

OLIVIA M. BULLOCK

CURRICULUM VITAE

Doctoral Candidate, School of Communication, The Ohio State University
Incoming Assistant Professor, Department of Organizational Sciences and Communication, The George Washington University

Contact: bullock.181@osu.edu, +1 (804) 432-0957

EDUCATION

Ph.D. Communication

The Ohio State University, 2022

- Dissertation: “Message Design to Facilitate Information Processing and Persuasion for Natural Disaster Preparedness”
- Committee: Dr. Hillary Shulman (chair), Dr. R. Kelly Garrett, Dr. Shelly Hovick, and Dr. Graham Dixon

M.A. Communication

The Ohio State University, 2021

B.A. Political Science and Communication

American University, 2016

- Summa Cum Laude
- Phi Beta Kappa

ACADEMIC APPOINTMENTS

Assistant Professor

Department of Organizational Sciences and Communication
The George Washington University

2022-present

PUBLICATIONS

Refereed Journal Articles

13. DeAndrea, D.C. & **Bullock, O.M.** (2021). How communicating about discrimination influences attributions of blame and condemnation. *Human Communication Research*. doi: [10.1093/hcr/hqab016](https://doi.org/10.1093/hcr/hqab016)
12. Shulman, H.C., **Bullock, O.M.**, & Riggs, E.E. (2021). The interplay of jargon, motivation, and fatigue while processing COVID-19 crisis communication over time. *Journal of Language and Social Psychology*. doi: [10.1177/0261927X2111043100](https://doi.org/10.1177/0261927X2111043100)
11. **Bullock, O.M.**, Shulman, H.C., & Huskey, R. (2021). Narratives are persuasive because they are easier to understand: Examining processing fluency as a mechanism of narrative persuasion. *Frontiers in Communication*. doi: [10.3389/fcomm.2021.719615](https://doi.org/10.3389/fcomm.2021.719615)
10. Coronel, J.C., **Bullock, O.M.**, Shulman, H.C., Sweitzer, M.D, Bond, R.M., & Poulsen, S. (2021). Eye movements predict large-scale voting decisions. *Psychological Science*. doi: [10.1177/0956797621991142](https://doi.org/10.1177/0956797621991142)
9. **Bullock, O.M.** & Shulman, H.C. (2021). Utilizing framing theory to design more effective health messages about tanning behavior among college women. *Communication Studies*. doi: [10.1080/10510974.2021.1899007](https://doi.org/10.1080/10510974.2021.1899007)

8. Appiah, O., Eveland, W.P., **Bullock, O.M.**, & Coduto, K.D. (2021). Why we can't talk openly about race: The impact of race and partisanship on respondents' perceptions of intergroup conversations. *Group Processes & Interpersonal Dynamics*. doi: [10.1177/1368430220967978](https://doi.org/10.1177/1368430220967978)
7. **Bullock, O.M.** & Hubner, A.Y. (2020). Candidates' use of informal communication on social media reduces credibility and support: Examining the consequences of expectancy violations. *Communication Research Reports*, 37(3), 87-98. doi: [10.1080/08824096.2020.1767047](https://doi.org/10.1080/08824096.2020.1767047)
6. Shulman, H.C. & **Bullock, O.M.** (2020). Don't dumb it down: The effects of jargon in COVID-19 crisis communication. *PLOS One*, 15(10): e0239524. doi: [10.1371/journal.pone.0239524](https://doi.org/10.1371/journal.pone.0239524)
5. Eveland, W.P., Coduto, K.D., Appiah, O., & **Bullock, O.M.** (2020). Listening during political conversations: Traits and situations. *Political Communication*, 37(5), 656-677. doi: [10.1080/10584609.2020.1736701](https://doi.org/10.1080/10584609.2020.1736701)
4. Shulman, H.C., Dixon, G., **Bullock, O.M.**, & Colon-Amill, D. (2020). The effects of jargon on processing fluency, self-perceptions, and scientific engagement. *Journal of Language and Social Psychology*, 39(5-6), 579-597. doi: [10.1177/0261927X20902177](https://doi.org/10.1177/0261927X20902177)
3. **Bullock, O.M.**, Colon-Amill, D., Shulman, H.C., & Dixon, G. (2019). Jargon as a barrier to effective science communication: Evidence from metacognition. *Public Understanding of Science*, 28(7), 845-853. doi: [10.1177/0963662519865687](https://doi.org/10.1177/0963662519865687)
2. Shulman, H.C. & **Bullock, O.M.** (2019). Using metacognitive cues to amplify message content: A new direction in strategic communication. *Annals of the International Communication Association*, 43(1), 24-39. doi: [10.1080/23808985.2019.1570472](https://doi.org/10.1080/23808985.2019.1570472)
1. Dixon, G., **Bullock, O.M.**, & Adams, D. (2018). Unintended effects of emphasizing the role of climate change in recent natural disasters. *Environmental Communication*, 13(2), 135-143. doi: [10.1080/17524032.2018.1546202](https://doi.org/10.1080/17524032.2018.1546202)

