

# LYNN VAVRECK

Marvin Hoffenberg Professor of American Politics and Public Policy  
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## Education

Ph.D. Political Science, 1997, University of Rochester  
Concentrations in American Politics, Political Methodology, and Political Philosophy  
M.S. Political Science, 1996, University of Rochester  
M.A. Political Science, 1992, Arizona State University  
B.S. Political Science, 1990, Arizona State University, Magna Cum Laude

Midpark High School, Middleburg Heights, Ohio, 1986  
Cleveland School of Ukrainian Studies, Ridna Shkola, Parma, Ohio, 1986

## Positions, Faculty, and Political Appointments

Marvin Hoffenberg Chair in American Politics and Public Policy, 2018 - present  
Contributing Columnist, *The New York Times*, April 2014 to present  
University of California Los Angeles, Professor of Political Science, July 2014 to present  
University of California Los Angeles, Professor of Communication (by courtesy), July 2014 to present  
University of California Los Angeles, Associate Professor of Communication (by courtesy), July 2011 to 2014  
University of California Los Angeles, Associate Professor of Political Science, January 2009 to 2014  
University of California Los Angeles, Assistant Professor of Political Science, July 2001 to 2008  
Dartmouth College, Assistant Professor of Government, July 1998 to June 2001  
Princeton University, Woodrow Wilson School of Public and International Affairs, Presidential Campaign Reform Task Force, Research Associate and Executive Director, 1997-1998  
Office of the Vice-President of the United States of America, Press Advance Representative, The White House, 1991-1992.

## Honors

Member, American Academy of Arts and Sciences, 2020  
American Political Science Association Richard E. Neustadt Award for Best Book on the Presidency, 2019  
Fellow, Andrew F. Carnegie Corporation, 2015-2017  
Featured Speaker, *Aspen Ideas Festival*, Aspen, Colorado, 2016  
Honorable Mention, Association of American Publishers' PROSE Award in Government and Politics, 2013  
Moderator, UCLA Luskin Lecture on Thought Leadership with Hillary Rodham Clinton, 2014  
Keynote Speaker, American Association of Public Opinion Research (AAPOR) Annual Meeting, 2013  
Program Chair, American Political Science Association Annual Meeting, 2012  
Stanford University, Hoover Institution National Fellowship, 2007

## Grants & Awards

U.S. Centers for Disease Control and Prevention Research Partnership, 2021, UCLA COVID-19 Health & Politics Study.  
UCLA David Geffen School of Medicine, Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research Award, 2020, UCLA COVID-19 Health & Politics Study.  
Patient-Centered Outcomes Research Institute Grant, 2020, UCLA COVID -19 Health & Politics Study.  
Klarman Family Foundation Project Grant, 2020. Nationscape Project.  
Democracy Fund, Project Grant, 2019-20. Nationscape, an 80-week, 500,000-person mapping of American opinion.  
*Washington Post*, Most Ominous Book of 2018, Sides, Tesler, & Vavreck, *Identity Crisis*  
*Vox.com*, "30 Books to Read to Understand the World," Sides & Vavreck, *The Gamble*  
*Slate Magazine*, "Best Books of 2013," Sides & Vavreck, *The Gamble*  
*National Journal*, "Best Political Books in 2013," Sides & Vavreck, *The Gamble*  
*Washington Post/The Fix*, "Best Political Books of 2013," Sides & Vavreck, *The Gamble*

NSF, Methodology, Measurement, and Statistics Grant, Dual Frame Sampling for Federally Funded Surveys, 2011-2013  
 NSF, Program Grant, The Role of Racialization in the Obama Presidency, 2010-11  
 NSF, Research Meeting Grant, Planning Meeting on the Future of Election Studies, 2010  
 UCLA Center for the Study of American Politics, Research Grant, 2007  
 UCLA Assistant Professor Career Development Award, 2006  
 Council on Research, UCLA Academic Senate, Faculty Grant Program, 2006  
 Carnegie Corporation Strengthening Democracy Grant, October 2004  
 Council on Research, UCLA Academic Senate, Faculty Grant Program, 2004  
 Yale University Institution for Social and Policy Studies, major project support 2003  
 Center for Investigation and Research on Civic Learning and Education, University of Maryland, 2002  
 Council on Research, UCLA Academic Senate, Assistant Professor Initiative Grant, 2002  
 Council on Research, UCLA Academic Senate, Faculty Grant Program, 2002  
 Dartmouth College Wilson Faculty Research Fellowship, 2001-2002 (declined)  
 Rockefeller Center at Dartmouth College, Social Science Research Grant, 2000  
 American Political Science Association Small Research Grant Award, 1999  
 Harvard University, Joan Shorenstein Center on Press, Politics and Public Policy Goldsmith Research Award, 1999

