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**Education:** B.A., history, UC San Diego, 1971  
M.A., political science, UC Berkeley, 1976  
Ph.D., political science, UC Berkeley, 1984

**Teaching fields:** Public opinion, mass media, elections  
Statistical methods (introductory and intermediate)  
American politics

### Research

#### BOOKS:

*The Party Decides: Presidential Nominations Before and After Reform.* (with Marty Cohen, David Karol, Hans Noel) Forthcoming Fall, 2008. University of Chicago Press.

*The Nature and Origins of Mass Opinion*, New York: Cambridge University Press, 1992.  
Also in Russian translation.

*The American Ethos: Public Attitudes Toward Capitalism and Democracy*, 1984, with Herbert McClosky, Harvard University Press. Also published in translation in Indonesia by Gadjah University Press as *Ethos Amerika: Sikap Masyarakat Terhadap Kapitalisme dan Demokrasi*. Concluding chapter reprinted in *Political Psychology: Classic and Contemporary Readings*, Neil Kressel (ed.), 1993, New York: Paragon House.

#### BOOK IN PROGRESS:

*A Theory of Media Politics: How the Interests of Politicians, Journalists and Citizens Shape the News.*

#### ARTICLES:

“A New Standard for News Quality: Burglar Alarms for Monitorial Citizens,” *Political Communication*, 2003.

"Coming to Grips with V.O. Key's Concept of Latent Opinion," 2003, *Electoral Democracy*, (eds.) Michael MacKuen and George Rabinowitz, University of Michigan.

"Floating Voters in U.S. Presidential Elections, 1948-2000," in press, *The Issue of Belief: Essays in the Intersection of Non-Attitudes and Attitude Change*, (eds.) Paul Sniderman and Willem Saris, Princeton University Press.

"The Statistical Power of Election Studies to Detect Media Exposure Effects in Political Campaigns," *Electoral Studies* 21 (2002), 297-329.

"Presidential Vote Models: A Recount." With Larry Bartels. March, 2001, *PS*.

"The Rule of Product Substitution in Presidential Campaign News," *Annals of the American Academy of Political Science*, November, 560: 109-126, 1998. Reprinted in *Election Studies: What's Their Use?* (eds.) Elihu Katz and Yael Warshel, Westview, 2001.

"Politicians As Prize Fighters: Electoral Selection and Incumbency Advantage." John Geer, ed., *Party Politics and Politicians*, p. 128-185. Baltimore: Johns Hopkins University Press, 1998.

"Government's Little Helper: Press Coverage of Foreign Policy Crises, 1945-1991" (1996) With Dennis Chiu. *Political Communication*, 13.4: 385-406. Revised and reprinted as "Government's Little Helper: Press Coverage of Foreign Policy Crises, 1945-1999," in *Foreign Policy-making in a Glass House*, (ed.) Robert Y. Shapiro, Routledge, 2000.

"The Myth of Massive Media Impact Revived: New Support for a Discredited Idea" (1996). P. 17-79 in Diana Mutz, Richard Brody, and Paul Sniderman (eds.), *Political Persuasion and Attitude Change*. Ann Arbor: University of Michigan Press.

"The Rise and Fall of Candidate Perot: The Outsider vs. the System" (1995). Part II of a two-part article, *Political Communication*, 12.1: 97-123. With Mark Hunt.

"The Rise and Fall of Candidate Perot: Unmediated vs. Mediated Politics" (1994). Part I of a two-part article, *Political Communication*, 11.4. With the assistance of Mark Hunt.

"Strategic Politicians, Public Opinion, and the Gulf War," (1994). In *Taken by Storm: The News Media, U.S. Foreign Policy, and the Gulf War*, Lance Bennett and David Paletz (eds.), University of Chicago Press.

"Elite leadership of mass opinion: New evidence from the Gulf War," (1994). In *Taken by Storm: The News Media, U.S. Foreign Policy, and the Gulf War*, Lance Bennett and David Paletz (eds.), University of Chicago Press.

"The Converse-McGuire Model of Attitude Change and the Gulf War Opinion Rally" (December, 1993). *Political Communication*, 10, p. 369-88. Reprinted in *Do the Media Govern*, (eds.) Shanto Iyengar and Richard Reeves. Sage, 1997, pp. 296-311.

