

LYNN VAVRECK

Associate Professor of Political Science
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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, Associate Professor of Political Science, January 2009 to present
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.

Grants and Awards

Paul F. Lazarsfeld Award for Best Paper Presented in Political Communication at the 2007 American Political Science Association Meeting, Chicago, Ill.
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 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 The Press, Politics and Public Policy Goldsmith Research Award, 1999

Publications: Articles and Books

B2 Vavreck, Lynn. 2009. *The Message Matters: The Economy and Presidential Campaigns*, Princeton, NJ: Princeton University Press, forthcoming.

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.

Manuscripts Under Review and Working Papers

- M6 Vavreck, Lynn and Donald P. Green. "Rocking the Vote: A Field Test of Television's affect on Behavior"
- M5 Vavreck, Lynn. "High Fidelity? Campaign Content, the Lack of Media Accountability, and Voters' Evaluations,"
- M4 Gaines, Brian, Douglas Rivers, and Lynn Vavreck. "Income Tax Rates: A Conjoint Study of Citizens' Preferences"
- M3 Trager, Robert F. and Lynn Vavreck. "Managing the Maddening Crowd: Experimental Evidence for Audience Costs."
- M2 Hill, Seth J., James Lo, John R. Zaller, and Lynn Vavreck. "The Decay of Advertising Effects in Midterm Elections."
- M1 Geer, John and Lynn Vavreck. "Negativity and Candidate Placements."

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. Hermson, 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 2000 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).

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).

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

Professional Activities

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

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*, National Science Foundation, and the *Journal of Theoretical Politics*.

Courses and Department Service

Member, University Committee on University Admissions and Relations with Schools (CUARS)

Member, Dean's Committee to Reinstate Survey Research Center
 Chair, Graduate Outreach and Recruitment Committee (6 years)
 Member, Graduate Studies Committee
 Chair, American Politics Field (2006-7)
 Member, Undergraduate Studies Committee
 Chair, Department Speakers' Series (two years)
 Member, Department Executive Committee (two years)
 Member, Department Development Committee (two years)
 Member, Graduate Admissions 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, (graduate and undergraduate course)
 Public Opinion, (undergraduate)
 Media and Politics Seminar, (undergraduate)
 Campaign Reform, (with Larry Bartels) Princeton University (undergraduate)
 The Political Process, Humanities Department Eastman School of Music, University of Rochester (undergraduate)

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, 1999
 C-Span's *Washington Journal*, February 1, 2000: Commentary on New Hampshire Primary
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
 KCBS/KCAL Late Local News sit-in with anchors, Super Tuesday 2004
 Brookings Institution, 2004, 2008
 Stanford University, 2004
Beyond the Beltway, 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
LA Roundtable, Television Program 2007
 Princeton University, 2007
 Vanderbilt University, 2008

Politics 2008, Television Program 2008
Princeton University, 2008
University of Missouri, 2008
University of North Carolina, 2008
Washington University, St. Louis, 2008
Oxford University, 2008
Brookings Institution, 2008
KTVK Fox 11 Election Night coverage with anchors, 2008
Fox Business News, *Money for Breakfast* with Alexis Glick, 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
KTVK Fox 11 Inauguration Night coverage with anchors, 2009
Yale University 2009
Stanford University, 2009
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