### Publications: Articles and Books

- A39 Sepucha, Karen, Aaron Rudkin, Ryan Baxter-King, Annette L. Stanton, Neil Wenger, Lynn Vavreck, & Arash Naeim. 2024. "Perceptions of COVID-19 Risk: How Did People Adapt to the Novel Risk? *Medical Decision Making: An International Journal of the Society for Medical Decision Making*, early online edition.
- A38 Jamieson, Kathleen Hall, Arthur Lupia, Ashley Amaya, Henry E. Brady, Rene Bautista, Joshua D. Clinton, Jill A. Dever, David Dutwin, Daniel L. Goroff, D. Sunshine Hillygus, Courtney Kennedy, Gary Langer, John S. Lapinski, Michale Link, Tasha Philpot, Ken Presitt, Doug Rivers, Lynn Vavreck, David C. Wilson, and Marcia K. McNutt. 2023. "Protecting the Integrity of Survey Research," *Proceedings of the National Academy of Sciences Nexus*, Vol. 2 Iss. 3, pgad049.
- A37 Guerin, Rebecca J, Arash Naeim, Ryan Baxter-King, Andrea A. Okun, Derek Holliday, and Lynn Vavreck. 2023. "Parental Intentions to Vaccinate Children against COVID-19: Findings from a U.S. National Survey," *Vaccine*. January 41(1):101-108.
- A36 Hill, Seth, Anthony Fowler, Jeffrey B. Lewis, Chris Tausanovitch, Lynn Vavreck, and Christopher Warshaw. 2023. "Moderates," *American Political Science Review*, 117(2), p. 643-660.
- A35 Huang, Tina Qing, Ryan Baxter-King, Arash Naeim, Aaron Rudkin, Lynn Vavreck, Karen Sepucha, Leah P. Sabacan, Laura Esserman, Neil Wenger, WISDOM Study and Athena Investigators. 2022. "Change in breast cancer risk perception related to perceived COVID-19 risk: A WISDOM sub-population analysis," *Journal of Clinical Oncology* 40:16.
- B6 Jacobson, Gary, Sam Kemell, Thad Kousser, Lynn Vavreck, and Timothy Johnson. 2023. *The Logic of American Politics*, 11<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- A34 Naeim, Arash, Rebecca J. Guerin, Ryan Baxter-King, Andrea A. Okun, Neil Wenger, Karen Sepucha, Annette L. Stanton, Aaron Rudkin, Derek Holliday, Alex R. Hayes, and Lynn Vavreck. 2022. "Strategies to Increase the Intention to Vaccinate Against COVID-19: Findings from a Nationally Representative Survey of U.S. Adults, October 2020-October 2021," *Vaccine*. December 40(52):7571-7578.
- B5 Sides, John, Chris Tausanovitch, and Lynn Vavreck. 2022. *The Bitter End: The 2020 Presidential Election and the Challenge to American Democracy*, Princeton University Press.
- A33 Baxter-King, Ryan, Jacob Brown, Ryan D. Enos, Arash Naeim, and Lynn Vavreck. 2022. "How Local Partisan Context Conditions Pro-Social Behaviors: Mask-Wearing During COVID-19," *Proceedings of the National Academy of Sciences*, Vol. 119, No. 21.
- A32 MacDonald, James J., Ryan Baxter-King, Lynn Vavreck, Arash Naeim, Neil Wenger, Karen Sepucha, and

- Annette Stanton. 2022. "Depressive Symptoms and Anxiety During May 2020 to April 2021: Implications for Emergence from the Pandemic," *Journal of Medical Internet Research Mental Health* Feb 10;9(2):e33585.
- A31 Wenger, Neil S., Annette L. Stanton, Ryan Baxter-King, Karen Sepucha, Lynn Vavreck, and Arash Naeim. 2022. "The Impact of COVID-19 on Routine Medical Care and Cancer Screening," *Journal of General Internal Medicine*. January 10, 2022.
- A30 Sides, John, Lynn Vavreck, and Christopher Warshaw. 2021. "The Effect of Television Advertising in U.S. Elections," *American Political Science Review*, Vol. 116, Issue 2, p. 702.
- A29 Naeim, Arash, Ryan Baxter-King, Neil Wenger, Annette L. Stanton, Karen Sepucha, and Lynn Vavreck. 2021. "Effects of Age, Gender, Health Status, and Political Party on COVID-19-Related Concerns and Prevention Behaviors: Results of a Large, Longitudinal Cross-sectional Survey." *Journal of Medical Internet Research Public Health and Surveillance* April 28;7(4): e24277.
- B4 Jacobson, Gary, Sam Kernell, Thad Kousser and Lynn Vavreck. 2021. *The Logic of American Politics*, 10<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- A28 Sides, John, Christopher Tausanovitch, and Lynn Vavreck. 2020. "The Politics of COVID-19: Partisan Polarization about the Pandemic Has Increased, but Support for Health Care Reform Hasn't Moved at All," *Harvard Data Science Review*, COVID Special Issue.
- A27 Warshaw, Christopher, Lynn Vavreck, and Ryan Baxter-King. 2020. "Fatalities from COVID-19 are Reducing Americans' Support for Republicans at Every Level of Federal Office," *Science Advances*, Vol 6, No. 44.
- A26 Alexander Coppock, Seth J. Hill, and Lynn Vavreck. 2020. "The Small Effects of Political Advertising are Small Regardless of Context, Message, Sender, or Receiver: Evidence from 59 Real-time Randomized Experiments," *Science Advances* Vol 6, No. 36.
- A25 Sides, John, Chris Tausanovitch, Chris Warshaw, and Lynn Vavreck. 2020. "On the Representativeness of Primary Voters." *British Journal of Political Science*, 50(2) p. 677-685.
- B4 Jacobson, Gary, Sam Kernell, Thad Kousser and Lynn Vavreck. 2019. *The Logic of American Politics*, 9<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- A24 Robison, Joshua, Randy T. Stevenson, James N. Druckman, Simon Jackman, Jonathan N. Katz and Lynn Vavreck. 2018. "An Audit of Political Behavior Research," *Sage Open* 8(3).
- A23 Sides, John, Michael Tesler, and Lynn Vavreck. 2018. "Hunting Where the Ducks Are: Activating Support for Donald Trump in the 2016 Republican Primary." *Journal of Elections, Public Opinion and Parties* 28(2):135-156.
- B5 Sides, John, Michael Tesler, and Lynn Vavreck. 2018. *Identity Crisis: The 2016 Presidential Campaign and the Battle for the Meaning of America*, Princeton University Press.
- A22 Sides, John, Michael Tesler, and Lynn Vavreck. 2017. "How Trump Lost and Won," *Journal of Democracy*, 28(2), April, p.34-45.
- B4 Jacobson, Gary, Sam Kernell, Thad Kousser and Lynn Vavreck. 2017. *The Logic of American Politics*, 8<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- A21 Sides, John, Michael Tesler, and Lynn Vavreck. 2016. "The Electoral Landscape of 2016," *Annals of the American Academy of Political and Social Science*, 667, p. 50-71.
- A20 Gooch, Andrew A. and Lynn Vavreck. 2016. "How Face-to-Face Interviews and Cognitive Skill affect Item Non-Response: A Randomized Experiment Assigning Mode of Interview," *Political Science Research and Methods*, 13 June, p. 1-20.

