

January 1, 2017

**CURRICULUM VITAE**  
**MICHAEL W. TRAU GOTT**  
Room 4460 ISR  
426 Thompson Street  
Ann Arbor, MI 48106-1248

**EDUCATION**

Princeton University (Princeton, New Jersey)  
1965, BA, Political Science

University of Michigan (Ann Arbor, Michigan)

1967, MA, Political Science  
1974, Ph.D., Political Science, "An Economic Model of Voting Behavior"

**ACADEMIC HONORS**

Philo Sherman Bennett Prize in Politics, Princeton University, 1965  
Pi Sigma Alpha, National Political Science Honorary, University of Michigan, 1967  
Recognition Award for Outstanding Research Mentorship, Undergraduate Research Opportunity Program,  
University of Michigan, 2002  
Selected as a Fellow of the Midwest Association for Public Opinion Research, 2002  
Fulbright Senior Specialist Award, Central European University, Budapest, Hungary, 2005  
Invited to the Center for Advanced Study in the Behavioral Sciences, Palo Alto, 2003  
Fellowship, Joan Shorenstein Center for the Press, Politics, and Public Policy, Harvard University, Spring 2009  
Chair, AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling, 2008-2009  
Fulbright Senior Specialist Award, Institute for Public Opinion Research, Hanoi, Vietnam, 2009  
AAPOR Award for Outstanding Lifetime Achievement, 2010  
Invited to give the Distinguished Lecture at the Joint Program in Survey Methods, University of Maryland, 2012

**TEACHING AND PROFESSIONAL EXPERIENCE**

University of Michigan, Institute for Social Research  
ISR Policy Committee, elected member, 1998—2000, 2003 – 2005, 2007 – 2009  
Member of the Survey Operations Management Advisory Committee (SOMAC), 1996 – 2001  
Faculty member, Program in Survey Methodology, 2002 –  
Faculty representative to the External Advisory Committee, Program in Survey Methodology, 2003 – 2009

Center for Political Studies:

Director, 2014-2015  
Senior Research Scientist/Research Professor, 1998 –  
Member, Director's Advisory Committee, 1991 – 1993, 1995 – 1997, 2005 – 2006, 2013 – 2014  
Program Director, 1987 – 1998  
Senior Study Director, 1980 – 1987  
Study Director, 1974 – 1980  
Director, Resource Development, ICPSR, 1978 – 1993  
Director, Archive, ICPSR, 1975-1978  
Assistant Director, Historical Archive, ICPSR, 1969-1975  
Assistant Study Director, 1970-1974  
Instructor, ICPSR Summer Program, 1969-1972, 1978-1979

Survey Research Center:

Assistant Study Director, 1966-1970

Assistant in Research, 1965-1966  
Instructor, Summer Institute, 1985-1986

University of Michigan, College of Literature, Science, and the Arts  
Associate Dean for Development, 1992—1994

Department of Communication Studies

Professor, 1987—2015 (Professor Emeritus, 2015)  
Director, Interdepartmental Ph.D. Program in Mass Communication, 1986—1998  
Director of the Ph. D. Program, 2004 –2008  
Department Executive Committee, 1996—1998  
Chair, 1998 – 2004  
Interim Chair, 2007 – 2008  
Howard R. Marsh Distinguished Research Fellow, 2010—2013

Department of Political Science

Professor (by courtesy), 1987—2015  
Adjunct Associate Professor, 1983—1987  
Lecturer, 1978—1983

University of Essex (Wivenhoe Park, England)

Instructor, University of Essex Summer Program, 1973 and 1974

Central European University (Budapest, Hungary)

Visiting Professor, Fall 2004

WJR Radio

Election night commentator, 1986 and 2000

The Detroit News

Political columnist and consultant, 1980—1986, 1992

American Broadcasting Corporation

Election consultant, 1968—1978

Columbia Broadcasting System

Election consultant, 1984

Gallup Organization (Princeton, New Jersey)

Editorial Assistant, 1962-1965  
Director, Times Mirror Surveys on the People, Press & Politics, 1988  
Consultant on redesign of the Gallup pre-election polling methodology, 2012 –  
Senior Scientist, 2013 –

Voter News Service, 1996—1998

Election consultant

Invited Member, National Research Commission on Elections and Voting, Social Science Research Council,  
2004—2005

Gerald R. Ford Presidential Library, Member of University of Michigan Advisory Committee, 2005 – 2009

Member of the Robert Teeter Fellowship Award Committee, 2006 –

**AWARDS AND GRANTS**

Bureau of Census, “Development of the Survey Methodology Information System Data Base.”

