

# 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.

## Journal articles

1. Bond, Robert M. "Social Network Determinants of Screen Time among Adolescents," *The Social Science Journals* (forthcoming).
2. Bond, Robert M., and Matthew D. Sweitzer. "Political homophily in a large-scale online communication network," *Communication Research* (forthcoming).
3. Bond, Robert M. "Low-cost, high-impact altruistic punishment promotes cooperation cascades in human social networks," *Scientific Reports* 9: 2061 (14 February 2019).
4. 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* (forthcoming).
5. 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).
6. Bond, Robert M. "Contagion in social attitudes about prejudice," *Social Influence* 13 (2): 104-116 (2018).
7. 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).
8. Bond, Robert M., Volha Chykina, and Jason J. Jones. "Social network effects on academic achievement," *The Social Science Journal* 54 (4), 438-449 (2017).

9. 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).
10. 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).
11. Bond, Robert M. "Complex networks: Network healing after loss," *Nature Human Behavior* 1 (5): 10.1038/s41562-017-0087 (2017).
12. 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).
13. 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).
14. 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).
15. 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).
16. 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).
17. 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).

## Working papers

"Down to a r/science: Integrating Computational Approaches to the Study of Communication on Reddit", with Austin Hubner, Jessica McKnight, and Matthew Sweitzer, under review

"Demonstrating How Ballot Language Difficulty Impacts Metacognition and Vote Choice in the Lab and in Real Elections", with Hillary Shulman, Matthew Sweitzer, Jason Coronel, Olivia Bullock, and Shannon Poulsen

"Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors", with Jason Coronel, Olivia Bullock, Hillary Shulman, Matthew D. Sweitzer, and Shannon Poulsen

## Grants

1. Understanding problematic sharing behavior on Facebook  
*Social Science Research Council, Social Media and Democracy Research Grants* (\$47,000), co-I, with Kelly Garrett (PI), Ceren Budak, Jason J. Jones, and Drew Margolin
2. Measuring and modeling susceptibility to misinformation on social media  
*Facebook Integrity Foundational Research Awards* (\$100,000), co-I, with Kelly Garrett
3. 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
4. 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), PI, with Jason Coronel and Hillary Shulman
5. The Social Campaign: Social Media Messaging's Indirect Effects  
*Ohio State University School of Communication Miller Research Award* (\$16,052), PI, with David Deandrea
6. Democratic Mobilization in an Islamic Democracy  
*Mershon Center for International Security Studies* (\$11,000), PI, with Erik Nisbet
7. 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-Investigator, with Erik Nisbet (PI) and Kelly Garrett

## Conference presentations

Bond, Robert M., and Sweitzer, M. (2018). Political Homophily in a Large-Scale Online Communication Network. American Political Science Association Annual Meeting.

Bond, Robert M., and Sweitzer, M. (2018). Political Homophily in a Large-Scale Online Communication Network. International Communication Association Annual Meeting.

Bond, Robert M.; Austin Hubner, Matthew Sweitzer, and Jessica McKnight. (2018). Down to a r/science: Integrating Computational Approaches to the Study of Communication on Reddit. International Communication Association Annual Meeting.

Bond, Robert M. (2017). Social contagion in attitudes about prejudice. National Communication Association Annual Meeting.

Bond, Robert M., Michael Nelson, Judkins Mathews, and Christopher J. Fariss. (2017). Assessing the Administrative Law Network. Political Networks Conference.

Bond, Robert M., and Matthew Sweitzer. (2016). Using Structural Topic Models to Assess Television News Content. American Political Science Association Annual Meeting.

Bond, Robert M., Lorenzo Coviello, James H. Fowler, Massimo Franseschetti. (2016). What do your friends tell about you? Prediction of individual political participation using social network information. International Network for Social Network Analysis Sunbelt Conference.

Bond, Robert M., Jaime E. Settle, Christopher J. Fariss, Jason J. Jones, and James H. Fowler. (2014). Social Information and Political Participation. International Communication Association Annual Meeting. Seattle, WA.

Jones, Jason J., Robert M. Bond, Eytan Bakshy, Dean Eckles, and James H. Fowler. (2014). How 'Voters', 'Voting', and Social Influence Affect Turnout. American Political Science Association Annual Meeting.

Jones, Jason J., Robert M. Bond, Eytan Bakshy, Dean Eckles, James H. Fowler. (2013). Voter Mobilization in a Field Experiment of 100 Million Facebook Users. American Political Science Association annual meeting.

Bond, Robert M. (2012). Measuring the Ideology of 30 Million Facebook Users. Political Networks Conference & Workshops.

Bond, Robert M. (2012). The Structure and Dynamics of Political Discussion in and Online Social Network. Midwest Political Science Association Annual Meeting.

Bond, Robert M., Jaime E. Settle, Christopher J. Fariss, Jason J. Jones, James H. Fowler. (2011). Measuring Political Discussion in a Network of 100 Million Facebook Users. Political Networks Conference & Workshops.

Bond, Robert M. (2011). Social Networks, the Diffusion of Political Information, and Political Engagement in Facebook. Midwest Political Science Association Annual Meeting.

Bond, Robert M. (2010). Party Cohesion in Congress: A Social Network Approach using Cosponsorship Data. American Political Science Association Annual Meeting.

## Teaching

### OHIO STATE UNIVERSITY

COMM 4554: *Social Media* (Spring 2014)

COMM 4665: *Communication and Community* (Fall 2015, Spring 2016, Fall 2017, Fall 2018)

COMM 4814: *Political Communication* (Spring 2014, Spring 2015)

COMM 6701: *Working with Communication Data* (Spring 2016, Spring 2017, Spring 2018)

COMM 6661: *Statistical Applications in Communication I* (Fall 2014, Fall 2015, Fall 2016, Fall 2017, Fall 2018)

COMM 7710: *Introduction to Social Networks* (Fall 2014, Spring 2018)

## Advising

### OHIO STATE UNIVERSITY

Cody Cooper (PhD Candidacy Exam Committee Member); Aysenur Dal (PhD Candidacy Exam Committee Member, Dissertation Committee Member, PhD Spring 2018); Travis Filicky (undergraduate honors thesis); Hubert Léveillé (OSU School of Music, Dissertation Committee Member, PhD Spring 2018); Hyunjin Song (Dissertation Committee Member, PhD Spring 2015); Matthew Sweitzer (PhD Advisor); Megan Vendemia (PhD Candidacy Exam Committee Member)

## Professional activities

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*

Site Selection Committee, Political Networks Division of the American Political Science Association

## Service

OHIO STATE UNIVERSITY

Undergraduate Committee, School of Communication (2014-16)

Graduate Studies Committee, School of Communication (2017-18)

Member, Faculty Advisory Board for Translational Data Analytics (2015-16)

## 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).