- A19 Paluck, Elizabeth Levy, Paul Lagunes, Donald P. Green, Lynn Vavreck, Limor Peer, and Robin Gomila. 2015. "Does Product Placement Change Television Viewers' Social Behavior," *PLOS ONE*, (September).
- A18 Masket, Seth, John Sides, and Lynn Vavreck. 2015. "The Ground Game in the 2012 Presidential Election," *Political Communication* 32(2).
- B4 Jacobson, Gary, Sam Kernell, Thad Kousser and Lynn Vavreck. 2015. *The Logic of American Politics*, 7<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- A17 Vavreck, Lynn. 2014. "Want a Better Forecast? Measure the Campaign," *PS: Political Science and Politics* (June).
- A16 LaCour, Michael and Lynn Vavreck. 2014. "Improving Media Measurement: Results from the Field," *Political Communication* 31(4).
- A15 Geer, John and Lynn Vavreck. 2014. "The Repositioning of Candidates through Negativity," *Political Communication* 31(2).
- A14 Enos, Ryan D., Anthony Fowler and Lynn Vavreck. 2014. "Increasing Inequality: The Effect of GOTV Mobilization on the Composition of the Electorate," *Journal of Politics*.
- A13 Hill, Seth, James Lo, Lynn Vavreck, and John Zaller. 2013. "How Quickly We Forget: The Duration of Persuasion Effects from Mass Communication," *Political Communication* 30(4).
- B4 Jacobson, Gary, Sam Kernell, Thad Kousser and Lynn Vavreck. 2013. *The Logic of American Politics*, 6<sup>th</sup> Edition, Thousand Oaks, CA: Sage Publications.
- B3 Sides, John and Lynn Vavreck. 2013. *The Gamble: Choice & Chance in the 2012 Presidential Election*, NJ: Princeton University Press.
- B3 Sides, John and Lynn Vavreck. 2012. *The Gamble: The Hand You're Dealt; The Gamble: Random, or Romney?; The Gamble: All In; The Gamble: High Rollers*. Published as four separate e-books. NJ: Princeton University Press.
- A12 Trager, Robert F. and Lynn Vavreck. 2011. "The Political Costs of Crisis Bargaining: Presidential Rhetoric and the Role of Party," *American Journal of Political Science* 55:3, 526-45.
- A11 Jackman, Simon and Lynn Vavreck. 2010. "Primary Politics: Race, Gender, and Age in the 2008 Democratic Primary," *Journal of Elections, Public Opinion, and Policy* 20:2, May, 153-186.
- B2 Vavreck, Lynn. 2009. *The Message Matters: The Economy and Presidential Campaigns*, Princeton, NJ: Princeton University Press.
- B1 Bartels, Larry M. and Lynn Vavreck. Eds. 2000. *Campaign Reform: Insights and Evidence*, Ann Arbor: University of Michigan Press.
- A10 Vavreck, Lynn and Douglas Rivers. 2008. "The 2006 Cooperative Congressional Election Study," *Journal of Elections, Public Opinion, and Policy*, November.
- A9 Green, Donald P. and Lynn Vavreck. 2008. "Analysis of Cluster-Randomized Field Experiments: A Comparison of Alternative Estimation Approaches," *Political Analysis*, 16: 2, 138-152.
- A8 Gilens, Martin., Lynn Vavreck, and Marty Cohen. 2007. "See Spot Run: The Rise of Advertising, the Decline of News, and the American Public's Perceptions of Presidential Candidates" *Journal of Politics* 69: 4, p. 1160.
- A7 Vavreck, Lynn. 2007. "The Dangers of Self-Reports of Political Behavior", *Quarterly Journal of Political Science* 2:287.

- A6 Fowler, Linda L., Constantine J. Spiliotes and Lynn Vavreck. 2002. "Sheep in Wolves' Clothing: Undeclared Voters in New Hampshire's Open Primary," *PS: Political Science and Politics*, V XXXVI, No. 2.
- A5 Vavreck, Lynn, Constantine J. Spiliotes and Linda L. Fowler. 2002. "The Effects of Retail Politics in the New Hampshire Primary," *American Journal of Political Science*, 46: 3.
- A4 Spiliotes, Constantine J. and Lynn Vavreck. 2002. "Campaign Advertising: Partisan Convergence or Divergence?" *Journal of Politics*, 64:1, p. 249-261.
- A3 Vavreck, Lynn. 2001. "The Reasoning Voter Meets the Strategic Candidate: Signals and Specificity in Campaign Advertising, 1998." *American Politics Research*, 29:,5, p. 507-529.
- A2 Fowler, Linda L., Constantine J. Spiliotes, and Lynn Vavreck. 2001. "Group Advocacy in the 2000 New Hampshire Primary," in *PS: Political Science and Politics*, Volume XXXIV, No. 2 (June ), P. 267-275.
- A1 Stevenson, Randolph T. and Lynn Vavreck. 2000. "Does Campaign Length Matter? Testing for Cross-National Effects," *British Journal of Political Science*, 30, p. 217-235.