Invited Articles

1. **Bullock, O.M.** & Shulman, H.C. (2020). Framing. *International Encyclopedia of Media Psychology*. doi: [10.1002/9781119011071.iemp0268](https://doi.org/10.1002/9781119011071.iemp0268)

MANUSCRIPTS IN PROGRESS

3. Shulman, H.C., Sweitzer, M.D., **Bullock, O.M.**, Coronel, J.C., Bond, R.M, & Poulsen, S. (Revise and resubmit at *Political Communication*). Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments.
2. Coronel, J., Moore, R., **Bullock, O.M.**, & Lerner, S. (Under review at *Political Psychology*). Political information search in "noisy" online environments: Insights from an integrated experimental and device-comparison approach.
1. Shulman, H.C., Riggs, E., Lopez, R., & **Bullock, O.M.** (Under review at *Annals of the International Communication Association*). An experimental paradigm designed to explain (and synthesize) frames and framing effects: Some answers, more questions.

CONFERENCE PROCEEDINGS

16. Riggs, E.E., Lopez, R., **Bullock, O.M.**, & Shulman, H.C. (2022). An Examination of the Measurement of Accessibility: Is an Easy Experience Always Faster? Accepted for presentation at the International Communication Association annual meeting, Paris, France.

15. Shulman, H.C., Riggs, E.E., Lopez, R., **Bullock, O.M.**, & Barry, R. (2022). An experimental paradigm designed to explain (and synthesize) frames and framing effects: Some answers, more questions. Accepted for presentation at the International Communication Association annual meeting, Paris, France.
14. DeAndrea, D.C. & **Bullock, O.M.** (2021). How communicating about discrimination influences attributions of blame and condemnation. Presented at the National Communication Association annual meeting, Seattle, WA.
13. Shulman, H.C., **Bullock, O.M.**, & Riggs, E.E. (2021). The interplay of jargon, motivation, and fatigue while processing COVID-19 crisis communication over time. Presented at the National Communication Association annual meeting, Seattle, WA.
12. **Bullock, O.M.** (2020). Framing effects in health communication: Utilizing framing theory to design more effective health messages. Presented at the National Communication Association annual meeting, Indianapolis, IN.
11. **Bullock, O.M.**, & Hubner, A.Y. (2020). Candidates' use of informal communication on social media reduces credibility and support: Examining the consequences of expectancy violations. Presented at the National Communication Association annual meeting, Indianapolis, IN.
10. **Bullock, O.M.**, Shulman, H.C., & Dixon, G. (2020). Improving message engagement and persuasion for dissonant information: Processing fluency reduces motivated resistance to persuasion. Presented at the National Communication Association annual meeting, Indianapolis, IN.
9. **Bullock, O.M.**, Shulman, H.C., & Huskey, R. (2020). Processing fluency predicts narrative persuasion better than identification: A test of competing mechanisms. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
8. Moore, R., **Bullock, O.M.**, Coronel, J., & Lerner, S. (2020). Information search at the voting booth: Smartphone use and voting decisions. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
7. Shulman, H.C., Sweitzer, M., **Bullock, O.M.**, Coronel, J., Bond, R., & Poulsen, S. (2020). Explaining how people vote on ballot initiatives with language difficulty and metacognition: Results from two ecological experiments. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
6. Poulsen, S., Coronel, J., Sweitzer, M., **Bullock, O.M.**, Shulman, H., & Bond, R. (2020). Thinking reflectively or intuitively: how cognitive reflection moderates the effect of language complexity on abstention. Presented at the International Communication Association annual meeting, Gold Coast, Australia.
5. Shulman, H.C. & **Bullock, O.M.** (2019). Using metacognitive cues to amplify message content: a new direction in strategic communication. Presented at the International Communication Association annual meeting, Washington, D.C.
4. Coronel, J.C., **Bullock, O.M.**, Shulman, H.C., Sweitzer, M.D., Bond, R.M., & Poulsen, S. (2019). Using eye movements to determine when laboratory findings can be generalized to naturalistic settings: Linguistic features of messages and real-world voting behaviors. Presented at the International Communication Association annual meeting, Washington, D.C.
3. Appiah, O., **Bullock, O.M.**, Coduto, K.D., & Eveland, W.P. (2019). Why we can't talk openly about race: The impact of race and partisanship on respondents' perceptions of intergroup conversations. Presented at the International Communication Association annual meeting, Washington, D.C.

