Robert M. Bond

School of Communication

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Google Scholar

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 –)

Academic Affiliations

Faculty Co-Lead, Computational Social Science Community of Practice, Translational Data Analytics Institute (2023 -)

Member, Center for Cognitive and Brain Sciences (2017-)

Affiliate, Translational Data Analytics Institute (2015-)

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. Qin Li, Robert M. Bond, and Kelly Garrett. Misperceptions in Sociopolitical Context: Belief Sensitivity's Relationship with Battleground State Status and Partisan Segregation. *Journal of Communication*

(forthcoming).

2. Ceren Budak, Lia Bozarth, Robert M. Bond, Drew Margolin, Jason Jones, and Kelly Garrett. Bursts of co-publication among high and low credibility online news publishers observed on Facebook. *New Media & Society* (forthcoming).

3. Qin Li, Hans Hassell, and Robert M. Bond. Journalists' Networks: Homophily and Peering Over the Shoulder of other Journalists. *PLoS One* (forthcoming).

4. 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* 49 (1): 47-60 (2023).

5. Robert M. Bond and Kelly Garrett. Engagement with fact-checked posts on Reddit. *PNAS Nexus* 2 (3): pgad018 (2023).

6. Yue Li, William Gee, Jin Kun, and Robert M. Bond. Examining Homophily, Language Coordination, and Analytical Thinking in Web-Based Conversations About Vaccines on Reddit: Study Using Deep Neural Network Language Models and Computer-Assisted Conversational Analyses. *Journal of Medical Internet Research* 25: e41882 (2023).

7. Shannon Poulsen, Kelly Garrett, and Robert M. Bond. Comparing beliefs in falsehoods based on satiric and non-satiric news. *PLoS One* 18 (1): e0278639 (2023).

8. 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).

9. 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).

10. 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).

11. 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* 21 (7): A02 (2022).

12. Yue Li and Robert M. Bond. Evidence of the persistence and consistency of social signatures. *Applied Network Science* 7(10): 1-19 (2022).

13. Robert M. Bond and Matthew D. Sweitzer. Political homophily in a large-scale online communication network. *Communication Research* 49 (1): 93-115 (2022).

14. Robert M. Bond. Social Network Determinants of Screen Time among Adolescents. *The Social Science Journal* 59 (2): 236-251 (2022).

15. 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).

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

17. 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).

18. 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).

19. 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).

20. 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).

21. 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).

22. 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., 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).

23. 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).

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

25. 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).

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

27. 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).

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

29. 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).

30. 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).

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

32. 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).

33. 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).

34. 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).

35. 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).

36. 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).

37. 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

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

39. 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).

40. 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

41. Robert M. Bond. The Challenge of Measuring Medias Veracity, *MediaWell* (May 22, 2023).

42. 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. Structured approach to monitoring online discourse about race
   Translational Data Analytics Institute Research Pilot, 2023-2025, ($50,000), co-PI
   (with Joe Tien and Nicole Yadon)

6. 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)

7. 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)

8. 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)

9. 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)

10. Democratic Mobilization in an Islamic Democracy
    Mershon Center for International Security Studies, 2014, ($11,000), PI
    (with Erik Nisbet)

11. 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

Sarah Evans Mattox Faculty Research Award, School of Communication, Ohio State University, 2022

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 and mentoring award given by graduate students)

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

Current Mentoring

Phd Committee Chair or co-Chair

Yaxin Dai	Current	Communication
Qin Li	Current	Communication

Past Mentoring

Phd Committee Chair or co-Chair

Yue Li	PhD 2023	Communication	Post-doc, Univ. Of Pennsylvania
Matthew Sweitzer	PhD 2021	Communication	Sr. Tech. Staff, Sandia National Labs

Phd Committee Member

Aysenur Dal	PhD 2018	Communication	Asst. Prof., Bilkent Univ
Austin Hubner	PhD 2022	Communication	Asst. Prof., Univ of Louisville
Sophie Kjaervik	PhD 2023	Communication	Post-doc Virginia Commonwealth Univ

Hubert Léveillé Gauvin	PhD 2022	Music	Director of Operations, SOPROQ
Wenbo Li	PhD 2022	Communication	Asst. Prof., Stony Brook Univ
Hyunjin Song	PhD 2015	Communication	Assoc. Prof., Yonsei Univ
Seo-Eun Yang	PhD 2022	Political Science	Asst. Prof., Northeastern Univ

Master's Advisor

Jaqualynn Anderson	MA 2020	Communication	

Master's Committee Member

William Needleman	MA 2019	Communication	
Brianna Zichettella	MA 2020	Communication	

Undergraduate Honors

Thesis Advisor

Travis Filicky	BA 2017	Communication	

Undergraduate Honors

Thesis Committee Member

Ryan Moore	BA 2019	Communication	

Service

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University

Commencement Speaker Advisory Committee (2018-)

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

School of Communication

COSMOS group co-Founder (2022-)

Diversity, Equity, and Inclusion Committee, School of Communication (2023-)

Faculty Search Committee, School of Communication (2022-2023)

Procedures Oversight Designee, School of Communication (2021-2023)

Promotion and Tenure Committee, School of Communication (2021-2023)

Research Committee, School of Communication (2021-2022)

Graduate Studies Committee, School of Communication (2017-19, 2023-)

Undergraduate Committee, School of Communication (2014-16)

SERVICE TO THE FIELD & SCHOLARLY COMMUNITY

Editorial Board Memberships

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

Journal Reviewing

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; REStat; Science; Scientific Reports; Social Influence; Social Media & Society