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.

Peer-reviewed journal articles

1. Coronel, Jason, Olivia Bullock, Hillary Shulman, Matthew D. Sweitzer, Robert M. Bond, and Shannon Poulsen. "Eye movements predict large-scale voting decisions", *Psychological Science* (forthcoming).

2. Hubner, Austin 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* (forthcoming).

3. Bond, Robert M., and Matthew D. Sweitzer. "Political homophily in a large-scale online communication network," *Communication Research* (forthcoming).

4. Bond, Robert M., 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* (forthcoming).

5. Ratliff Santoro, Lauren, 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* (forthcoming).

6. Bond, Robert M. "Social Network Determinants of Screen Time among Adolescents," *The Social Science Journal* (forthcoming).

7. Garrett, Kelly, and Robert M. Bond. "Conservatives' susceptibility to political misperceptions", *Science Advances* 7:eabf1234 (2 June 2021).

8. Hubner, Austin, 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).

9. Pomeroy, Caleb, Robert M. Bond, Peter J. Mucha, and Skyler J. Cramer. "Dynamics of Social Network Emergence Explain Network Evolution", *Scientific Reports* 10: 21876 (14 December 2020).

10. Vendemia, Megan, 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).

11. Bond, Robert M. "Low-cost, high-impact altruistic punishment promotes cooperation cascades in human social networks," *Scientific Reports* 9: 2061 (14 February 2019).

12. Bond, Robert M., 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).

13. Bond, Robert M. "Contagion in social attitudes about prejudice," *Social Influence* 13 (2): 104-116 (2018).

14. Jones, Jason J., 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).

15. Bond, Robert M., Volha Chykina, and Jason J. Jones. "Social network effects on academic achievement," *The Social Science Journal* 54 (4), 438-449 (2017).

16. Bond, Robert M., 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).

17. Bond, Robert M., 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).

18. Settle, Jaime E., 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).

19. Bond, Robert M., 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).

20. Jones, Jason J., 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).

21. Jones, Jason J., 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).

22. Bond, Robert M., 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).

23. Settle, Jaime E., Robert M. Bond, and Justin Levitt. "The Social Origins of Adult Political Behavior," *American Politics Research* 39 (2): 239-263 (2011).

Book chapters

1. Bond, Robert M., 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).

2. Bond, Elizabeth, 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 (forthcoming).

Editor-reviewed journal articles and commentary

1. Bond, Robert, 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., Flanagin, 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).

2. Bond, Robert M. "Complex networks: Network healing after loss," *Nature Human Behavior* 1 (5): 10.1038/s41562-017-0087 (2017).

Grants

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 ($199,603), co-PI
   (with Erik Nisbet (PI), 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 ($51,450), co-PI
   (with Erik Nisbet (PI) and Kelly Garrett)

3. Understanding problematic sharing behavior on Facebook
   Social Science Research Council, Social Media and Democracy Research Grants ($47,000), co-PI
   (with Kelly Garrett (PI), Ceren Budak, Jason J. Jones, and Drew Margolin)

4. Measuring and modeling susceptibility to misinformation on social media
   Facebook Integrity Foundational Research Awards ($100,000), co-PI
   (with Kelly Garrett)

5. Confirmation Bias and Political Expression in the Social Media Era: Counteracting Polarization
   School of Communication Collaborative Research Initiative ($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 ($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 ($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 ($16,052), PI
   (with David Deandrea)

9. Democratic Mobilization in an Islamic Democracy
   Mershon Center for International Security Studies ($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) ($10,000), co-PI
    (with Erik Nisbet (PI) 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

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COMM 4554: Social Media
(SP14)
COMM 4665: Communication and Community
(F15, S16, F17, F18, F19)
COMM 4814: Political Communication
(S14, S15)
COMM 6701: Working with Communication Data
(S16, S17, S18, S19, S22)
COMM 6661: Statistical Applications in Communication I
(F14, F15, F16, F17, F18, F19, F21)
COMM 7710: Introduction to Social Networks
(F14, S18, S22)

Advising

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Cody Cooper (PhD Candidacy Exam Committee Member)
Aysenur Dal (Dissertation Committee Member, PhD 2018)
Travis Filicky (undergraduate honors thesis)
Austin Hubner (Dissertation Committee Member)
Hubert Léveillé (OSU School of Music, Dissertation Committee Member, PhD 2018)
Qin Li (PhD co-advisor)
Yue Li (PhD co-advisor)
Hyunjin Song (Dissertation Committee Member, PhD 2015)
Matthew Sweitzer (PhD Advisor, PhD 2021)
Megan Vendemia (PhD Candidacy Exam Committee Member, PhD 2019)

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).