Citizens' Commission to Improve Michigan's Courts, "Survey of Public Attitudes toward the Legal System."

The Detroit News, "Detroit News Poll."

John and Mary R. Markle Foundation, "Conference on the Effects of Survey Research on the Quality of Political Reporting of the 1976 Election," with F. Gerald Kline.

Howard R. Marsh Center, Horace H. Rackham School, "Conference on Comparative Analysis of the Role of the Media in Contemporary Legislative Campaigns," with Edie N. Goldenberg.

National Science Foundation, "The Role of Mass Media in Congressional Campaigns," with Edie N. Goldenberg.

National Institute of Mental Health, "Support for a Midwest AIDS Biobehavioral Research Center."

Goldsmith Research Award, Joan Shorenstein Barone Center, Harvard University, 1992.

The Pew Charitable Trusts and The Ford Foundation, "An Evaluation of Vote-by-Mail Elections in Oregon."

The Pew Charitable Trusts, "The Role of Polling in a Civil Society."

Office of the Provost, The University of Michigan, "An Evaluation of Voting-by-Mail in Michigan."

League of Conservation Voters Education Fund, "The Impact of Voting by Mail on Patterns of Voting Behavior."

Office of the Vice President for Research, "Voting Reform Conference."

Howard R. Marsh Center, "How America Responds to September 11."

Russell Sage Foundation, "National Longitudinal Surveys following September 11."

National Science Foundation, "An Assessment of Voting Technology and Ballot Design."

Constance F. and Arnold Pohns Endowment, "Survey of Cell Phone Users"

National Science Foundation, "Time-Sharing experiments for the Social Sciences (TESS) Competition, Experiments to Understand How Americans React to New Election Procedures," with Frederick G. Conrad and Michael J. Hanmer.

The Pew Charitable Trusts and the JEHT Foundation, "Design of an Empirically-Based Election Audit System."

Fellowship, Joan Shorenstein Center for the Press, Politics and Public Policy, Harvard University, Spring 2009.

Fellowship, Reuters Institute for the Study of Journalism, Oxford University, Fall 2011.

Office of the Provost, University of Michigan, "An Evaluation of the MCubed Project," 2013-2015.

Michigan Institute for Data Science (MIDAS), "A Social Science Collaboration for Research on Communication and Learning based upon Big Data," 2017-2020.

## **PUBLICATIONS**

### ***BOOKS AND MONOGRAPHS:***

"A Survey of Federal Employee Attitudes and Beliefs about Regulations Affecting Their Political Activity," with M. Kent Jennings, in the Report of the Commission on Political Activity of Government Personnel, vol. 2, 1967 (Government Printing Office: Washington, D.C.), pp. 1-80.

**Computer Applications in History and Political Science**, with Erik W. and Jerome M. Clubb (International Business Machines Corporation: White Plains, N.Y., 1972).

**Using Computers**, with Jerome M. Clubb (American Political Science Association: Washington, D.C., 1978).

**Campaigning for Congress**, with Edie N. Goldenberg (Congressional Quarterly Press: Washington, D.C., 1984).

**Social Assessment of High Technology**, with Richard W. Stoffle, Florence V. Jensen, and Robert Copeland (Institute for Social Research: Ann Arbor, MI, 1987).

**The Superconducting Super Collider at the Stockbridge, Michigan Site: Community Support and Land Acquisition Issues**, with Richard W. Stoffle, Camilla Harshbarger, Florence Jensen, Michael Evans and Paula Drury (Institute for Social Research: Ann Arbor, MI, 1988).

**Social Assessment of Siting a Low-Level Radioactive Waste Storage Facility in Michigan**, with Richard W. Stoffle, John V. Stone, Paula Drury McIntyre, Carla C. Davidson, Florence V. Jensen, and Gail E. Coover (Institute for Social Research: Ann Arbor, MI, 1990).

**Presidential Polls and the News Media**, with Paul J. Lavrakas and Peter V. Miller (Westview Press: Boulder, CO, 1995).