### **Publications: Chapters, Reports, Blogs**

- C11 Vavreck, Lynn. 2021. "A Constant Obsession with Explanation," in *Advances in Experimental Political Science*, James N. Druckman and Donald P. Green, eds., Cambridge University Press.
- C10 Sides, John, Michael Tesler, and Lynn Vavreck 2020. "Gender Attitudes and American Public Opinion in the Trump Era," in *Dynamics of American Democracy: Partisan Polarization, Political Competition, and Government Performance*, Eric M. Patashnik and Wendy J. Schiller, eds. University Press of Kansas: Lawrence, KS, forthcoming.
- C9 Vavreck, Lynn. 2012. "Priming the Economy," in *Oxford Handbook of Political Communication*, Kathleen Hall Jamieson, ed. New York: Oxford University Press.
- W1 Vavreck, Lynn. 2011-12. *Model Politics*, a political blog hosted by YouGov, Inc. [www.today.yougov.com](http://www.today.yougov.com). Blog contributor, organizer, and co-founder.
- C8 Iyengar, Shanto and Lynn Vavreck. 2012. "Online Panels and the Future of Political Communication Research," in *Sage Handbook of Political Communication*, Holli Semetko, eds. New York: Sage Publications.
- C7 Vavreck, Lynn and Shanto Iyengar. 2011. "The Future of Political Communication Research: Online Panels and Experimentation," in *Oxford Handbook of Political Science*, Robert Y. Shapiro and Larry Jacobs, eds. New York: Oxford University Press.
- C6 Jackman, Simon and Lynn Vavreck. 2011. "Cosmopolitanism," in *Facing the Challenge of Democracy: Explorations in the Analysis of Public Opinion and Political Participation*, Paul M. Sniderman and Benjamin Highton, eds. Princeton, NJ: Princeton University Press.
- C5 Fowler, Linda L., Constantine J. Spiliotes and Lynn Vavreck. 2002. "Interest Group Advocacy in the New Hampshire Primary," in *The Interest Group Connection: Electioneering, Lobbying and Policymaking in Washington*, Paul S. Hermson, Ronald G. Shaiko and Clyde Wilcox, Editors. New York: Chatham House Publishers.
- C4 Vavreck, Lynn. 2001. "Voter Uncertainty and Candidate Contact: New Influences on Voting Behavior," in *New Agendas: Communication and U.S. Elections*, Rod Hart and Daron Shaw, Editors. New York: Rowman and Littlefield.
- C3 Vavreck, Lynn. 2000. "How Does it All 'Turnout'? Exposure to Attack Advertising, Campaign Interest, and Participation in American Presidential Campaigns," in *Campaign Reform: Insights and Evidence*, Larry M. Bartels and Lynn Vavreck, eds. Ann Arbor: University of Michigan Press.

- C2 Fowler, Linda L., Constantine J. Spiliotes, and Lynn Vavreck. 2000. "The Role of Issue Advocacy Groups in the New Hampshire Primary," *Getting Inside the Outside Campaign: Issue Advocacy in the 2000 Presidential Primaries*, David Magleby, Editor. Utah: Brigham Young University.
- C1 Fowler, Linda L., Constantine J. Spiliotes, and Lynn Vavreck. 2001. "The Role of Issue Advocacy Groups in the New Hampshire Primary," in *PS: Political Science and Politics*, e-symposium "Outside Money in the 2000 Presidential Primaries, David Magleby, editor. Volume XXXIV, No.2.
- R1 *Campaign Reform: Insights and Evidence – Report of the Task Force on Campaign Reform*. 1998. Princeton, NJ: Trustees of Princeton University.

### Original Data Collection (Principal Investigator)

- Vavreck, Lynn. 1999. *Midterm Election Advertising Dataset 1998, (MEAD)*. Dartmouth College: Hanover, NH.
- Fowler, Linda L., Spiliotes, Constantine J., and Lynn Vavreck. 2000. *Dartmouth College AP New Hampshire Primary Election Poll*. Hanover, NH.
- Vavreck, Lynn. 2002. *Observational v. Experimental Data*. Knowledge Networks, Inc.: Menlo Park, CA.
- Vavreck, Lynn. 2003. *Off-year GOTV Field Experiment Dataset*. University of California: Los Angeles, CA.
- Vavreck, Lynn. 2004. *Rock the Vote: Presidential Election GOTV Field Experiment Dataset*. University of California: Los Angeles, CA.
- Vavreck, Lynn. 2005. *Presidential Election Discourse Dataset 1952-2000*. University of California: Los Angeles, CA.
- Vavreck, Lynn. 2006. *Cooperative Congressional Election Study, UCLA Team Module*. Polimetrix, Inc.: Palo Alto, CA.
- Vavreck, Lynn. 2006. *Cooperative Congressional Election Study, Vavreck Module*. Polimetrix, Inc.: Palo Alto, CA.
- Jackman, Simon D. and Lynn Vavreck, 2007-2008, *Cooperative Campaign Analysis Project (CCAP)*, YouGov/Polimetrix, Inc.: Palo Alto, CA.
- Michael Tesler, David Sears, and Lynn Vavreck, 2009-2011, *CCAP Re-interviews*, YouGov/Polimetrix, Inc. Palo Alto, CA.
- Vavreck, Lynn. 2011. Survey Mode Experiment, CBS Television City, MGM Grand, Las Vegas, NV.
- Vavreck, Lynn. 2011-2016. *Cooperative Campaign Analysis Project (CCAP)*, YouGov/Polimetrix, Inc., Palo Alto, CA.
- Vavreck, Lynn. 2012. *State of the Nation Election Survey*, YouGov, Inc., Palo Alto, CA.
- Vavreck, Lynn. 2015-2016. *Spotcheck*. Real time election study, YouGov, Inc. Palo Alto, CA.
- Tausanovitch, Christopher N. and Lynn Vavreck. 2019-2020. The Democracy Fund + UCLA Nationscape Project. An 82-week, 500,000-person mapping of American opinion. Los Angeles, CA.
- Vavreck, Lynn and Arash Naeim. 2020-2022. UCLA COVID Health & Politics Project. Los Angeles, CA.
- Vavreck, Lynn and Arash Naeim. 2021-2022. UCLA & U.S. Centers for Disease Control COVID Health Project. Los Angeles, CA.

