William Small Schulz

wschulz@princeton.edu
646 334 9132
willschulz.com

Education

PhD, Politics, **Princeton University** (Current)
Prize Fellow in the Social Sciences, 2021-22

MA, Politics, **Princeton University** (2021)

MSc, Public Health, **London School of Hygiene & Tropical Medicine** (2014)

BA, Political Science, **Swarthmore College** (2013)
Phi Beta Kappa

Work

PATA Homepage Experiment (Princeton University)
Research Assistant, June – August 2019
Under supervision of Professor Andrew Guess, I conducted data management, web scraping, and text analysis tasks as part of a project to assess the effects of news exposure on political attitudes. This included the development and implementation of a procedure to collect the text of all articles appearing on the homepages of Fox News and the Huffington Post during 2018, and the application of structural topic models to characterize differences in immigration coverage.

Vaccine Confidence Project (London School of Hygiene & Tropical Medicine)
Research Assistant, September 2014 – June 2018
Under supervision of Director Heidi Larson, I conducted quantitative and qualitative research concerning public engagement with science, and wrote academic articles, grant proposals, survey questionnaires, reports and press releases. I performed ongoing monitoring of news media mentioning vaccines, organized and presented at conferences, created print and interactive data visualizations, and redesigned the project website.

Current Projects

The Nature and Origins of Online Political Expression
Authors: Schulz
Goal: Ascertain social media users' motivations for online political expression, using an attitudinal survey with embedded experimental manipulations.

(Mis)Representing Ideology on Twitter
Authors: Schulz, Guess, Barberá, Munzert, Yang, Gottlieb, Hughes, Remy, Smith
Goal: Test influence of followed accounts over Twitter users' tweeted political expression, using text scaling methods in observational and experimental designs.

Zoom Discussion Experiment
Authors: Schulz, Knox, Lucas
Goal: Test hypothesis that in-group conformity causes polarization in discussions, using a Zoom experiment and ML measures of linguistic and paralinguistic expression.

Selected Publications

HJ Larson & **WS Schulz**. 2019. "Reverse global vaccine dissent." *Science* 364 (5436):105.

WS Schulz & HJ Larson. 2019. "The Global Politics of Polio Eradication," in *Routledge Handbook on the Politics of Global Health*, ed. R Parker & J Garcia. Routledge.

PE Kummervold, **WS Schulz**, E Smout, L Fernandez-Luque, HJ Larson. 2017. "Controversial Ebola vaccine trials in Ghana: a thematic analysis of critiques and rebuttals in digital news." *BMC Public Health* 17(1):642-66.

P Kostkova, V Mano, HJ Larson, **WS Schulz**. 2017. "Who is Spreading Rumours about Vaccines: Influential User Impact Modelling in Social Networks." *Proceedings of the 2017 International Conference on Digital Health*, London, United Kingdom.

HJ Larson, C Jarrett, **WS Schulz**, M Chaudhuri, Y Zhou, E Dube, M Schuster, NE MacDonald, R Wilson, the SAGE Working Group on Vaccine Hesitancy. 2016. "Measuring Vaccine Hesitancy: The Development of a Survey Tool." *Vaccine* 33(34):4165-75.

HJ Larson, **WS Schulz**, JD Tucker, DMD Smith. 2015. "Measuring Vaccine Confidence: Introducing a Global Vaccine Confidence Index." *PLoS Curr. Outbreaks.*

Honors and Awards

Prize Fellowship in the Social Sciences, 2021-2022, Princeton University
George Kateb Preceptor Award, 2021, Princeton University Politics Department

Grants

DDSSI Research Grant, Princeton University, 2021, **$4940** (with Xiaoxiao Shen)
PRESS Research Grant, Princeton University, 2021, **$1500**
CSDP Graduate Research Grant, Princeton University, 2020, **$4000**
CSDP Seed Grant, Princeton University, 2020, **$500**
PSRC Research Grant, Princeton University, 2019, **$500**
CSDP Seed Grant, Princeton University, 2019, **$600**

Skills

Languages: R, Python, D3, HTML & CSS
Study Design: Survey experiments, social media experiments, discussion experiments
Data Management: Large datasets, complex/networked structures
Statistical Analysis: Observational/experimental designs, topic modeling, text classification, IRT and other latent space scaling methods
Writing: Academic articles, grant applications, blog posts, press releases
Visual: Data visualization, graphic design, video production, photography

Personal

I am an amateur potter, DIY enthusiast, and baker. I enjoy hiking and camping.