**The Voter's Guide to Election Polls**, with Paul J. Lavrakas (Chatham House Press: Chatham NJ, 1996; Second edition, 2000; Third edition, 2004 release (Rowman & Littlefield: Lanham MD); Fourth edition, 2008 release (Rowman & Littlefield: Lanham MD); Fifth edition, 2016 release (Lulu Publishing: Ann Arbor, MI); Republished in Spanish as **Encuestas: Guia Para Electores** (Siglio XXI: Mexico City, 1997).

**Election Polls, the News Media & Democracy**, with Paul J. Lavrakas (Chatham House/Seven Bridges Press: Chatham NJ, 2000).

**Voting Technology: The Not So Simple Act of Casting a Ballot**, with Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Benjamin J. Bederson, and Frederick G. Conrad. (Washington DC: Brookings Institution Press, 2008)

**Handbook of Public Opinion Research**, with Wolfgang Donsbach (Co-editor). (London: Sage Publications, 2008)

#### **ARTICLES AND CHAPTERS:**

"National Patterns of Referenda Voting: The 1968 Elections," with Jerome M. Clubb in Harlan Hahn (ed.), **People and Politics in Urban Society**, vol. 6, **Urban Affairs Annual Reviews (Beverly Hills: Sage Publications, 1972)**, pp. 137-169.

"Machine-Readable Data Production by the Federal Government," with Jerome M. Clubb, *American Behavioral Scientist*, vol. 19, no. 4, (March/April 1976), pp. 387-408. (Republished in a volume in Sage Contemporary Social Science Issues).

"Response Validity in Surveys of Voting Behavior," and John P. Katosh, *Public Opinion Quarterly*, vol. 43, no. 3, (Autumn, 1979), pp. 359-378.

"Data Resources and Services from the Criminal Justice Archive and Information Network," with Judith A. Marks in J. Raben and G. Marks, (eds.), **Data Bases in the Humanities and Social Sciences** (Amsterdam: North Holland Publishing Co., 1980).

- "Congressional Campaign Effects on Candidate Recognition and Evaluation," with Edie N. Goldenberg, *Political Behavior*, vol. 2, no. 1, (Summer, 1980) pp. 61-90.
- "Perspectives on the 1980 Presidential Campaign," *Economic Outlook USA*, vol. 7, no. 3 (Autumn 1980), pp. 88-90.
- "Abortion and the 1978 Congressional Elections," and Maris A. Vinovskis, *Family Planning Perspectives*, vol. 12, no. 5 (September/October, 1980), pp. 238-246.
- "Data Resources for Community Studies: The United States," with Jerome M. Clubb, in E. Summers and A. Selvick (eds.), **Non-metropolitan Economic Growth and Community Change** (New York: D.C. Heath, 1979).
- "Normal Vote Analysis of U.S. Congressional Elections," with Edie N. Goldenberg, *Legislative Studies Quarterly*, vol. 6, no. 2 (May 1981) pp. 247-258
- "The Availability of Resources for Public Policy Analysis from ICPSR," *Policy Studies Journal*, vol. 9, no. 7 (Summer, 1981), pp. 1066-1072.
- "Archival Data Resources," *Research on Aging*, vol. 3, no. 4 (December 1981), pp. 487-501.
- "The Consequences of Validated and Self-reported Voting Measures in Studies of Electoral Participation," with John P. Katosh in *Public Opinion Quarterly*, vol. 45, no. 3 (Winter, 1981), pp. 519-535. Reprinted in Eleanor Singer and Stanley Presser (eds.). **Survey Research Methods: A Reader** (Chicago: University of Chicago Press, 1989).
- "Aggregate Units of Analysis for Electoral History," with Erik W. Austin and Jerome M. Clubb in J. Clubb, W. Flanigan, and N. Zingale (Eds.) **Analyzing Electoral History: A Guide to the Study of American Voting Behavior** (Beverly Hills: Sage Publications, 1981).
- "Computer-Readable Data Sources," with Jerome M. Clubb and Erik W. Austin in J. Clubb, W. Flanigan, and N. Zingale (eds.), **Analyzing Electoral History: A Guide to the Study of American Voting Behavior** (Beverly Hills: Sage Publications, 1981).
- "Demographic and Compositional Change" with Jerome M. Clubb and Erik W. Austin in J. Clubb, W. Flanigan, and N. Zingale (eds.), **Analyzing Electoral History: A Guide to the Study of American Voting Behavior** (Beverly Hills: Sage Publications, 1981).
- "The National Archive of Computer-Readable Data on Aging," with Susan B. Haberkorn in P. Bagnell (ed.), **Special Collections: Gerontology and Geriatrics** (New York: Haworth Press, 1981).
- "Political Participation in America," *Civilizations*, no. 2, (April 1982), pp. 27-40.
- "Costs and Values in the Calculus of Voting," with John P. Katosh, *American Journal of Political Science*, vol. 26, no. 2, (May 1982), pp. 361-376.
- "Gender and Politics in the Eighties," *Economic Outlook, USA*, vol. 9, no. 4 (Autumn 1982), pp. 88-91.
- "Strategies for Predicting Whether a Citizen Will Vote and Estimation of Electoral Outcomes," with Clyde Tucker, *Public Opinion Quarterly*, vol. 48, no. 1, (Spring 1984), pp. 330-343.
- "Tracking the 1984 Presidential Race," *Economic Outlook, USA*, vol. 11, no. 3, (Summer 1984), pp. 64-67.
- "Preemptive and Reactive Spending in U.S. House Races," with Edie N. Goldenberg and Frank Baumgartner, *Political Behavior*, vol. 8, no. 1 (Winter 1985), pp. 3-20.
- "The Media and the Nominating Process" in George Grassmuck (ed.) **Before Nomination: Our Primary Problems** (Washington: American Enterprise Institute, 1985), pp. 101-115.

