Olivia Bullock

Assistant Professor at University of Florida

Gainesville, FL, US

Olivia Bullock studies how gaps between experts' beliefs and the public's beliefs can be closed with effective messaging interventions.

Biography

Olivia Bullock publishes articles about proven, evidence-based strategies to engage and persuasively communicate. She uses a quantitative social science approach to run experiments and determine what message features resonate best with particular audiences for specific topics, especially related to health and science information like climate change, nuclear power, sustainable practices, and vaccination. She also has a practitioner background, including serving as a message design consultant for the CDC's "We Can Do This" nationwide COVID-19 vaccine campaign.

Areas of Expertise

Risk Communication (Science, Health, and Technology), Persuasion, Message Processing, Risk Communication

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