

LYNN VAVRECK

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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

Faculty and Political Appointments

University of California Los Angeles, Assistant Professor of Political Science, July 2001 to present.
Dartmouth College, Assistant Professor of Government, July 1998 to June 2001.
Presidential Campaign Reform Task Force, Woodrow Wilson School of Public and International Affairs, Princeton University, 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.

Grants and Awards

UCLA Center for the Study of American Politics, Research Grant, 2007
Stanford University, Hoover Institution National Fellowship, 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 grant 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 The Press, Politics and Public Policy Goldsmith Research Award, 1999

Publications: Articles and Books

- A9 Green, Donald P. and Lynn Vavreck. 2008. "The Analysis of Cluster-Randomized Field Experiments," *Political Analysis*.
- 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*.
- A7 Vavreck, Lynn. 2007. "The Dangers of Self-Reports of Political Behavior", *Quarterly Journal of Political Science*.
- 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*, Volume 46, No. 3.
- A4 Spiliotes, Constantine J. and Lynn Vavreck. 2002. "Campaign Advertising: Partisan Convergence or Divergence?" *Journal of Politics*, Volume 64, No. 1 (Winter), p. 249-261

- A3 Vavreck, Lynn. 2001. "The Reasoning Voter Meets the Strategic Candidate: Signals and Specificity in Campaign Advertising, 1998." *American Politics Research*, Volume 29, No. 5, p. 507-529, (September).
- 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*, Volume 30, p. 217-235.
- E1 Bartels, Larry M. and Lynn Vavreck. Eds. 2000. *Campaign Reform: Insights and Evidence*, Ann Arbor: University of Michigan Press.

Manuscripts Under Review and Working Papers

- "High Fidelity? Campaign Content, the Lack of Media Accountability, and Voters' Evaluations," under review at *American Journal of Political Science*
- "The 2006 Cooperative Congressional Election Study," under review at *Journal of Elections, Public Opinion, and Policy*
- "Income Tax Rates: A Conjoint Study of Citizens' Preferences" (with Douglas Rivers and Brian Gaines)
- "Getting Out the Vote: A Field Test of Advertising Effectiveness" (with Donald P. Green)
- "Managing the Maddening Crowd: Experimental Evidence for Audience Costs," (with Robert F. Trager)
- "The Decay of Advertising Effects in Midterm Elections," (with Seth J. Hill, James Lo, and John R. Zaller)

Publications: Chapters and Reports

- C6 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. Herrnson, Ronald G. Shaiko and Clyde Wilcox, Editors. New York: Chatham House Publishers.
- C5 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.
- C4 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.
- C3 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.
- C2 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 200 Presidential Primaries, David Magleby, editor. Volume XXXIV, No.2.
- C1 *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*, YouGOV/Polimetrix, Inc.: Palo Alto, CA.

Publications: Book Reviews

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).

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).

Current Book Projects

The Message Matters: An Economic Theory of Campaigns (under review at Princeton University Press)

Synthesizing work on election forecasting, priming, retrospective voting, and party activation, I derive a theory of presidential campaign effects based on the spatial model of voting. The theory suggests two distinct types of presidential campaigns each implying unique candidate behavior and concomitant effects on voters. Analyzing U.S. presidential elections from 1952 through 2000, I examine how well the theory explains the behavior of candidates in presidential campaigns and the effects among voters. Unique data include content analyses of all campaign advertisements and stump speeches since 1952, as well as a content analysis of newspaper coverage of campaigns over the same period in the *New York Times*. Results illustrate how important national context, specifically the state of the economy, is to decisions about campaign strategy. It is not enough to be advantaged by the economic context of the election, candidates also have to talk about the economy in their campaigns or the connection may be lost on voters. Even more critical, however, is the choice of a non-economic message for candidates who do not benefit from the state of the economy. When the theory's criteria for non-economic winning messages are violated, candidates lose elections. ANES data are used to illustrate the individual-level mechanisms driving these candidate-level results.

The Effects of Political Advertising: Results from the Field

In collaboration with Donald Green, I measure the effectiveness of political advertising on voter participation. In 2002, I ran a pilot study that showed ads can have modest effects on turnout. A random sample of young Americans were randomly assigned to treatment and control conditions. The ad motivated one new person to go to the polls for every three dozen people who saw it. In 2003 and 2004, we conducted randomly designed field experiments. We bought local cable advertising time in randomly selected markets across several states to assess the impact of ads aired during primetime viewing hours. Preliminary findings show effects in the 1-3 percentage point range. These experiments involve over 400 cable systems, 6 million citizens, and 3 election cycles.

Professional Activities

Analyst, Integrated Media Measurement Incorporated, San Mateo, CA, 2006
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, 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*, and the *Journal of Theoretical Politics*.

Courses and Department Service

Member, UCLA Undergraduate Committee of University Admissions and Review
Member, Dean's Committee to Reinstate Survey Research Center
Chair, Graduate Outreach and Recruitment Committee
Member, Dean's Committee to Evaluate Survey Research Center
Member, Center for study of American Politics and Policy Advisory Board
Introduction to Political Behavior (graduate course)
Introduction to American Politics, UCLA (353 students enrolled)
America in the 1960s (UCLA General Education Interdisciplinary Course)
Director, Dartmouth College Department of Government Honors Program, 1999-2001
Quantitative Political Analysis, Dartmouth College
Campaigns and Elections, Dartmouth College and UCLA graduate seminar
Public Opinion, Dartmouth College
Media and Politics Seminar, Dartmouth College and UCLA
Campaign Reform, (with Larry Bartels) Princeton University
The Political Process, Humanities Department, University of Rochester

Program Participation

Graduate, Campaign Management Institute, American University, June 1991.
Participant, Inter-University Consortium for Political and Social Research Summer Program on Quantitative Methods, University of Michigan, August 1991.
Graduate, Institute for Comparative Political and Economic Systems, Georgetown University, August 1989.

Invited Lectures and Commentary

University of Virginia, Sorenson Institute, 1998
University of Pennsylvania, Annenberg School of Communication, 1999
Columbia University, Department of Political Science, 1999
C-Span's *Washington Journal*, February 1, 2000: Commentary on New Hampshire Primary
Concord Monitor – Debate Moderator, 1999
University of Minnesota, Department of Political Science, 2000
University of California at San Diego, 2002
Princeton University, 2002
Yale University, 2002
University of Michigan, ISSR, 2003
University of California at Davis, February 2004
Stanford University, March 2004
Beyond the Beltway, October 2004
Los Angeles League of Women Voters, September 2004
UC Board of Regents Meeting, November 2004
American Academy for the Advancement of Science, February 2005
Commonwealth Club of California, March 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
University of Oxford, Oxford, England, 2007
Essex University, Essex, England, 2007
Princeton University, 2007