- "Sharing Research Data in the Social Sciences," with Jerome M. Clubb, Erik W. Austin and Carolyn L. Geda in Stephen E. Fienberg, Margaret E. Martin, and Miron L. Straf (eds.), **Sharing Research Data** (National Academy Press: Washington, D.C., 1985), pp. 33-38.
- "How Michigan Citizens View the Courts and the Legal System," (Ann Arbor: Institute for Social Research, August, 1986.)
- "Changes in the Makeup of the 100th Congress," *Economic Outlook, USA*, vol.13, no.4 (Autumn 1986).
- "Report of the Results of the Alaska Judicial Survey," Institute for Social Research. Biennially from 1976 to 1986.
- "Assessing the Accuracy of Polls and Surveys," with Philip E. Converse. *Science*, vol.234, no. 4780 (November 28, 1986), pp. 1094-1098.
- "The Importance of Persistence in Respondent Selection for Preelection Surveys," *Public Opinion Quarterly*, vol. 51, no. 1, (Spring 1987), pp. 48-57.
- "Mass Media in U.S. Congressional Elections," with Edie N. Goldenberg. *Legislative Studies Quarterly*, vol. 12, no. 3 (August 1987), pp. 317-339.
- "Mass Media and Legislative Contests: Opportunities for Comparative Studies," with Edie N. Goldenberg. *Legislative Studies Quarterly*, vol. 12, no. 3 (August 1987), pp. 445-456.
- "Mass Media Effects on Recognizing and Rating Candidates in U.S. Senate Elections" with Edie N. Goldenberg in Jan P. Vermeer (ed.), **Campaigns in the News** (Westport, Connecticut: Greenwood Press, 1987).
- "Using Dual Frame Designs to Reduce Nonresponse in Telephone Surveys," with Robert M. Groves and James M. Lepkowski, *Public Opinion Quarterly*, vol. 51, no. 4 (Winter 1987), pp. 522-539. Reprinted in Eleanor Singer and Stanley Presser (eds.). **Survey Research Methods: A Reader**. (Chicago: University of Chicago Press, 1989).
- "Perceptions of Risk From Radioactivity: The Superconducting Super Collider in Michigan," with Richard W. Stoffle, Camilla Harshbarger, Florence V. Jensen, Michael J. Evans, and Paula Drury. *Practicing Anthropology*, June 1988.
- "Candidate Appeal in the 1988 Presidential Campaign," *Economic Outlook, USA*, vol. 15, no. 2 (Autumn 1988).
- "Marketing the Presidency: Is There a Tyranny of Media Polls?" *Gannett Center Journal* (Fall, 1988) vol. 2, no. 4, pp. 57-64.
- "The '88 Campaign: A Post-mortem," with Andrew Kohut. *The Polling Report*, vol. 4, no. 23 (1988), pp. 1-4.
- "Public Evaluations of the Presidential Nomination Process," with Margaret Petrella. *Political Behavior*, vol. 11, no. 4 (1989), pp. 335-352.
- "Risk Perception Shadows: The Superconducting Super Collider in Michigan," with Richard W. Stoffle, Camilla L. Harshbarger, Florence V. Jensen, Michael J. Evans, and Paula Drury. *Practicing Anthropology* 10 (3-4): 6-7.
- "Using Archival Data for the Secondary Analysis of Criminal Justice Issues," in Doris Layton Mackenzie, Phyllis Jo Bannock, and Roy Roberg (Eds.) **Measuring Crime: Large-Scale, Long Range Efforts** (Albany: State University of New York Press (1990), pp. 145-156.
- "Public Health Policy and Bioethical Issues in AIDS: The Case of HIV-Related Neuropsychiatric Illness," with David G. Ostrow and Jeff Stryker. In David G. Ostrow (ed.) **Behavioral Aspects of AIDS**. New York: Plenum Medical Book Company, 1990.

