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

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

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

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. (*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., 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

Communication

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 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.

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.

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. Eye movements predict large-scale voting decisions. *Psychological Science.*

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 2018
Principal Investigator: Jason Coronel

Honors and Awards

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

Top Paper Award 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   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

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)

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

Professional Experience

Graduate Technical Intern & *Research Consultant*   May 6, 2019 – *ongoing*
    Sandia National Laboratories

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. Lanier Holt (teaching)
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