

Matthew D. Sweitzer, M.A.

Ph.D. Candidate

Phone: +1 (815) 307-2647
Email: email@matthewsweitzer.com
Website: matthewsweitzer.com

3086 Derby Hall
154 N. Oval Mall
Columbus, OH 43210

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

- | | |
|--|-------------|
| <i>Social Media</i> – Instructor of Record
no evaluation data | Summer 2021 |
| <i>Communication Industry Research Methods</i> – Laboratory Instructor
<i>Dr. Jason Coronel</i> ; Student evaluation: 5.00/5 | Spring 2021 |
| <i>Communication Industry Research Methods</i> – Laboratory Instructor
<i>Dr. Jason Coronel</i> ; Student evaluation: 4.44/5 | Fall 2020 |
| <i>Communication Industry Research Methods</i> – Instructor of Record
Student evaluation: 4.64/5 | Summer 2020 |
| <i>Communication Industry Research Methods</i> – Laboratory Instructor
<i>Dr. Olga Kamenchuk</i> ; Student evaluation: 4.67/5 | Spring 2019 |
| <i>Communication Industry Research Methods</i> – Laboratory Instructor
<i>Dr. Olga Kamenchuk</i> ; Student evaluation: 4.05/5 | Fall 2018 |
| <i>Persuasive Communication</i> – Instructor of Record
Student evaluation: 4.74/5 | Spring 2016 |
| <i>Crisis Communication</i> – Teaching Assistant
<i>Dr. Lanier Holt</i> ; no evaluation data | Fall 2015 |

Graduate Research Associate

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|---------------------------|--------------------------------------|
| <i>Dr. Robert Bond</i> | Fall 2016 – Summer 2017, Spring 2020 |
| <i>Dr. David DeAndrea</i> | Fall 2019 |
| <i>Dr. Lanier Holt</i> | Fall 2017 – Spring 2018 |
| <i>Dr. Jason Coronel</i> | 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., Bullock, O. M., Shulman, H. C., **Sweitzer, M. D.**, Bond, R. M., & Poulsen, S. 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

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., 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

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

- 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.**
- 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.**
- 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.**
- 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
<i>Eye movements as measures of memory in communication research (top paper)</i> Coronel, J. C., & Sweitzer, M. D.	
National Communication Association (NCA) Annual Convention	2016
<i>Advancing framing theory: Using frames to improve public opinion via metacognition</i> Shulman, H. C., & Sweitzer, M. D.	
American Political Science Association (APSA) Annual Meeting	2016
<i>Television news content predicts political knowledge</i> Sweitzer, M. D. , & Bond, R. M.	
<i>Using structural topic models to assess television news content</i> Bond, R. M., & Sweitzer, M. D.	

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*.

Research Grants

<i>Miller Research Award</i> , \$17,288.87 - Ohio State University, School of Communication Principal Investigator: Jason Coronel	2018
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Honors and Awards

<i>Walter Lippmann Best Article of the Year Award</i> for "Investigating the generation and spread of numerical misinformation" American Political Science Association – Political Communication Section	2021
<i>Best Paper Award</i> for "More than a black and white issue" The International Society for Self and Identity	2020
<i>Doris Gildea Morgan Scholarship Award</i> (senior researcher award) The Ohio State University School of Communication	2019
<i>Top Paper Award</i> for "Investigating how person-to-person communication transforms frames" National Communication Association – Political Communication Division	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> for “Eye movements as measures of memory in communication research” 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>Postdoctoral Appointee</i> – Machine Intelligence Group Sandia National Laboratories	July 31, 2021 – <i>ongoing</i>
<i>Graduate Technical Intern</i> – Machine Intelligence Group Sandia National Laboratories	May 6, 2019 – July 31, 2021

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
The Ohio State University
bond.136@osu.edu

Dr. William Eveland, Jr. (committee)
School of Communication
The Ohio State University
eveland.6@osu.edu

Dr. Lanier Holt (teaching)
School of Communication
The Ohio State University
holt.341@osu.edu

Dr. Hillary Shulman (committee)
School of Communication
The Ohio State University
shulman.36@osu.edu

Dr. Jason Coronel (research)
School of Communication
The Ohio State University
coronel.4@osu.edu