### Selected Book Reviews

- By Carlos Lozada, "The Eruption," review of *Identity Crisis* in *The Washington Post*, November 1, 2018.
- By Michael Tomasky, "Can the Monster be Elected?" Review of *The Gamble* in *The New York Review of Books*, July 14, 2016.
- By David Lauter, Review of *The Gamble: Choice and Chance in the 2012 Presidential Election*, by John Sides and Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in the *Los Angeles Times*, Books Section, Sunday, August 18, 2013.)
- By Stan Greenberg, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *The American Prospect*, October 2009).
- By John Geer, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *Public Opinion Quarterly* 74:3).
- By Chris Wlezien, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *Congress & the Presidency* 37:2).
- By Marc Hetherington, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *Political Communication* 27:3).
- By Jonathan Nagler, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *Political Science Quarterly* 125:3).
- By Nathan Bigelow and Michael Carlson, Review of *The Message Matters: The Economy and Presidential Campaigns*, by Lynn Vavreck, Princeton University Press: Princeton, NJ, (Review appeared in *Journal of Politics* 72:3).

*The Timeline of Presidential Campaigns* by Robert Erikson and Christopher Wlezien. Cambridge, UK: Cambridge University Press (review appeared in *Perspectives on Politics* 2014).

*Double Down: Game Change 2012*. Penguin Press (review appeared in *Boston Review*, December 2013)

*The Economic Vote* by Raymond Duch and Randolph Stevenson. Cambridge, UK: Cambridge University Press (review appeared in *Journal of Politics* 2009).

*In Defense of Negativity*, by John Geer. Princeton, NJ: Princeton University Press. (review appeared in *Political Communication* 2008).

*Campaigning for Hearts and Minds*, by Ted Brader. Princeton, NJ: Princeton University Press. (review appeared in *Political Communication* 2008).

By Paul Gronke, Review of *Campaign Reform: Insights and Evidence*, Larry M. Bartels and Lynn Vavreck, Editors, University of Michigan Press: Ann Arbor. (Review appeared in *American Political Science Review*, December 2001).

*The Image is Everything Presidency: Dilemmas in American Leadership*. Richard W. Waterman, Robert Wright, and Gilbert St. Clair. Boulder, CO: Westview Press, 1999. (Review appeared in *Political Science Quarterly*, Spring 2000).

### Other Professional Activities/Awards

Member, Editorial Board, *American Political Science Review*, 2024-2026

Member, External Review Committee, Texas A&M Department of Political Science, 2024

Speaker, Investiture Celebration for Daniel Diermeier, the Ninth Chancellor of Vanderbilt University, 2022

Featured Guest, Northwestern University Political Behavior Meeting, 2018

President, Experimental Research Section of the American Political Science Association, 2014-16

Member, APSA Task Force on Public Engagement, 2014-15

Panel Member, NSF Advisory Panel for Census Research Network Proposals, 2013

Associate Editor, *Research and Politics*, 2013-2015

Editorial Board, *Journal of Experimental Political Science*, 2013- present

Plenary Speaker, Annual Meeting of the American Association of Public Opinion Researchers Meeting, 2013

Chair, Best Paper Award Committee, APSA Experiments Section, 2013

Chair, Best Paper Award Committee, APSA Elections, Voting Behavior, and Opinion Section, 2013

Program Co-Chair, American Political Science Association Annual Meeting, 2012, New Orleans, Louisiana

Co-Chair, APSA Task Force on the Importance of Political Science to Society, 2010-12

Panel Member, NSF Methods, Measurement, and Statistics Review Panel, 2012

Panel Member, NSF Advisory Panel for Census Research Network Proposals, 2011

Co-Chair (Public Opinion and Psychology), European Political Science Association Annual Meeting, 2011

Public Policy Institute of California (PPIC), Experts Panel, 2010

Council Member at Large, Experiments Section of American Political Science Association, 2010-11

Member, APSA Carey McWilliams Award Committee, 2010

Member, APSA Political Communication Lazarsfeld Award Committee, 2010

Member, Experiments in Governance and Politics Network (EGAP), 2009-present

American National Election Studies, Board of Advisors, 2009-2017

Editorial Board, *Political Communication*, 2009- present

Editorial Board, *American Journal of Political Science*, 2009-2011

Associate PI, Time-sharing Experiments for the Social Sciences (TESS), 2009-2015

British Election Study Board of Advisors, 2009-2013

Paul F. Lazarsfeld Award for Best Paper Presented in Political Communication, 2007 American Political Science Association Meeting, Chicago, Ill.

National Science Foundation Workshop on Data Infrastructure for Social and Behavioral Sciences, 2009

Study Director, Cooperative Congressional Election Study, 2006

Panel Development, Polimetrix, Inc., Palo Alto, CA, 2003- 2006

Member, Voices of Reform Committee, Commonwealth Club of California, 2005-7

Member, American National Election Study 1998 Pilot Study Programming Committee, 1997-98

Member, Annenberg School of Communication Y2K Survey Planning Committee, 1997-98

Member, Board of Directors, Sorenson Institute for Political Leadership, The University of Virginia, 1997-98.

Intern for *American Political Science Review*, G. Bingham Powell, Jr., Editor, 1994-1995.