- "Public Attitudes about News Organizations, Campaign Coverage, and Polls." In Paul Lavrakas, Jack Holley, and Peter Miller (Eds.) **Polling and Presidential Election Coverage**. Newbury Park, CA: Sage Publications, 1990, pp. 134-150.
- "Risk Perception Mapping: Using Ethnography to Define the Locally Affected Population for a Low-Level Radioactive Waste Facility in Michigan," with R. Stoffle, J. V. Stone, P. D. McIntyre, C. C. Davidson, F. V. Jensen. *American Anthropologist* vol. 93 (1991), pp. 611-635.
- "The 'Deliberative Opinion Poll' Is a Well-Intended but Flawed Idea." *The Public Perspective* vol. 3, no. 2 (January/February 1992), pp. 27-29.
- "Little White Lies and Social Science Models: Correlated Response Errors in a Panel Study of Voting," with Stanley Presser. *Public Opinion Quarterly* vol. 56, no. 1 (Spring 1992), pp. 77-86.
- "Exit Polls in the 1989 Virginia Gubernatorial Race: Where Did They Go Wrong?" with Vincent Price. *Public Opinion Quarterly* vol. 56, no. 2 (Summer 1992), pp. 245-253.
- "The Impact of Media Polls on the Public." In Thomas E. Mann and Gary R. Orren (eds.), **Media Polls in American Politics**. Washington: The Brookings Institution, 1992, pp. 125-149.
- "Problems of Character: Was It the Candidate or the Press?" with Jennifer Means. *The Polling Report*, vol. 8, no. 17 (September 1992), pp. 1, 6-7.
- "The 1992 Polls: A Generally Good Showing, but Much Work Needs to Be Done," *Public Perspective* (November/December 1992), pp. 14-16.
- "Evaluating Dual Frame Samples and Advance Letters as Means of Increasing Response Rates" with Kenneth Goldstein. 1993 *Proceedings of the Survey Research Methods Section*, American Statistical Association, and the American Association for Public Opinion Research.
- "The Use of Focus Groups to Supplement 1992 Campaign Coverage," in Lavrakas, Traugott, and Miller (eds.), **Presidential Polls and the News Media**. Westview Press: Boulder, CO, 1995.
- "Problems of Character: Was It the Candidate or the Press?" with Jennifer Means, in Lavrakas, Traugott, and Miller (eds.), **Presidential Polls and the News Media**. Westview Press: Boulder, CO, 1995.
- "Reducing Vote Overreporting in Surveys: A Source Monitoring Approach," with Robert F. Belli, Katherine McGonagle, and Margaret Young. *Public Opinion Quarterly* vol. 63, no. 1 (Spring 1999), pp. 90-108.
- "Did Public Opinion Support the Contract with America?" with Elizabeth C. Powers. Prepared for Lavrakas and Traugott, **Election Polls, the News Media & Democracy** (Chatham House/Seven Bridges Press: Chatham NJ, 2000).
- "Public Attention to Polls in an Election Year," with Mee-Eun Kang. Prepared for Lavrakas and Traugott, **Election Polls, The News Media & Democracy** (Chatham House/Seven Bridges Press: Chatham NJ, 2000).
- "Push Polls as Negative Persuasion Strategies," with Mee-Eun Kang. Prepared for Lavrakas and Traugott, **Election Polls, The News Media & Democracy** (Chatham House/Seven Bridges Press: Chatham NJ, 2000).
- "Why Election Polls Are Important to a Democracy: An American Perspective," with Paul Lavrakas. Prepared for Lavrakas and Traugott, **Election Polls, the News Media & Democracy** (Chatham House/Seven Bridges Press: Chatham NJ, 2000).
- "Election Polling in the Twenty-first Century: Challenges and Opportunities." Prepared for Lavrakas and Traugott, **Election Polls, the News Media & Democracy** (Chatham House/Seven Bridges Press: Chatham NJ, 2000).

