927X17707557

Published Proceedings

- Doyle, C., Naugle, A., Bernard, M., Lakkaraju, K., Kittinger, R., **Sweitzer, M. D.**, & Rothganger, F. (in press). Group formation theory at multiple scales. In *Proceedings of the 2020 International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction and Behavior Representation in Modeling and Simulation (SBP-BRiMS)*.
- Berkemer, S. J., Cheong, S. L., Edgerton, J., Kogan, M., Laishram, R., Pacheco, A. R., Shannon, A., **Sweitzer, M. D.**, & Wang, X. (2019). A study on public transport mobility flows in Singapore. In *2018 Complex Systems Summer School Proceedings*, (pp. 22). Santa Fe, NM: Santa Fe Institute. Retrieved from https://wiki.santafe.edu/images/9/9d/Proceedings_2018_v2.pdf
- Gunda, T., **Sweitzer, M. D.**, Comer, K. T., Finn, C., Murillo-Sandoval, S., & Huff, J. (2019). Evolution of water narratives in local U.S. newspapers: A case study of Utah and Georgia. In *2018 Complex Systems Summer School Proceedings*, (pp. 9). Santa Fe, NM: Santa Fe Institute. Retrieved from https://wiki.santafe.edu/images/9/9d/Proceedings_2018_v2.pdf

Conference Presentations

Communication

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| National Communication Association (NCA) Annual Convention
<i>Retracing the Path of personal network curation into social media</i>
Bayer, J. B., Sweitzer, M. D. , Xiang, H., Mohan, S., & Myers, E. | 2020 |
| International Communication Association (ICA) Annual Convention
<i>Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments</i>
Shulman, H. C., Sweitzer, M. D. , Bullock, O. M., Coronel, J. C., Bond, R. M., & Poulsen, S.
<i>Examining how stereotypes cue double-standards for Blacks and women in news</i>
Holt, L. F., & Sweitzer, M. D.
<i>Thinking reflectively or intuitively: How cognitive reflection moderates the effect of language complexity on abstention</i>
Poulsen, S., Coronel, J. C., Sweitzer, M. D. , Bullock, O. M., Shulman, H. C., & Bond, R. M. | 2020 |

- Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2020
Transforming science information via person-to-person communication: Insights from experimental transmission chains and eye movements
 Hubner, A., Coronel, J. C., Ott, J., **Sweitzer, M. D.**, & Lerner, S.
- National Communication Association (NCA) Annual Convention 2019
Choice homophily in political discussion networks: Evidence from formal dynamic models of the selectivity function
Sweitzer, M. D.
Investigating how person-to-person communication transforms frames: A combined social transmission, content analysis, and eye movement monitoring approach (top paper)
 Coronel, J. C., Ott, J., **Sweitzer, M. D.**, Hubner, A., & Lerner, S.
- International Communication Association (ICA) Annual Convention 2019
Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors
 Coronel, J. C., Bullock, O., Shulman, H. C., **Sweitzer, M. D.**, Bond, R. M., & Poulsen, S.
- International Communication Association (ICA) Annual Convention 2018
Political homophily in a large-scale online communication network
 Bond, R. M., & **Sweitzer, M. D.**
Down to a r/science: Integrating computational approaches to the study of communication on Reddit
 Bond, R. M., Hubner, A., McKnight, J., & **Sweitzer, M. D.**
The generation and spread of numerical misinformation: A combined eye movement and social transmission approach
 Coronel, J. C., Poulsen, S., & **Sweitzer, M. D.**
- Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference 2018
More than a black and white issue: Racialized identity and support for Black Lives Matter
 Holt, L. F., & **Sweitzer, M. D.**
- National Communication Association (NCA) Annual Convention 2017
Survey of surveys: A content analysis of the language complexity in public opinion polls
Sweitzer, M. D., & Shulman, H. C.
- International Communication Association (ICA) Annual Convention 2017
Eye movements as measures of memory in communication research (top paper)
 Coronel, J. C., & **Sweitzer, M. D.**
- National Communication Association (NCA) Annual Convention 2016
Advancing framing theory: Using frames to improve public opinion via metacognition
 Shulman, H. C., & **Sweitzer, M. D.**
- Political Science
- American Political Science Association (APSA) Annual Meeting 2018
Political homophily in a large-scale online communication network
 Bond, R. M., & **Sweitzer, M. D.**
- Political Networks (PolNet) Conference 2017
Partisan network selection: Theoretical and agent-based models of homophilic political discussion networks
Sweitzer, M. D., & Bond, R. M.
- American Political Science Association (APSA) Annual Meeting 2016
Television news content predicts political knowledge
Sweitzer, M. D., & Bond, R. M.

American Political Science Association (APSA) Annual Meeting (Cont.) 2016
Using structural topic models to assess television news content
 Bond, R. M., & Sweitzer, M. D.

General Science

International Conference on Complex Systems (ICCS) 2020
Communicative vibration: A graph-theoretic approach to group stability in an online social network
 Sweitzer, M. D., Kittinger, R., Doyle, C., Naugle, A., Lakkaraju, K., Rothganger, F., & Verzi, S.

