

Daniel J. Sude, Ph.D.

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EDUCATION

Ph.D., M.A., Communication, The Ohio State University, 2020.

Dissertation: More Than Partisans: Factors that Promote and Constrain Partisan Selective Exposure with Implications for Political Polarization

Other Specializations: Interdisciplinary Specialization in Survey Research

M.A., Psychology, University of British Columbia, 2015.

Thesis: Culture Influences Rates of Mind Wandering

M.A., Social Sciences, University of Chicago, 2011.

Thesis: Disentangling the Motivations of White Participants to Scrutinize Messages by Black Sources: The Roles of Internal and External Motivations to Respond Without Prejudice

B.A. with Honors, Anthropology, Dartmouth College, 2007.

Thesis: Ongoing Revitalization in Te Kingitanga: A Maori Revitalization Movement and its Challenge to Anthony F. C. Wallace's Model

PUBLICATIONS

Sude, D.J., Pearson, G.D.H., Knobloch-Westerwick, S. (in press). Self-expression just a click away: Source interactivity impacts on confirmation bias and political attitudes. *Computers in Human Behavior*.

Westerwick, A., Sude, D.J., Robinson, M., & Knobloch-Westerwick, S. (2020). Peers versus pros: Confirmation bias in selective exposure to user-generated versus professional media messages and its consequences. *Mass Communication and Society*, 23(4), 510-536. <https://doi.org/10.1080/15205436.2020.1721542>

Garrett, R. K., Sude, D., & Riva, P. (2020). Toeing the Party Lie: Ostracism Promotes Endorsement of Partisan Election Falsehoods. *Political Communication*, 37(2), 157-172. <https://doi.org/10.1080/10584609.2019.1666943>

Knobloch-Westerwick, S., Westerwick, A., & Sude, D.J., (2020). Media choice and selective exposure. In M. B. Oliver, A. Raney, & J. Bryant (Eds.), *Media Effects* (4th ed.) (pp. 146 – 162). London, UK: Routledge.

Sude, D.J., Knobloch-Westerwick, S., Robinson, M., & Westerwick, A. (2019). "Pick and choose" opinion climate: How browsing of political messages shapes public opinion perceptions and attitudes. *Communication Monographs*, 4 (457-478). <https://doi.org/10.1080/03637751.2019.1612528>

GRANTS AND FELLOWSHIPS AWARDED

Tel Aviv University: Post-Doctoral Fellowship (2020-2021, \$38,700)

The Ohio State University: University Fellowship (2016-2017, \$21,852)

The Ohio State University School of Communication: Supplemental Fellowship (2016-2017, \$1,188)

The Ohio State University School of Communication: Personal Research Fund (2016, \$2,500)

University of British Columbia: Faculty of Arts Graduate Award (2014, \$2,381)

University of British Columbia: International Tuition Award (2013-2015, \$6,400)

John Sloan Dickey Center for International Understanding, Dartmouth College: Undergraduate Research Grant (2007, \$1,500)

Office of Undergraduate Research, Dartmouth College: Grant for Thesis Research (2007, \$2,500)

Claire Garber Goodman Fund, Department of Anthropology, Dartmouth College: Grant for Thesis Research (2007, \$3,000)

TEACHING EXPERIENCE

The Ohio State University – 2018 - 2020

Lecturer

- ❖ Public Speaking (Summer 2020)

Graduate Instructor

- ❖ Persuasive Communication (Summer 2018, online, overall evaluation: 4.20/5)
- ❖ Persuasive Communication (Autumn 2018, online, overall evaluation: 4.19/5)
- ❖ Persuasive Communication (Spring 2019, in person, 2 sessions, overall evaluation: 4.19/5; 4.50/5)

- ❖ Persuasive Communication (Summer 2019, online, overall evaluation: 4.17/5)
- ❖ Lab-instructor, Industry Research Methods (Autumn 2019, overall evaluation S1: 4.67; S2: 4.36)
- ❖ Lab-instructor, Industry Research Methods (Spring 2020, overall evaluation S1: 4.35/5; S2: 2.89/5)