Referee for *American Political Science Review*, *American Journal of Political Science*, *Journal of Economics and Politics*, *Journal of Politics*, *American Politics Quarterly*, *Political Science Quarterly*, Princeton University Press, *Perspectives on Politics*, *Political Communication*, National Science Foundation, and the *Journal of Theoretical Politics*.

## Courses, Community, and University Service

Lecturer, UCLA Chancellor's LINK (Leadership, Innovation, Networking, and Knowledge) Program, 2024  
Member, UCLA Search Committee for Director of Undergraduate Admissions, 2024  
Presenter, UCLA Student Summer Leadership Retreat, 2023  
Coordinator and Funder, UCLA Political Science Department Workshop Series, 2023-2025  
Chair, UCLA Vice Provost of Enrollment Management Search Committee, 2023  
Chair, UCLA Senate Committee on Undergraduate Admissions and Relations with Schools, 2023-2025  
Member, UC Systemwide Board of Undergraduate Admissions and Relations with Schools, 2023-2025  
Member, UCLA Senate Committee on Undergraduate Admissions and Relations with Schools, 2022-2023  
Chair, UCLA Senate Intercollegiate Athletics Committee, 2018-2022  
Member, UCLA Law School Dean Search Committee, 2022-2023  
Member, UCLA Social Science Dean Reappointment Committee, 2022  
Member, UCLA Chancellor's Advisory Committee on Allston v. NCAA and NIL Opportunities, 2022  
Member, UCLA Student Athlete Admissions Committee, 2022-2024  
UCLA Chancellor's Associates Lecture, 2022  
Host & Moderator, UCLA Possible Worlds Lecture with Danielle Allen, 2021  
UCLA Division of Humanities, Possible Worlds Steering Committee, 2020-present  
Member, UCLA Athletics Department, Voting Matters Initiative, 2020  
UCLA Chancellor's Associates Lecture, 2020  
UCLA Women & Philanthropy Lecture, 2020  
UCLA U Heard it Here Lecture, 2020  
UCLA History Department Podcast, 2020  
Speaker, Los Angeles World Affairs Council, 2020  
UCLA Senate Committee on Undergraduate Admissions and Relations with Schools Ad hoc, 2019-2020 (guest)  
Member, UCLA Senate Intercollegiate Athletics Committee, 2016-2018  
UCLA Chancellor's Associates Lectures delivered in Orange County and San Diego, 2019  
UCLA Political Science Department Commencement Speaker, 2018  
UCLA Communication Department Board of Visitors meeting presentation, 2019  
UCLA Political Science Board of Visitors meeting presentation, 2018, 2019  
UCLA Chancellor's Associates Lectures delivered in Los Angeles, San Diego, 2018  
Speaker, Greater Phoenix Leadership, Annual Board Meeting, Phoenix, 2018  
UCLA Optimists Campaign, 2016 Class of Optimists  
UCLA External Affairs, Annual Meeting Speaker, 2016  
UCLA Chancellor's Associates Lectures delivered in Santa Barbara, San Fernando Valley, and Beverly Hills, 2016  
Faculty Lecturer, UCLA Bruin Woods Family Camp, Summer 2013, 2014, 2015, 2016  
Election Commissioner, UCLA Faculty Senate, 2013-16  
Faculty Advisor, Statistics Department DATAFEST 2013  
Junior Statesman of America, Convention Speaker, 2012  
Junior Statesman of America Board of Advisors, 2012  
Election Day Q & A at Sherman Oaks Elementary School, grades 2 and 4, 2012  
Volunteer Day participant, UCLA Day to Give, 2012  
UCLA Chancellor's Associates Lectures delivered in Santa Barbara, Orange County, San Diego, San Gabriel Valley, and Los Angeles, 2012  
UCLA Extension Program Lecture, 2012  
Founder, UCLA U HEARD IT HERE Public Lecture Series, 2012  
Member, Vice Chancellor's Task Force to Evaluate the Institute for Social Research, 2010  
Member, Dean's Committee to evaluate the Social Science in Practice Program, 2010  
Member, UCLA Senate Committee on Faculty Welfare, 2009-2011  
UCLA Political Science, Faculty Commencement Speaker, 2009  
Member, UCLA Senate Committee on University Admissions and Relations with Schools, 2006-7  
Member, Dean's Committee to Reinstate Survey Research Center, 2007  
Chair, Graduate Outreach and Recruitment Committee, 2003-2006; 2008 to 2017  
Member, Graduate Studies Committee, 2006-7; 2010-2016; 2018-2022  
Chair, American Politics Field, 2006-7; 2010-2016; 2018-2022  
Member, Undergraduate Studies Committee, 2008



Chair, Department Speakers' Series 2006-7, 2008-9, 2010-2018  
Member, Department Executive Committee, 2006  
Member, Department Development Committee, 2007-2012  
Member, Graduate Admissions Committee, 2003 to 2016  
Member, Dean's Committee to Evaluate Survey Research Center, 2005  
Member, Center for study of American Politics and Policy Advisory Board, 2005  
Director, Dartmouth College Department of Government Honors Program, 1999-2001  
Introduction to Political Behavior, UCLA (graduate course)  
Introduction to American Politics, UCLA (undergraduate)  
America in the 1960s, UCLA (undergraduate General Education Interdisciplinary Cluster Course)  
Survey Methodology, UCLA (graduate course)  
Quantitative Political Analysis, Dartmouth College (undergraduate)  
Campaigns and Elections, Dartmouth College and UCLA (graduate and undergraduate course)  
Public Opinion, Dartmouth College (undergraduate)  
Media and Politics Seminar, Dartmouth College and UCLA (undergraduate)  
Campaign Reform, Princeton University (undergraduate)  
The Political Process, University of Rochester, Eastman School of Music, (undergraduate)

