

# LYNN VAVRECK, Ph.D.

ASSOCIATE PROFESSOR OF POLITICAL SCIENCE

Lynn Vavreck is associate professor of political science at the University of California Los Angeles. She received her Ph.D. in Political Science from the University of Rochester in 1998. In addition to UCLA, Dr. Vavreck has worked at the White House, Dartmouth College, and Princeton University. Her book, *The Message Matters: The Economy and Presidential Campaigns* (Princeton University Press) has been described as “pathbreaking” and “required reading” for anyone interested in presidential campaigns and elections. Dr. Vavreck’s work can also be read in *Campaign Reform: Insights and Evidence* (with Larry M. Bartels, Eds., Michigan University Press 2000), the *American Journal of Political Science*, *British Journal of Political Science*, *Journal of Politics*, *Quarterly Journal of Political Science*, *Political Analysis*, *American Politics Review*, and in various edited volumes. In 2004, she conducted the largest advertising field-test on mobilization (with Don Green) and in 2006, she directed the largest study of Congressional elections ever fielded, the Cooperative Congressional Election Study. In 2008 she was co-principal investigator (with Simon Jackman) of the Cooperative Campaign Analysis Project, a six-wave 18,250 person panel study.

Dr. Vavreck has twice consulted for venture-funded start-ups interested in survey research and advertising effectiveness. From 2003 to 2005, she managed the development of Polimetrix, Inc.’s (LSE:YOU) *PollingPoint* panel. Since 2005, she has worked with Integrated Media Measurement Inc. to track the effectiveness of cross-platform advertising on consumer behavior.

Dr. Vavreck teaches undergraduate and graduate courses on American politics, campaigns, elections, polling, and media. Her political analysis can be found on media outlets such as C-SPAN’s *Washington Journal*, on KCBS and KTTV in Los Angeles, and in various print sources such as the *New York Times* and the *Washington Post*. In 2005, Alan Krueger positively reviewed her experimental advertising research in the *Wall Street Journal*.