"Who Gets the News: Measuring Individual Differences in Likelihood of News Reception," with Vincent Price, *Public Opinion Quarterly* (June, 1993), 57, pp. 133-64.

"Answering Questions versus Revealing Preferences: A Simple Model of the Survey Response," with Stanley Feldman, *American Journal of Political Science* (August, 1992).

"The Political Culture of Ambivalence: Ideological Responses to the Welfare State," with Stanley Feldman, *American Journal of Political Science* (February, 1992).

"Information, Values and Opinion," *American Political Science Review*, 85, 1215-1238 (December, 1991).

"Political Awareness, Elite Opinion Leadership, and the Mass Survey Response," *Social Cognition*, 8, 125-153 (Spring, 1990).

"Bringing Converse Back In: Information Flow in Political Campaigns," *Political Analysis*, 1, 1989, p. 181-234.

"Sources of Popular Support for Authoritarian Regimes," with Barbara Geddes, *American Journal of Political Science*, 33 (May, 1989)

"The Diffusion of Political Attitudes," *Journal of Personality and Social Psychology*, 821-833 (November, 1987)

"Patterns of support for capitalist and democratic values" (1983), with Dennis Chong and Herbert McClosky, *British Journal of Political Science*, 13, pp. 401-440.

"The 1896 election and the modernization of Congress" (1981), with Nelson Polsby et al., *Social Science History*, 5, pp. 53-90.

#### OTHER PUBLICATIONS:

"Monica Lewinsky and the Mainsprings of American Politics," in *Mediated Politics: Communication in the Future of Democracy*, Lance Bennett and Robert Entman eds., Cambridge University Press, 2000.

"Monica Lewinsky's Contribution to Political Knowledge," *PS*, June, 1998.  
Reprinted in Doris Graber (ed.) *Mediated Politics*, *CQ Press*, 1999.

"Positive Constructs of Public Opinion," (1994). *Critical Studies in Mass Communication*, 11, 276-287.

Various book reviews.

#### **Academic honors:**

Book Prize of American Association for Public Opinion Research, best book at least 10 years old, 2002, *Nature and Origins of Mass Opinion*.

Section Prize award for the best paper on The Presidency at the 2002 annual meetings of the American Political Science Association (paper co-authored with Marty Cohen, David Karol, Hans Noel).

Section Prize award for the best paper in "Public Opinion, Parties, and Elections" at the 2001 annual meetings of the American Political Science Association (paper co-authored with Marty Cohen, David Karol, Hans Noel).

Doris Graber book prize, 2001, *Nature and Origins of Mass Opinion*

Warren Miller book prize, 2000, *Nature and Origins of Mass Opinion*

Elected Fellow, American Academy of Arts and Sciences, 1998.

Inaugural lecturer, 1997, Miller-Converse Lecture, University of Michigan

Co-winner, 1994 APSA book award in Political Psychology for *Nature and Origins of Mass Opinion*.

Fellow, Center for Advanced Study in the Behavioral Sciences, Stanford, 1993-94.

Guggenheim Fellow, 1992-93

Ithiel de Sola Pool award for the best paper in Political Communications given at the 1991 annual meetings of the American Political Science Association.

Schattschneider Award, APSA prize for best dissertation in American politics, 1984-85.

Prize for best paper in 1983 by graduate student or assistant professor, from American Association of Public Opinion Researchers.

**Grants and awards:**

National Science Foundation grant, 1992-1995. \$34,860 for research assistance and computer support to study "Information and electoral choice in U.S. national elections" (Ref: SES-9210742).

Social Science Research Council grant to study Congressional deliberations on Gulf War.

Regents Fellow in Political Science, UC Berkeley, 1982-83.

**University service** (selected):

Chair of omnibus faculty recruitment committees in Political Science in 1991-92, 1994-95, 1995-1996, 1999-2000, 2000-2001; member of recruitment committee every year but one while in active service at UCLA

**Professional activities** (selected):

Associate Editor, American Political Science Review, 2007-

Member of Board of Overseers, National Election Studies (1990-1998).

Referee for numerous journals. Serve(d) on editorial boards of American Political Science Review, Public Opinion Quarterly, Political Behavior, Journal of Politics

Paper giver at meetings of American Political Science Association every year from 1982 to 2000.

**Former employment:**

Assistant professor, Department of Politics, Princeton University, 1984 -1986.

Reporter, Orange Coast *Daily Pilot*, 1972-1974.