International Conference on Social Computing, Behavioral-Cultural Modeling, & Prediction and Behavior Representation in Modeling and Simulation (SBP-BRIMS) 2020
Group formation theory at multiple scales
 Doyle, C., Naugle, A., Bernard, M., Lakkaraju, K., Kittinger, R., Sweitzer, M. D., & Rothganger, F.

American Geophysical Union (AGU) Fall Meeting 2018
Evolution of water narratives in local U.S. newspapers
 Witte, A., Hornberger, G. M., Gunda, T., Gilligan, J., & Sweitzer, M. D.

Works in Progress

Revise and Resubmit

Coronel, J. C., Bullock, O. M., Shulman, H. C., Sweitzer, M. D., Bond, R. M., & Poulsen, S. Large-scale voting decisions predicted by eye movements. *Psychological Science*.

Hubner, A., McKnight, J., Sweitzer, M. D., & Bond, R. M. Down to a r/science: Integrating computational approaches to the study of credibility on Reddit. *Computational Communication Research*.

Manuscript Under Review

Shulman, H. C., Sweitzer, M. D., Bullock, O. M., Coronel, J. C., Poulsen, S., & Bond, R. M. Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments. *Communication Research*.

Bayer, J. B., Sweitzer, M. D., Xiang, H., Mohan, S., & Myers, E. Retracing the Path of personal network curation into social media. *Journal of Communication*.

Manuscript in Development

Sweitzer, M. D., & Bond, R. M. Selectivity in political discussion networks: Reassessing tie choice in dynamic, agent-based models. *Target: social networks subfield journal*.

Sweitzer, M. D., & Bond, R. M. Selectivity in political discussion networks: Human subjects Breadboard quasi-experiment. *Target: political communication subfield journal*.

Sweitzer, M. D., Kittinger, R., Doyle, C., Naugle, A., Lakkaraju, K., Rothganger, F., & Verzi, S. Communicative vibration: A graph-theoretic approach to group stability in an online social network. *Target: complexity science journal*.

Gunda, T., Sweitzer, M. D., Hornberger, G. M., Gilligan, J., & Witte, A. Water conservation narratives in U.S. newspapers and state law: A content analytic approach to policy agenda setting. *Target: general science journal*.

Holt, L. F., & Sweitzer, M. D. Activating double standards: Examining how stereotypes about gender and race influence audiences' perceptions of women and African Americans profiled in news stories. *Target: psychology journal*.

Research Grants

Miller Research Award, \$17,288.87 - Ohio State University, School of Communication (Awarded 2018).
 Principal Investigator: Jason Coronel

Honors and Awards

<i>Top Paper Award</i> National Communication Association - Political Communication Division	2019
<i>Doris Gildea Morgan Scholarship Award</i> (senior researcher award) The Ohio State University School of Communication	2019
<i>Walter B. Emery Memorial Scholarship Award</i> (junior researcher award) The Ohio State University School of Communication	2018
<i>Top Paper Award</i> International Communication Association - Communication, Science, & Biology Division	2017
<i>Travel Award</i> International Communication Association - Communication, Science, & Biology Division	2017
<i>Graduate Fellowship Award</i> Political Networks Conference	2017
<i>Honors Society Member</i> Lambda Pi Eta National Communication Honors Society, Chi Beta chapter	2011-
<i>Edward and Ellen Kniep Memorial Scholarship</i> University of Missouri	2008-2012
<i>John and Virginia Sutherland Scholarship</i> University of Missouri	2008-2012

Service

International Communication Association - Political Communication Division <i>Invited Reviewer</i> (Autumn 2017, 2018, 2019, 2020)
International Communication Association - Computational Methods Group <i>Invited Reviewer</i> (Autumn 2020)
National Communication Association - Political Communication Division <i>Invited Reviewer</i> (Spring 2018, 2019, 2020)
Ohio State University School of Communication <i>Peer Mentor</i> (Autumn 2018-Spring 2019)
Ohio State University School of Communication - Graduate Student Organization <i>Treasurer</i> (Autumn 2016-Summer 2017)

Additional Training

<i>Complex Systems Summer School</i> Santa Fe Institute	June 10 - July 6, 2018
<i>Workshops on social network analysis</i> Political Networks Conference	June 14 - 15, 2017
<i>Workshops on structural equation modeling</i> Statistical Horizons and The Ohio State University, School of Communication	August 8 - 9, 2016
<i>Graduate teaching workshops</i> The Ohio State University, University Center for the Advancement of Teaching	August 15 - 17, 2015

Professional Experience

<i>Graduate Technical Intern / Research Consultant</i> Sandia National Laboratories	May 6, 2019 - ongoing
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Professional Memberships

International Communication Association (ICA)	Member, 2017-present
National Communication Association (NCA)	Member, 2016-present
American Political Science Association (APSA)	Member, 2016-present

References

Dr. Robert Bond (advisor)

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Dr. Hillary Shulman (committee)

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Dr. William Eveland, Jr. (committee)

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Dr. Jason Coronel (research)

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Dr. Lanier Holt (teaching)

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