2. Coduto, K.D., Eveland, W.P., Appiah, O., & **Bullock, O.M.** (2019). A multi-study examination of listening and race. Presented at the International Communication Association annual meeting, Washington, D.C.
1. Shulman, H.C. & **Bullock, O.M.** (2018). Pairing a gain-loss frame with a metacognitive frame to explain health and risk perceptions and the cognitive processes associated with framing effects. Presented at the National Communication Association annual meeting, Salt Lake City, UT.

HONORS AND AWARDS

Article of the Year Award National Communication Association, Social Cognition Division <i>Selected via peer-review</i>	2021
Doris Gildea Morgan Scholarship Award Ohio State University <i>One award per year issued by the Graduate Studies Committee in recognition of a senior graduate student's research achievements in the School of Communication</i>	2020
Mass Communication Division Travel Award International Communication Association <i>Travel award for conference participation issued to graduate students submitting exemplary work to the division</i>	2020
Walter B. Emery Scholarship Award Ohio State University <i>One award per year issued by the Graduate Studies Committee in recognition of a junior graduate student's research achievements in the School of Communication</i>	2019
Top Paper Award National Communication Association, Social Cognition Division <i>Selected via peer-review</i>	2018
Carol Carr Brown Graduate Award Ohio State University <i>Issued to high-performing first-year graduate fellows in the School of Communication</i>	2018
Graduate Fellow Ohio State University <i>First-year fellowship awarded upon admission to Ohio State in recognition of previous academic and professional achievements</i>	2018

COURSE HISTORY

The Ohio State University

Instructor of Record

COMM 2367 – Persuasive Communication, Fall 2019

- Student Evaluations of Instruction: 4.87/5

COMM 3444 – Advertising & Society, Summer 2019

- Student Evaluations of Instruction: 4.72/5

Teaching Assistant

COMM 3444 – Advertising & Society, Spring 2019

COMM 3325 – Introduction to Organizational Communication, Spring 2019

American University
Teaching Assistant
GOVT 110 – Politics in the United States (Fall 2015)

SERVICE

Social Media & Society

Reviewer

Journal of Sustainability Research

Reviewer

Journal of Language & Social Psychology

Reviewer

Communication Research

Editorial Assistant

Ohio State University School of Communication 2020-2022
Communication Research Experience Program Coordinator

Ohio State University School of Communication 2019-2020
Graduate Studies Organization, Ph.D. representative

Ohio State University School of Communication 2018-2019
Graduate Studies Committee, Ph.D. representative

Ohio State University School of Communication 2018-2020
Peer mentor

CAMPUS TALKS

It's key!: Communication as a tool to inform and persuade 2020
The Ohio State University, College of Arts & Sciences
Career Success Panel

Effective environmental communication: Overcoming barriers and bias 2020
The Ohio State University, School of Environment and Natural Resources
ENR 2300 – Society & Natural Resources

Increasing message engagement and persuasion through metacognition: 2019
New directions in strategic communication research
The Ohio State University, School of Communication
COMM 7890 – Colloquium Series

Using eye movements to determine when lab findings can be generalized 2018
to real-world settings
The Ohio State University, School of Communication
COMM 7890 – Colloquium Series

RELATED PROFESSIONAL EXPERIENCE

Squared Research 2020-2022

Senior Analyst

Conduct qualitative and quantitative message testing, data analysis, and reporting to inform a national COVID-19 vaccination campaign developed on behalf of the U.S. Department of Health and Human

Services. Lead weekly and monthly research initiatives to monitor vaccination campaign materials produced at a statewide and national level.

Fisher College of Business

2018-2020

Publications Editor

Managed website content and online presence for the Fisher Leadership Initiative’s online publication, *Lead Read Today*, including website design, content curation, and social media management.

Focused Image

2016-2017

Account Executive

Oversaw day-to-day public relations, branding, and advertising initiatives for government clients, including producing all press materials, writing ad copy, web content, and media spokesperson.

Crosscut Strategies

2015-2016

Account Associate

Tracked public policy issues related to technology and healthcare regulation, drafted press releases and news alerts, pitched media, and placed stories in national, local, and trade outlets.

LANGUAGES

English: Native Language

Spanish: Intermediate Speaker, Advanced Reading, Writing, and Listening

PROFESSIONAL AFFILIATIONS

International Communication Association

National Communication Association