Matthew D. Sweitzer, Ph.D.

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Education

2015 – 2021   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

Professional Experience

Postdoctoral Appointee – Machine Intelligence Group   July 30, 2021 – *ongoing*
  Sandia National Laboratories

Graduate Technical Intern – Machine Intelligence Group   May 6, 2019 – July 30, 2021
  Sandia National Laboratories

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., 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.* doi:10.1177/0956797621991142

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

Hubner, A., McKnight, J. M., **Sweitzer, M. D.**, & Bond, R. M. (2021). Down to a r/science: Integrating computational approaches to the study of credibility on Reddit. *Computational Communication Research, 3*(1), 91-115. doi:10.5117/CCR2021.1.004.HUBN

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

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/hqy006

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

Honors and Awards

Walter Lippmann Best Article of the Year Award 2021
for "Investigating the generation and spread of numerical misinformation"
American Political Science Association – Political Communication Section

Best Paper Award for "More than a black and white issue" 2020
The International Society for Self and Identity

Doris Gildea Morgan Scholarship Award (senior researcher award) 2019
The Ohio State University School of Communication

Top Paper Award for "Investigating how person-to-person communication transforms frames" 2019
National Communication Association – Political Communication Division

Walter B. Emery Memorial Scholarship Award (junior researcher award) 2018
The Ohio State University School of Communication

Top Paper Award for "Eye movements as measures of memory in communication research" 2017
International Communication Association – Communication, Science, & Biology Division

Travel Award 2017
International Communication Association – Communication, Science, & Biology Division

Graduate Fellowship Award 2017
Political Networks Conference

Honors Society Member 2011–
Lambda Pi Eta National Communication Honors Society, Chi Beta chapter

Edward and Ellen Kniep Memorial Scholarship 2008 – 2012
University of Missouri

John and Virginia Sutherland Scholarship 2008 – 2012
University of Missouri

Additional Training

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

Workshops on social network analysis June 14 – 15, 2017
Political Networks Conference

Workshops on structural equation modeling August 8 – 9, 2016
Statistical Horizons and The Ohio State University, School of Communication

Graduate teaching workshops August 15 – 17, 2015
The Ohio State University, University Center for the Advancement of Teaching

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

Teaching

Social Media – Instructor of Record — Summer 2021
no evaluation data

Communication Industry Research Methods – Laboratory Instructor — Spring 2021
Dr. Jason Coronel; Student evaluation: 5.00/5

Communication Industry Research Methods – Laboratory Instructor — Fall 2020
Dr. Jason Coronel; Student evaluation: 4.44/5

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

Works in Progress

Revise and Resubmit

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*.

Sweitzer, M. D., & Bond, R. M. Selectivity in political discussion networks: Reassessing tie choice in dynamic, agent-based models. *Computational Communication Research*.

Manuscript Under Review

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

Manuscript in Development

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*.

Published Proceedings

Doyle, C., Naugle, A., Bernard, M., Lakkaraju, K., Kittinger, R., **Sweitzer, M. D.**, & Rothganger, F. (2020). Group formation theory at multiple scales. In R. Thomson, H. Bisgin, C. Dancy, A. Hyder, & M. Hussain (Eds.), Social, Cultural, and Behavioral Modeling, SBP-BRiMS 2020 (pp. 171-181). Springer. doi:10.1007/978-3-030-61255-9_17

Berkemer, S. J., Cheong, S. L., Edgerton, J., Kogan, M., Laisshram, 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

National Communication Association (NCA) Annual Convention 2020

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

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.

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.

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.

International Communication Association (ICA) Annual Convention 2020

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

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

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

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.

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.**

American Political Science Association (APSA) Annual Meeting 2018

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

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.

Political Networks (PolNet) Conference 2017

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

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.**

American Political Science Association (APSA) Annual Meeting 2016

Television news content predicts political knowledge
Sweitzer, M. D., & Bond, R. M.

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

Research Grants

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

Service

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

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

National Communication Association - Political Communication Division
Invited Reviewer (Spring 2018, 2019, 2020)

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

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

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)
School of Communication
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abier@sandia.gov