- "Auto-Dialing for Data: A Reply to Scott Rasmussen," *Public Perspective*, November/December 2000, Volume 11, Number 6, pp. 34-36.
- "Who Votes by Mail?" with Adam Berinsky and Nancy Burns, *Public Opinion Quarterly*, Summer 2001, Volume 65, Number 2, pp. 178-197.
- "Web Survey Design and Administration," with Mick Couper and Mark Lamias, *Public Opinion Quarterly*, Summer 2001, Volume 65, Number 2, pp. 230-253.
- "Soft Money and Challenger Viability: The 2000 Michigan Senate Race," in the "E-symposium on Outside Money in the 2000 Presidential Primaries and Congressional General Elections." *PS: Political Science and Politics*, 34:2 (Summer 2001), p. 271.
- "Assessing Poll Performance in the 2000 Campaign," *Public Opinion Quarterly*, Fall 2001, Volume 65, Number 3, pp. 389-419.
- "The Effect of Item Nonresponse on Nonresponse Error and Inference," with Robert Mason and Virginia Lesser. In Robert M. Groves, Don A. Dillman, John L. Eltinge, and Roderick J.A. Little, Editors, **Survey Nonresponse** (New York: John Wiley and Sons, 2002), pp. 149-162.
- "What Leads to Voting Overreports? Contrasts of Overreporters to Validated Voters and Admitted Nonvoters in the American National Election Studies," with Robert F. Belli and Matthew N. Beckmann. *Journal of Official Statistics*, Volume 17, no. 4 (December 2001), pp. 479-498.
- "Group Cues and Ideological Constraint: A Replication of Political Advertising Effects Studies in the Lab and in the Field," with Nicholas A. Valentino and Vincent L. Hutchings, *Political Communication*, Volume 19, No. 2 (March 2002), pp. 29-48.
- "The 2000 Michigan Senate Race." 2002. Chapter 5 in David B. Magleby, editor, **The Other Campaign**. Lanham MD: Rowman & Littlefield, pp. 97-110.
- "The Electorate's Responsibilities." 2002. Chapter 13 in **Shades of Gray: Perspectives on Campaign Ethics**, edited by Candice J. Nelson, David A. Dulio, and Stephen K. Medvic. Washington: The Brookings Institution Press, pp. 225-238.
- "How Americans Responded: A Study of Public Reactions to 9/11/01," with Ted Brader, Deborah Coral, et al. *PS, Political Science*, v. 35, no. 3 (September 2002) pp. 511-16.
- "Why Electoral Reform Has Failed: If You Build It, Will They Come?" 2004. Chapter 11 in Ann N. Crigler, Marion Just, and Edward J. McCaffery. **Rethinking the Vote: The Politics and Prospects of American Election Reform**. Oxford University Press.
- "The 2002 Senate Race in Michigan." 2003. In David B. Magleby and J. Quin Monson, editor. **The Last Hurrah? Soft Money and Issue Advocacy in the 2002 Congressional Elections**. Provo, Utah: Center for the Study of Elections and Democracy.
- "The Nature of Belief in a Mass Public." 2003. Chapter 8 in Michael MacKuen and George Rabinowitz (eds.), **Electoral Democracy**. Ann Arbor: University of Michigan Press.
- "The Press, the Public, and the Search for Explanations," with Ted Brader. 2003. Chapter 10 in Pippa Norris, Montague Kern, and Marion Just (editors) **Framing Terrorism**. New York: Routledge.
- "Can We Trust the Polls?" 2003. *Brookings Review* (Summer), pp. 8-11.
- "U.S. Election Procedures." 2004. In **Elections 2004**. Washington: U.S. Department of State.



Invited Contributor for five entries in Lewis-Beck, M., Bryman, A. E., and Liao, T. F. (2004), **Sage Encyclopedia of Social Science Research Methods**, Thousand Oaks, CA: Sage Publications.