University of British Columbia - 2013-2015

Teaching Assistant

Courses:

- ❖ Cultural Psychology (TA) (3 semesters).
- ❖ Personality Psychology (TA) (2 semesters).
- ❖ Social Psychology (TA) (1 semester).
- ❖ Organisational Behaviour (grading only)
- ❖ Two-Party Negotiations (grading only)

EMPLOYMENT (ACADEMIC)

Tel Aviv University

Post-Doctoral Fellow (2020-2021)

- ❖ Under Dr. Shira Dvir-Gvirsman.

The Ohio State University

Graduate Research Assistant to Kelly Garrett (2017-2018)

- ❖ Two experimental studies identifying social factors that motivate acceptance of political misperceptions.
- ❖ Trained RAs in content analysis in support of a project examining quality of deliberation, online.
- ❖ Crowdsourced content analysis experiment examining incivility on Reddit.

Graduate Fellow (2016-2017)

- ❖ With Silvia Knobloch-Westerwick, two experimental studies of selective exposure's impacts on public opinion perceptions, political attitudes, and political participation.
- ❖ With Kelly Garret and Jason Coronel, experimental study of physiological arousal's impacts on the sharing of news articles (face to face vs CMC) presenting verified versus unverified information.

University of British Columbia

Graduate Research Assistant (2013-2014)

- ❖ Online study of political perspective-taking and the partisan empathy gap (Heine's Culture and Self Lab)
- ❖ Online study of memory for counter-attitudinal versus pro-attitudinal political arguments. (Chen's Social Health Lab)
- ❖ Online study of receptiveness to other views and biased argument repertoire. (Chen's Social Health Lab)
- ❖ Laboratory study of cultural differences in mind-wandering (Japanese exchange students versus European Canadians versus East Asian Canadians) (Thesis).
- ❖ Laboratory study of meaning threat's impacts on memory (Heine's Culture and Self Lab)
- ❖ Laboratory study of the impact of acetaminophen (Tylenol) on adaptation to tasks that create cognitive conflict (Heine's Culture and Self Lab).

University of Chicago

Laboratory Manager for Kimberly Rios's Conformity, Attitudes, Threat, and Self Lab (2012-2013)

- ❖ Laboratory study of impact of anticipated computer-mediated conversation involving disagreement about a moral issue on need for cognitive closure and various self-perceptions.
- ❖ Numerous laboratory-based studies of human behavior using MediaLab for Dr. Rios.

GRADUATE COURSEWORK IN METHODS AND STATISTICS

- ❖ Social Network Analysis
- ❖ Survey Research Practicum
- ❖ Survey and Questionnaire Design
- ❖ Mediation and Moderation Analysis
- ❖ Multilevel Analysis
- ❖ Structural Equation Modelling

COMMUNICATIONS-RELEVANT CROSS-CULTURAL UNDERGRADUATE RESEARCH

Honors Thesis and Fieldwork – 2007

- ❖ Two months of foreign study at the University of Auckland in preparation for fieldwork.
- ❖ Three months of qualitative research with the New Zealand Maori—an indigenous people.
- ❖ Interviews lasting from 30 minutes to 5 hours each.

- ❖ Worked closely with CEO of Waahi Whanui health trust; attended meetings of a pan-tribal Parliament.

EMPLOYMENT (INDUSTRY)

Market Research Consultant (2018-2020)

- ❖ Survey design, data analysis, branding for [Good Pharma](#) (by founders of Mighty Leaf Tea.)
- ❖ Designed survey examining overall quality and perceived health impacts of [Treaty](#) CBD product line. Analyzed results; authored report; analyzed results from taste-tests for same client, accounting for within-subject variance

Statistical Consultant for [Saperstein Associates](#) (2018-2020)

- ❖ Learner Verification Study to ESSA (Every Student Succeeds Act) standards.
- ❖ Grove City Community Survey: multiple regression analysis predicting community attachment.
- ❖ Logistic regression analysis of impact of dentists advertising as specialists on consumer perceptions

Sooth (2015-2016)

- ❖ Social psychology driven blog posts for an online app building community around seeking advice.

