

# Matthew D. Sweitzer, M.A.

Ph.D. Candidate

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## Education

- 2015 – Ohio State University - Columbus  
*Ph.D., Communication*  
Committee:  
Dr. Robert M. Bond (Chair, School of Communication)  
Dr. Skyler J. Cranmer (Political Science)  
Dr. William P. Eveland, Jr. (School of Communication)  
Dr. Hillary C. 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

#### 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

#### Graduate Teaching Associate

*Comm 3333 - Crisis Communication* (Course Supervisor: Dr. Lanier Holt, Fall 2015)

*Comm 3163 - Industry Research Methods* (Instructor of Record, Summer 2020)

*Comm 3163 - Industry Research Methods* (Laboratory Instructor; Course Supervisor:  
Dr. Olga Kamenchuk, Fall 2018 – Spring 2019)

*Comm 2367 - Persuasive Communication* (Instructor of Record, Spring 2016)

## 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*.

Melamed, D., Simpson, B., Harrell, A., Munn, C. W., Abernathy, J., & **Sweitzer, M. D.** (in press). Homophily and segregation in cooperative networks. *The American Journal of Sociology*.

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/hqz012

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

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/hqy006

Shulman, H. C., & **Sweitzer, M. D.** (2018a). 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.** (2018b). 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

**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

## Published Proceedings

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](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](https://wiki.santafe.edu/images/9/9d/Proceedings_2018_v2.pdf)

## Conference Proceedings

### *American Geophysical Union Fall Meeting*

Witte, A., Hornberger, G. M., Gunda, T., Gilligan, J., & **Sweitzer, M. D.** (2018). Evolution of water narratives in local U.S. newspapers.

### *American Political Science Association Annual Meeting*

Bond, R. M., & **Sweitzer, M. D.** (2018). Political homophily in a large-scale online communication network.

Bond, R. M., & **Sweitzer, M. D.** (2016). Using structural topic models to assess television news content.

**Sweitzer, M. D.**, & Bond, R. M. (2016). Television news content predicts political knowledge.

*Association for Education in Journalism and Mass Communication Annual Conference*

Holt, L. F., & **Sweitzer, M. D.** (2018). More than a black and white issue: Racialized identity and support for Black Lives Matter.

*International Communication Association Annual Conference*

Bond, R. M., Hubner, A., McKnight, J., & **Sweitzer, M. D.** (2018). Down to a r/science: Integrating computational approaches to the study of communication on Reddit.

Bond, R. M., & **Sweitzer, M. D.** (2018). Political homophily in a large-scale online communication network.

Coronel, J. C., Bullock, O., Shulman, H. C., **Sweitzer, M. D.**, Bond, R. M., & Poulsen, S. (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., Poulsen, S., & **Sweitzer, M. D.** (2018). The generation and spread of numerical misinformation: A combined eye movement and social transmission approach.

Coronel, J. C., & **Sweitzer, M. D.** (2017). Eye movements as measures of memory in communication research. (*top paper*)

Holt, L. F., & **Sweitzer, M. D.** (2020). Examining how stereotypes cue double-standards for Blacks and women in news.

Poulsen, S., Coronel, J. C., **Sweitzer, M. D.**, Bullock, O. M., Shulman, H. C., & Bond, R. M. (2020). Thinking reflectively or intuitively: How cognitive reflection moderates the effect of language complexity on abstention.

Shulman, H. C., **Sweitzer, M. D.**, Bullock, O. M., Coronel, J. C., Bond, R. M., & Poulsen, S. (2020). Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments.

*National Communication Association Annual Convention*

Coronel, J. C., Ott, J., **Sweitzer, M. D.**, Hubner, A., & Lerner, S. (2019). Investigating how person-to-person communication transforms frames: A combined social transmission, content analysis, and eye movement monitoring approach. (*top paper*)

Shulman, H. C., & **Sweitzer, M. D.** (2016). Advancing framing theory: Using frames to improve public opinion via metacognition.

**Sweitzer, M. D.**, & Shulman, H. C. (2017). Survey of surveys: A content analysis of the language complexity in public opinion polls.

**Sweitzer, M. D.** (2019). Choice homophily in political discussion networks: Evidence from formal dynamic models of the selectivity function.

### *Political Networks Conference*

**Sweitzer, M. D., & Bond, R. M. (2017).** Partisan network selection: Theoretical and agent-based models of homophilic political discussion networks.

### Research Grants

*19<sup>th</sup> Annual Miller Research Award*, \$17,000 - Ohio State University, School of Communication (Awarded 2018). Principal Investigator: Jason Coronel

### Honors and Awards

*Top Paper* – National Communication Association, 2019 Annual Conference; Political Communication Division

*Doris Gildea Morgan Scholarship Award* (senior researcher award) - Ohio State University, School of Communication (Awarded 2019)

*Walter B. Emery Memorial Scholarship Award* (junior researcher award) - Ohio State University, School of Communication (Awarded 2018)

*2017 Graduate Fellowship Award* - Political Networks Conference

*2017 ICA Travel Award* - Communication, Science, & Biology Division

*Top Paper* – International Communication Association, 2017 Annual Conference; Communication, Science, & Biology Division

*Departmental Honors* – University of Missouri, Department of Communication (Awarded 2012)

*Member* – Lambda Pi Eta National Communication Honors Society, Chi Beta chapter

*Edward and Ellen Kniep Memorial Scholarship* – University of Missouri (Awarded 2008-2012)

*John and Virginia Sutherland Scholarship* – University of Missouri (Awarded 2008-2012)

### Service

International Communication Association - Political Communication Division  
*Invited Reviewer*, (Autumn 2017, 2018, 2019, 2020)

International Communication Association - Computational Methods Group  
*Invited Reviewer*, (Autumn 2020)

Ohio State University School of Communication  
*Peer Mentor*, (Autumn 2018–Spring 2019)

National Communication Association - Political Communication Division  
*Invited Reviewer*, (Spring 2018, 2019)

Ohio State University School of Communication - Graduate Student Organization  
*Treasurer*, (Autumn 2016–Summer 2017)

## Additional Training

*Graduate Technical Intern*, Machine Intelligence group, Sandia National Laboratories, May 6, 2019 – ongoing

*Complex Systems Summer School*, Santa Fe Institute, June 10 – July 6, 2018

*Workshops on Social Network Analysis*, Political Networks Conference, June 14 – 15, 2017

*Statistical Horizons* workshop on structural equation modeling, The Ohio State University, August 8 – 9, 2016

*University Center for the Advancement of Teaching* graduate teaching orientation, The Ohio State University, August 15 – 17, 2015