

Robert M. Bond

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Academic Positions

Associate Professor, School of Communication, Ohio State University (2019 –)

Assistant Professor, School of Communication, Ohio State University (2013 – 2019)

Courtesy Appointment, Department of Political Science, Ohio State University (2013 –)

Education

Ph.D., Political Science, University of California, San Diego, 2013.

M.A., Political Science, Arizona State University, 2007.

B.A., Political Science, Arizona State University, 2006.

Publications

PEER-REVIEWED JOURNAL ARTICLES

1. Yue Li and Robert M. Bond. Examining semantic (dis)similarity in news through news organizations' ideological similarity, similarity in truthfulness, and public engagement on social media: A network approach. *Human Communication Research* (forthcoming).
2. Austin Hubner and Robert M. Bond. I Am A Scientist... Ask Me Anything: Explicating the role of past behavior on scientists' future public engagement intentions. *Journal of Science Communication* (forthcoming).
3. Hillary Shulman, Matthew Sweitzer, Jason Coronel, Olivia Bullock, Shannon Poulsen, and Robert M. Bond. Predicting Vote Choice and Election Outcomes from Ballot Wording: The Role of Processing Fluency in Low Information Direct Democracy Elections. *Political Communication* (published online 2022).
4. Matthew Osborne, Sam Malloy, Erik Nisbet, Robert M. Bond, and Joe Tien. Sentinel node approach to monitoring online COVID-19 misinformation. *Scientific Reports* 12:9832 (14 June 2022).
5. Yue Li and Robert M. Bond. Evidence of the persistence and consistency of social signatures. *Applied Network Science* 7(10): 1-19 (2022).
6. Tasleem J. Padamsee, Robert M. Bond, Graham N. Dixon, Shelly R. Hovick, Kilhoe Na, Erik C. Nisbet, Duane T. Wegener, and R. Kelly Garrett. Changes in COVID-19 Vaccine Hesitancy Among Black and White Americans. *JAMA Network Open* 5(1): e2144470 (2022).

7. Robert M. Bond, and Matthew D. Sweitzer. Political homophily in a large-scale online communication network. *Communication Research* 49 (1): 93-115 (2022).
8. Robert M Bond. Social Network Determinants of Screen Time among Adolescents. *The Social Science Journal* 59 (2): 236-251 (2022).
9. Austin Hubner and Robert M. Bond. I Am A Scientist... Ask Me Anything: Examining differences between male and female scientists participating in a Reddit AMA session. *Public Understanding of Science* 31 (4): 458-472 (2022).
10. Jason Coronel, Olivia Bullock, Hillary Shulman, Matthew D. Sweitzer, Robert M. Bond, and Shannon Poulsen. Eye movements predict large-scale voting decisions. *Psychological Science* 32 (6): 836-848 (2021).
11. Robert M. Bond, Skyler Cranmer, Lauren Ratliff Santoro, Eloise E. Kaizar, David J. Sivakoff, Eli Assaf, and Susumu Shikano. Understanding the Relationship Between Official and Social Information about Infectious Disease. *Journal of Medical Internet Research* 23 (11): e25287 (2021).
12. Lauren Ratliff Santoro, Eli Assaf, Robert M. Bond, Eloise E. Kaizar, David J. Sivakoff, and Skyler Cranmer. Exploring the Direct and Indirect Effects of Elite Influence on Public Opinion. *PLoS One* 16 (11): e0257335 (2021).
13. Kelly Garrett, and Robert M. Bond. Conservatives' susceptibility to political misperceptions. *Science Advances* 7:eabf1234 (2 June 2021).
14. Austin Hubner, Jessica McKnight, Matthew Sweitzer, and Robert M. Bond. Down to a r/science: Integrating Computational Approaches to the Study of Communication on Reddit, *Computational Communication Research* 3 (1): 91-115 (2021).
15. Caleb Pomeroy, Robert M. Bond, Peter J. Mucha, and Skyler J. Cranmer. Dynamics of Social Network Emergence Explain Network Evolution. *Scientific Reports* 10: 21876 (14 December 2020).
16. Megan Vendemia, Robert M. Bond, and David C. DeAndrea. The Strategic Presentation of User Comments Affects How Political Messages Are Evaluated on Social Media Sites: Evidence for Robust Effects Across Party Lines. *Computers in Human Behavior* 91, 279-289 (2019).
17. Robert M Bond. Low-cost, high-impact altruistic punishment promotes cooperation cascades in human social networks. *Scientific Reports* 9: 2061 (14 February 2019).
18. Robert M. Bond, Hillary Shulman, and Michael Gilbert. Does Having a Political Discussion Help or Hurt Intergroup Perceptions?: Drawing Guidance From Social Identity Theory and the Contact Hypothesis. *International Journal of Communication* 12: 4332-4352 (2018).
19. Robert M Bond. Contagion in social attitudes about prejudice. *Social Influence* 13 (2): 104-116 (2018).
20. Jason J. Jones, Robert M. Bond, Eytan Bakshy, Dean Eckles, and James H. Fowler. Social influence and political mobilization: Further evidence from a randomized experiment in the 2012 US presidential election. *PLoS ONE* 12 (4): e0173851 (2017).
21. Robert M. Bond, Volha Chykina, and Jason J. Jones. Social network effects on academic achievement. *The Social Science Journal* 54 (4), 438-449 (2017).
22. Robert M. Bond, and Brad J. Bushman. The contagious spread of violence among US adolescents through social networks. *The American Journal of Public Health* 107 (2), 288-294 (2017).
23. Robert M. Bond, Jaime E. Settle, Christopher J. Fariss, Jason J. Jones, and James H. Fowler. Social Endorsement Cues and Political Participation. *Political Communication* 34 (2), 261-281 (2017).