InMind (www.in-mind.org) 2011-2012

Quiz Team Coordinator

- ❖ Ensured quality and quantity of content for a social-psychology-focused popular science smart phone application that presents daily quiz questions and allows for competition with friends.

Hanover Research Council 2008-2009

Research Assistant

- ❖ Designed and conducted surveys (phone, email, and online.)
- ❖ Conducted open-ended qualitative interviews with members of clients' peer institutions
- ❖ Produced custom reports for clients in multiple industries: education, healthcare, and more.

B.R. Sude Research – 2006

Investigator

- ❖ Archival research under contract with U. S. Army Corps of Engineers.
- ❖ Researched Formerly Utilized Defense Sites dating from 1850 to 1970 at the National Archives—Washington, D.C. and College Park, MD branches.

PRESENTATIONS

Westerwick, A., Sude, D.J., Brooks, D., Kaplan, B., & Knobloch-Westerwick, S. (2019, May). *Gender trumps politics: Social identity impacts on selective exposure to political information*. Paper presented at the meeting of the International Communication Association, Washington, D.C.

Garrett, R.K., Sude, D.J., & Riva, R. (2019, May). *Toeing the party line: Ostracism promotes endorsement of partisan falsehoods*. Paper presented at the meeting of the International Communication Association, Washington, D.C.

Westerwick, A., Sude, D.J., Robinson, M., & Knobloch-Westerwick, S. (2018, August). *Peers versus pros: confirmation bias in selective exposure to user-generated versus mass media messages*. Poster session presented at the meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Pearson, G.D.H., Sude, D.J., & Knobloch-Westerwick, S. (2018, August). *Thumbs up!: Impacts of interacting news voting affordances on selective exposure, voting, and persuasion*. Poster session presented at the meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Sude, D.J., Knobloch-Westerwick, S., Robinson, M., & Westerwick, A. (2018, May). *Prey to peers' postings: Mass media versus blended communication impacts on confirmation bias and attitude change*. Poster session presented at the meeting of the International Communication Association, Prague, Czech Republic.

Sude, D.J., Knobloch-Westerwick, S., Robinson, M., & Westerwick, A. (2017, August). *Opinion climates à la carte: Selective and incidental exposure impacts on attitudes and public opinion*. Paper presented at the meeting of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Sude, D.J. (2015, February). *A wedge in the empathy gap: Perspective-taking decreases overlap between self and other*. Poster session presented at the Mental Simulation Preconference of the meeting of the Society for Personality and Social Psychology, Long Beach, CA.

- Sude, D.J., Rios, K., & Van Tongeren, D. (2014, April). *Moral distinctiveness as meaning threat: Affirmation in response to moral disagreement*. Poster session presented at the meeting of the Attitudes Preconference of the Society for Personality and Social Psychology, Austin, TX.
- Sude, D.J. & Rios, K. (2012, January). *Elaborating messages from Black sources: The role of internal and external motivations to respond without prejudice*. Poster session presented at the meeting of the Society for Personality and Social Psychology, San Diego, CA.

SERVICE ACTIVITIES

Reviewing:

New Media & Society, Mass Communication and Society; International Journal of Public Opinion Research; Communication Research

Conferences

Reviewer ICA Annual Conference: Mass Communication and Society Division, Political Communication Division, 2019

Moderator, Association for Education in Journalism and Mass Communication Annual Conference, 2018

Poster Award Judge, Society for Personality and Social Psychology, 2012

Mentoring:

Peer Mentor Award - School of Communication - 2020

Peer Mentor, The Ohio State University School of Communication, 2017 - 2019

REFERENCES

Silvia Knobloch-Westerwick, Ph.D.
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