### Invited Lectures

University of Virginia, Sorenson Institute, 1998  
University of Pennsylvania, Annenberg School of Communication, 1999  
Columbia University, 1999  
*Concord Monitor* – Debate Moderator, 1999  
University of Minnesota, 2000  
University of California at San Diego, 2002  
Princeton University, 2002  
Yale University, 2002  
University of Michigan, ISSR, 2003  
University of California, Davis, 2004  
Brookings Institution, 2004  
Stanford University, 2004  
Los Angeles League of Women Voters, 2004  
UC Board of Regents Meeting, 2004  
American Academy for the Advancement of Science, 2005  
Brookings Institution, 2005  
Commonwealth Club of California, 2006  
Advertising Research Foundation Symposium on Audience Measurement, 2006  
Rice University, November 2006  
Arizona State University, 2007  
Vanderbilt University, 2007  
EITM Summer Program, UCLA, 2007  
Oxford University, Oxford, England, 2007  
Essex University, Colchester, England, 2007  
Princeton University, 2007  
Vanderbilt University, 2008  
Princeton University, 2008  
University of Missouri, 2008  
University of North Carolina, 2008  
Washington University, St. Louis, 2008  
Oxford University, 2008  
Brookings Institution, 2008  
Rice University, 2008  
University of California Los Angeles, Law School, 2008  
University of California Los Angeles, Business School, 2008  
University of California Los Angeles, Ziman Center, 2008  
University of California Los Angeles, University Communications, 2008  
University of California Los Angeles, Bruin Alumni, 2008  
University of California Los Angeles, School of Public Affairs, 2008  
University of California Los Angeles, Political Science Development Board, 2008

Yale University, 2009  
Stanford University, American Politics Workshop, 2009  
Stanford University, American Politics Workshop, 2010  
University of California San Diego, 2009  
University of California Berkeley, 2009  
University of California Los Angeles, School of Public Affairs, 2009  
University of California Los Angeles, Political Science Comparative Politics Group, 2009  
Southern Methodist University & University of Rochester Election Meeting, 2009  
British Election Study Fellows Meeting, Essex University, Colchester, England, 2009  
Northwestern University, Experiments Meeting, 2009  
ELECTDEM Meeting, Central European University, Budapest, Hungary, 2010  
Empirical Legal Studies Meeting, 2010  
University of Pennsylvania, Annenberg School of Communication, 2010  
University of Pittsburgh, 2010  
Vanderbilt University, 2010  
Artists and Athletes CNN Panel of Experts on Midterm Elections (Moderator), 2010  
Vanderbilt University, 2011  
University of Pennsylvania, 2011  
Duke University, 2011  
University of Sydney, 2011  
University of California, Davis, 2011  
Harvard University, 2011  
Massachusetts Institute of Technology, 2011  
Princeton University, 2011  
Vanderbilt University, 2012  
Stanford University, 2012  
Stanford Graduate School of Business, 2012  
University of British Columbia, 2012  
Rice University, 2012  
Princeton University, 2012  
Denver University, 2012  
Brookings Institution, 2012  
American Public Media's *Marketplace* "No Horse in the Race Election Road Show" (Pasadena & Cleveland), 2012  
Orange County Women in Politics Meeting Lecture, 2012  
University of British Columbia, 2013  
Vanderbilt University, 2013  
Yale University, 2013  
UC Berkeley, 2013  
Matsui Center at UC Berkeley, 2013  
Iowa State University, 2013  
Chapman University, 2013  
University of Rochester, 2013  
Brigham Young University, 2014  
Oxford University, 2014  
Franklin & Marshall, 2014  
University of Georgia, 2014  
William J. Clinton Presidential Library, 2014  
University of Michigan, 2015  
Toulouse School of Economics, 2015  
Pennsylvania State University, 2015  
Stanford University, 2015  
University of Iowa Caucus Panel, 2016  
Arizona State University Distinguished Alumni Lecture, 2016  
University of Texas, Austin, 2016  
Miami University of Ohio, 2016  
UCLA Hammer Museum Public Forum, 2016  
Vanderbilt University, 2016  
University of Georgia, 2016  
Stanford University, 2016

University of Georgia, 2017  
Princeton University, 2017  
Harvard University, 2017  
University of Michigan, 2017  
UCLA Hammer Museum Public Forum, 2017  
Zocalo Public Square Public Lecture, 2017  
Vanderbilt University, 2018  
University of Iowa, 2018  
University of Chicago, 2018  
Harvard University, 2018  
Princeton University, 2019  
NYU, 2019  
Northwestern University, 2019  
Yale University, 2020  
University of Chicago, 2020  
Stanford University, 2020  
UCLA Bio-Engineering, 2020  
Princeton University, 2020  
UC Berkeley, 2020  
UCLA Political Science, 2020  
Universidade de Federal Minas Gerais, Brazil, 2020  
Institute for Social and Policy Studies, Yale University, 2020  
UC San Diego, 2020  
University of Pennsylvania, 2020  
Annenberg Sunnyslands, 2021  
Stanford University, 2022  
UC Davis, 2022  
Harvard University, 2022  
UC Irvine, 2022  
UC Berkeley Citrin Center, 2022  
Gonzaga University, 2022  
UC Berkeley, 2023  
Arizona State University, 2023  
UCLA Law, 2023  
Junior State of America, 2023  
University of Chicago, 2023  
Vanderbilt University, 2023  
University of Chicago, 2024  
America at a Crossroads, 2024  
The Plato Society, 2024  
UCLA Strategic Communication Bar Raiser Summit, 2024  
American Academy in Berlin, 2024  
UCLA Emeriti Association Dinner, 2024  
University of Minnesota, 2024  
University of Oregon, 2024  
Cornell University, 2024  
Vanderbilt University, 2024  
UCLA Psychology Department, 2024  
Doane University, 2024