24. Jaime E. Settle, Robert M. Bond, Lorenzo Coviello, Christopher J. Fariss, James H. Fowler, and Jason J. Jones. From Posting to Voting: The Effects of Political Competition on Online Political Engagement. *Political Science Research and Methods* 4 (2): 361-378 (2016).
25. Robert M. Bond, and Solomon Messing. Quantifying Social Media's Political Space: Estimating Ideology from Publicly Revealed Preferences on Facebook. *American Political Science Review* 109 (1): 62-78 (2015).
26. Jason J. Jones, Robert M. Bond, Christopher J. Fariss, Jaime E. Settle, Adam D. I. Kramer, Cameron Marlow, and James H. Fowler. Yahtzee: An Anonymized Group Level Matching Procedure. *PLoS ONE* 8 (2):e55760 (2013).
27. Jason J. Jones, Jaime E. Settle, Robert M. Bond, Christopher J. Fariss, Cameron Marlow, and James H. Fowler. Inferring Tie Strength from Online Directed Behavior. *PLoS ONE* 8 (1):e52168 (2013).
28. Robert M. Bond, Christopher J. Fariss, Jason J. Jones, Adam D. I. Kramer, Cameron Marlow, Jaime Settle, and James H. Fowler. A 61-Million-Person Experiment in Social Influence and Political Mobilization. *Nature* 489: 295-298 (2012).
29. Jaime E. Settle, Robert M. Bond, and Justin Levitt. The Social Origins of Adult Political Behavior. *American Politics Research* 39 (2): 239-263 (2011).

EDITOR-REVIEWED JOURNAL ARTICLES AND COMMENTARY

30. Robert M. Bond, Lia C. Bozarth, Ceren Budak, R. Kelly Garrett, Jason J. Jones, and Drew Margolin. The case for studying obscure falsehoods. In Pasquetto, I., Swire-Thompson, B., Amazeen, M.A., Benevenuto, F., Brashier, N.M., Bond, R.M., Bozarth, L.C., Budak, C., Ecker, U.K.H. , Fazio, L.K., Ferrara, E., Flanagan, A.J., Flammini, A., Freelon, D., Grinberg, N., Hertwig, R., Jamieson, K.H., Joseph, K., Jones, J.J. ... Yang, K.C. Tackling misinformation: What researchers could do with social media data. *Harvard Kennedy School (HKS) Misinformation Review*, 1 (8): 5-6 (2020).
31. Robert M Bond. Complex networks: Network healing after loss. *Nature Human Behavior* 1 (5): 10.1038/s41562-017-0087 (2017).

BOOK CHAPTERS

32. Robert M. Bond. Building a foundation for data science researchers in political science. In Brown, Nordyke, and Thies (Eds.) *Teaching Graduate Methodology*: Edward Elgar (forthcoming).
33. Elizabeth Bond, and Robert M. Bond. Topic Modelling Eighteenth-Century French Newspapers. In Burrows, Simon and Glenn Roe (Eds.) *Digitizing Enlightenment: Digital Humanities and the Transformation of Eighteenth-Century Studies*: Oxford Studies on Enlightenment (2020).
34. Robert M. Bond, Christopher J. Fariss, Jason J. Jones, and Jaime E. Settle. Network experiments through academic-industry collaboration. In Ahn, Yong Teol and Sune Lehman (Eds.) *Complex Spreading Phenomena in Social Systems*: Springer (2018).

