

# Robert M. Bond

School of Communication  
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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

### JOURNAL ARTICLES

1. [Robert M. Bond](#) and Kelly Garrett. Engagement with fact-checked posts on Reddit. *PNAS Nexus* (forthcoming).
2. Yue Li, William Gee, Jin Kun, and [Robert M. Bond](#). Examining Homophily, Language Coordination, and Analytical Thinking in Online Conversations about Vaccines on Reddit: A Study Using Deep Neural Network Language Models and Computer-assisted Conversational Analyses. *Journal of Medical Internet Research* (forthcoming).
3. Shannon Poulsen, Kelly Garrett, and [Robert M. Bond](#). Comparing beliefs in falsehoods based on satiric and non-satiric news. *PLoS One* (forthcoming).
4. 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).
5. 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* (published online 2022).
6. 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* 39 (5): 652-673 (2022).

7. 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).
8. Yue Li and [Robert M. Bond](#). Evidence of the persistence and consistency of social signatures. *Applied Network Science* 7(10): 1-19 (2022).
9. 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).
10. [Robert M. Bond](#), and Matthew D. Sweitzer. Political homophily in a large-scale online communication network. *Communication Research* 49 (1): 93-115 (2022).
11. [Robert M. Bond](#). Social Network Determinants of Screen Time among Adolescents. *The Social Science Journal* 59 (2): 236-251 (2022).
12. 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).
13. 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).
14. [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).
15. 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).
16. Kelly Garrett, and [Robert M. Bond](#). Conservatives' susceptibility to political misperceptions. *Science Advances* 7:eabf1234 (2 June 2021).
17. 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).
18. 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).
19. [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).
20. 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).
21. [Robert M. Bond](#). Low-cost, high-impact altruistic punishment promotes cooperation cascades in human social networks. *Scientific Reports* 9: 2061 (14 February 2019).

22. 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).
23. Robert M. Bond. Contagion in social attitudes about prejudice. *Social Influence* 13 (2): 104-116 (2018).
24. 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).
25. Robert M. Bond, Volha Chykina, and Jason J. Jones. Social network effects on academic achievement. *The Social Science Journal* 54 (4), 438-449 (2017).
26. 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).
27. 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).
28. Robert M. Bond. Complex networks: Network healing after loss. *Nature Human Behaviour* 1 (5): 10.1038/s41562-017-0087 (2017).
29. 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).
30. 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).
31. 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).
32. 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).
33. 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).
34. Jaime E. Settle, Robert M. Bond, and Justin Levitt. The Social Origins of Adult Political Behavior. *American Politics Research* 39 (2): 239-263 (2011).

#### BOOK CHAPTERS

35. Robert M. Bond. Building a foundation for data science researchers in political science. In Brown, Nordyke, and Thies (Eds.) *Teaching Graduate Methodology*: Edward Elgar (2022).
36. 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).
37. 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).

## PUBLIC SCHOLARSHIP

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

## 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, 2022

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

## Teaching

### OHIO STATE UNIVERSITY

#### Undergraduate

|           |  |
|-----------|--|
| COMM 4554 | Social Media                           |
| COMM 4665 | Human Communication in Social Networks |
| COMM 4814 | Political Communication                |

#### Graduate

|           |   |
|-----------|---|
| COMM 6661 | Statistical Applications in Communication I |
| COMM 6701 | Working with Communication Data             |
| COMM 7710 | Introduction to Social Networks             |

## Advising

### OHIO STATE UNIVERSITY

#### Phd Advisor

|  |          |               |
|--|----------|---------------|
| Qin Li (co-advised with Kelly Garrett) | Current  | Communication |
| Yue Li (co-advised with Joyce Wang)    | 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 |
|---------------------|---------|---------------|

#### Thesis Advisor

|                |         |               |
|----------------|---------|---------------|
| Travis Filicky | BA 2017 | Communication |
|----------------|---------|---------------|

#### Thesis Committee Member

|            |         |               |
|------------|---------|---------------|
| Ryan Moore | BA 2019 | Communication |
|------------|---------|---------------|

## Service

### OHIO STATE UNIVERSITY

Faculty Search Committee, School of Communication (2022-23)  
Procedures Oversight Designee, School of Communication (2021-)  
Promotion and Tenure Committee, School of Communication (2021-)  
Research Committee, School of Communication (2021-2022)  
Commencement Speaker Advisory Committee (2018-)  
Graduate Studies Committee, School of Communication (2017-19)  
Faculty Advisory Board, Translational Data Analytics Institute (2015-16)  
Undergraduate Committee, School of Communication (2014-16)

### 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*; *Computational Communication Research*; *Human Communication Research*; *Journal of Communication*; *Journal of Computer-Mediated Communication*; *Journal of Experimental Political Science*; *Journal of Politics*; *Media Psychology*; *Nature Human Behaviour*; *New Media and Society*; *Perspectives on Psychological Science*; *PLoS ONE*; *Political Analysis*; *Political Behavior*; *Political Communication*; *Political Research Quarterly*; *Proceedings of the National Academy of Sciences*; *Political Research Quarterly*; *Public Understanding of Science*; *Science*; *Scientific Reports*; *Social Influence*