### **Graduate Student Dissertation Committees**

Member, Sean Overland, (2004)  
Member, Mary McThomas, (2010), Assistant Professor, CSU Channel Islands  
Chair, Ryan D. Enos (2010), Assistant Professor of Government, Harvard University  
Member, Seth J. Hill (2010), Assistant Professor of Political Science, University of California San Diego  
Member, Michael Tesler (2011), Associate Professor of Political Science, University of California Irvine  
Member, R. Brian Law (2012), Research Associate, YouGov, Inc.  
Member, Matthew A. Atkinson (2012), Assistant Professor, Long Beach City College  
Chair, Sylvia Friedel (2013), Research Associate, Creative Artists Agency

Member, Felipe Nunes (2014), Assistant Professor of Political Science, University of California San Diego  
 Member, Rafaelle Asquer (2015), Manager Golden Hippo  
 Member, Hovannes Abramyan (2015), Research Associate, TargetSmart Research, Santa Monica, CA.  
 Member Carrie LeVan (2015), Assistant Professor, Colby College  
 Member, Emily Ekins (2015), Director of Polling, CATO Institute, Washington D.C.  
 Member Rob Shrode (2016), Assistant professor, UNC Asheville  
 Member Colleen Carpinella (2015 Psychology), University of Hawaii  
 Chair, Andrew Gooch (2015), Research Associate, Yale University ISPS; Assistant Professor La Salle University  
 Chair, William "Ajax" Peris (2018), Lecturer, UCLA Political Science  
 Member, Angela X. Ocampo (2018), Assistant Professor, University of Michigan  
 Member, Tyler Reny (2020), Post-doctoral Fellow, Washington University, St. Louis  
 Member, John R. Ray, Analyst, YouGov, Inc.  
 Co-Chair, Thomas Sherrer (2021), Lecturer, UCLA  
 Chair, Brian Hamel (2021), Assistant Professor, Louisiana State University  
 Member, Caleb Ziolkowski (2022), Crazy Horse Memorial, South Dakota  
 Member, Derek Holliday (2023), Post-doc, Stanford University  
 Member, Chase Privett (2023), Assistant Professor Morningside University  
 Chair, Adam Bakr  
 Chair, Sean Ewing  
 Chair, Ryan Baxter-King  
 Member, Jacques Courbes  
 Chair, Graham Straus  
 Chair, Chris Palmisano  
 Chair, Jack Kappelman  
 Member, Barney Chen

## Selected News & Editorial Content

Contributing columnist to the Opinion Pages at [The New York Times](#), 2022- present.  
 Contributing columnist to The Upshot at [The New York Times](#), 2014-2022.  
*The New York Times*, Room for Debate, "Politics Is a High-Stakes Game," January 22, 2012  
*The New York Times*, Sunday Review Section, page 3, "Meet the Undecided" July 29, 2012 (with Larry M. Bartels)  
*The New York Times*, Campaign Stops, "Meet the Undecided," July 30, 2012 (with Larry M. Bartels)  
*The New York Times*, Campaign Stops, "The A-Little-Bit-Less Undecided," September 20, 2012  
*The New York Times*, Sunday Review Section, page 3, "Hark! The Undecided!," September 23, 2012  
*The New York Times*, Campaign Stops, "Debating Points: Who's Still Thinking it Over?" October 3, 2012  
*The New York Times*, Campaign Stops, "Debating Points: How Will the Undecided Make up their Minds?"  
 October 16, 2012  
*The New York Times*, Campaign Stops, "Debating Points: The Undecided See Things Differently," October 11,  
 2012  
*The New York Times*, Campaign Stops, "Debating Points: Why Won't they Stop Agreeing?," October 22, 2012  
*The New York Times*, Campaign Stops, "In Defense of the Undecided," November 1, 2012  
*The Washington Post*, Wonkblog, "For 2012, the unemployment rate doesn't matter. The change in it does,"  
 February 3, 2012.  
*The Washington Post*, Wonkblog, "Predict the 2012 Election!" (widget), April 24, 2012.  
*The Huffington Post*, "Dissecting the Political Race, Hollywood Style," November 1, 2012 (with William  
 Mapother).  
*Inside Higher Education*, "Essay on Unusual Approach to book about 2012 Election," August 29, 2013 (with John  
 Sides).  
 "Republicans Haven't Lost Women." *Bloomberg View*, 7 November 2013 (with John Sides).  
 "Will the 2014 Election Solve Anything?" *CNN*, 7 October 2013 (with John Sides).  
 "Scholarship in Public." *Inside Higher Ed*, 29 August 2013 (with John Sides).  
*Pacific Standard*, "Inconclusive Results: Obama's Not-So-Big Data," (with John Sides), January 7, 2014.  
 "Five Myths about the 2016 Election." *Washington Post*, October 2018 (with Michael Tesler and John Sides).  
 "Will Harping on Immigration Do What Trump Wants It To Do?" *New York Times*, November 2018 (with  
 Michael Tesler and John Sides).  
 "Trump's White Identity Politics." *UnHerd*, January 2019 (with Michael Tesler and John Sides).  
 "Identity Politics Can Lead to Progress." *Foreign Affairs*, February 2019, (with Michael Tesler and John Sides). Part  
 of an exchange about Francis Fukuyama's "Against Identity Politics."

"The 2022 Midterms Show Just How Stuck We Are," *TIME Magazine*, November 2022, (with Michael Tesler and John Sides).

"Hillary Clinton Accepted her Loss, but A Lot has Changed since 2016," *The New York Times Opinion*, November 8, 2022.