Grants

EXTERNALLY FUNDED

1. RAPID: Quantifying the Downstream Effects of COVID-19 Online Health Information on Risk Perceptions, Decision Making, Policy Preferences, and Preventive Health Behaviors

National Science Foundation, 2020-2021, (\$199,603), co-PI

(with Erik Nisbet, Graham Dixon, Kelly Garrett, Shelly Hovick, Kilhoe Na, and Duane Wegener)

2. Quantifying Harms of Misinformation during the U.S. Presidential Election
Facebook Research, Foundational Integrity Research Program, 2020-2021, (\$51,450), co-PI
(with Erik Nisbet and Kelly Garrett)
3. Understanding problematic sharing behavior on Facebook
Social Science Research Council, 2019-2020, Social Media and Democracy Research Grants (\$47,000), co-PI
(with Kelly Garrett, Ceren Budak, Jason J. Jones, and Drew Margolin)
4. Measuring and modeling susceptibility to misinformation on social media
Facebook Integrity Foundational Research Awards, 2019-2020, (\$100,000), co-PI
(with Kelly Garrett)

INTERNALLY FUNDED

5. Confirmation Bias and Political Expression in the Social Media Era: Counteracting Polarization
School of Communication Collaborative Research Initiative, 2019-2022, (\$116,243), co-PI
(with Silvia Knobloch-Westerwick and Zheng Joyce Wang)
6. Does Similar Moral Message Processing Explain Social Network Organization?
Ohio State University College of Arts & Sciences Network Science SEED grant, 2019-2020, (\$8,423), co-PI
(with Richard Huskey and Matthew Grizzard)
7. Using eye movements to determine when findings from the lab can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors
Ohio State University School of Communication Miller Research Award, 2018, (\$17,288), co-PI
(with Jason Coronel and Hillary Shulman)
8. The Social Campaign: Social Media Messaging's Indirect Effects
Ohio State University School of Communication Miller Research Award, 2016, (\$16,052), PI
(with David Deandrea)
9. Democratic Mobilization in an Islamic Democracy
Mershon Center for International Security Studies, 2014, (\$11,000), PI
(with Erik Nisbet)
10. The role of social media in comparative elections: Turkey and Brazil
The Ohio State University and the Sao Paulo Research Foundation (FAPESP), 2014, (\$10,000), co-PI
(with Erik Nisbet and Kelly Garrett)

Honors and Awards

Distinguished Alumni Award, School of Politics and Global Studies, Arizona State University, 2020

Faculty Member of the Year, School of Communication, Ohio State University, 2020

Teaching

OHIO STATE UNIVERSITY

Undergraduate

COMM 4554	Social Media	SP14
COMM 4665	Human Communication in Social Networks	AU15, SP16, AU17, AU18, AU19
COMM 4814	Political Communication	SP14, SP15

Graduate

COMM 6661	Statistical Applications in Communication I	AU14, AU15, AU16, AU17, AU18 AU19, AU21
COMM 6701	Working with Communication Data	SP16, SP17, SP18, SP19, SP22
COMM 7710	Introduction to Social Networks	AU14, SP18, SP22

Advising

OHIO STATE UNIVERSITY**Phd Advisor**

Qin Li	Current	Communication
Yue Li	Current	Communication
Matthew Sweitzer	PhD 2021	Communication

Phd Committee Member

Aysenur Dal	PhD 2018	Communication
Austin Hubner	Phd 2022	Communication
Sophie Kjaervik	Current	Communication
Hubert Léveillé	Phd 2022	Music
Wenbo Li	PhD 2022	Communication
Hyunjin Song	Phd 2015	Communication
Seo-Eun Yang	PhD 2022	Political Science

Master's Advisor

Jaqualynn Anderson	MA 2020	Communication
William Needleman	MA 2019	Communication

Master's Committee Member

Brianna Zichettella	MA 2020	Communication
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Thesis Advisor

Travis Filicky	BA 2017	Communication
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Thesis Committee Member

Ryan Moore	BA 2019	Communication
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Honors and Awards

Distinguished Alumni Award, School of Politics and Global Studies, Arizona State University, 2020

Faculty Member of the Year, School of Communication, Ohio State University, 2020

Service

OHIO STATE UNIVERSITY

Undergraduate Committee, School of Communication (2014-16)

Faculty Advisory Board for Translational Data Analytics (2015-16)
Graduate Studies Committee, School of Communication (2017-19)
Commencement Speaker Advisory Committee (2018-)
Research Committee, School of Communication (2021-2022)
Promotion and Tenure Committee, School of Communication (2021-)

EDITORIAL BOARD MEMBERSHIPS

Journal of Communication (2022 -)
Communication Research (2021 -)
Computational Communication Research (2018 -)

JOURNAL REVIEWING

Referee: *American Journal of Political Science*; *American Political Science Review*; *American Sociological Review*; *Asian Journal of Communication*; *Canadian Journal of Political Science*; *Communication Monographs*; *Communication Research*; *Human Communication Research*; *Journal of Communication*; *Journal of Politics*; *Media Psychology*; *Nature Human Behaviour*; *PLoS ONE*; *Political Behavior*; *Political Communication*; *Political Research Quarterly*; *Proceedings of the National Academy of Sciences*; *Political Research Quarterly*; *Social Influence*

Public Scholarship

1. Garrett, R. Kelly, Robert M. Bond, and Shannon Poulsen. Too many people think satirical news is real, *The Conversation* (August 16, 2019).