“Do Polls Give the Public a Voice in Democracy?” 2004. Chapter 5 in Michael A. Genovese and Matthew J. Streb (Editors) **Polls and Politics: The Dilemmas of Democracy**. Albany: State University of New York Press.

“The Impact of Voting by Mail on Voter Behavior,” with Michael J. Hanmer. 2004. *American Politics Research*, vol. 3 (September).

“Interim Report on Alleged Irregularities in the United States Presidential Election of 2 November 2004.” 2004. With Henry E. Brady, Guy-Uriel Charles, Ben Highton, Martha Kropf, and Walter R. Mebane, Jr. New York: Social Science Research Council. (Available at <http://election04.ssrc.org/research/InterimReport122204.pdf>, December 22).

“Challenges Facing the American Electoral System: Research Priorities for the Social Sciences.” 2005. With Michael R. Alvarez et al., New York: Social Science Research Council. (Available at <http://election04.ssrc.org/research/FinalReport030105.pdf>, March 1).

“A Review of Recent Controversies Concerning the 2004 Presidential Election Exit Polls,” With Benjamin Highton and Henry E. Brady. 2005. New York: Social Science Research Council. (Available at <http://election04.ssrc.org/research/ExitPollReport031005.pdf>, March 10).

“Early Appraisals of Electronic Voting.” 2005. With Paul Herrnson, et al. *Social Science Computer Review*, 23(2), 274-292.

“A Review and a Proposal for a New Measure of Poll Accuracy,” with Elizabeth A. Martin and Courtney Kennedy. 2005. *Public Opinion Quarterly*. Volume 69, Number 3, pp. 342-369.

“The Accuracy of the National Preelection Polls in the 2004 Presidential Election.” 2005. *Public Opinion Quarterly*. Volume 65, Number 5 (Special Issue), pp. 642-654.

“Polling in the 2004 Presidential Election in the United States.” 2005. Tomaz Pludowski, editor. **The U.S. Presidency, the Mass Media, and Elections**.

“The Gubernatorial Race in Michigan.” (2007). Prepared for Larry Sabato, editor. **The Six-Year Itch: The 2006 Midterm Elections** (New York: A. B. Longman).

“The Current State of Electronic Voting.” (2008). With Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Benjamin B. Bederson, and Frederick G. Conrad. In **Digital Government: Advanced Research and Case Studies**, Hsinchun Chen et al, editors. (New York: Springer Publishing).

“Political Polls.” 2008. Entry in the **Encyclopedia of Political Communication**, Lynda Lee Kaid and Christina Holtz-Bacha, co-editors. (Thousand Oaks CA: Sage Publications).

Two entries in the **International Encyclopedia of Communication** (Political Polls and the Media, Surveys). (2008) Wolfgang Donsbach, editor. (London: Blackwell Publishing).

Six entries in the **Encyclopedia of Survey Research Methods**. 2008. Paul J. Lavrakas, editor. (Thousand Oaks CA: Sage Publications). (Computerized Response Audio Polling, George Gallup, Prior Restraint, Push Polls, Underdog and Bandwagon Effects). Member of the Editorial Advisory Board.

“Understanding the Uses and Misuses of Polls.” (2008). Chapter in the **Handbook of Public Opinion Research**, Wolfgang Donsbach and Michael W. Traugott, co-editors. (London: Sage Publications).

“Validation Studies.” (2008). Chapter in **Handbook of Public Opinion Research**, Wolfgang Donsbach and Michael W. Traugott, co-editors. (London: Sage Publications).

- “Voter Evaluations of Electronic Voting Systems: Results from a Usability Field Test.” (2008). Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Peter L. Francia, Benjamin B. Bederson, Frederick G. Conrad, and Michael W. Traugott, *American Politics Research*, vol. 36, no. 4, pp. 580-611.
- “The Mobile Phone: An Essential Item for the U.S. Public.” (2008). With Sung-Hee Joo, Rich Ling, and Ying Qian. In Maren Hartmann, Patrick Rossler, and Joachim R. Hoflich (editors). **After the Mobile Phone? Social Changes and the Development of Mobile Communication**. (Berlin: Frank & Timme).
- “Losing Fewer Votes: The Impact of Changing Voting Systems on Residual Votes.” (2008). With Michael J. Hanmer, Won-Ho Park, Richard G. Niemi, Paul S. Herrnson, Benjamin B. Bedersen, and Frederick C. Conrad. *Political Research Quarterly*, published online on September 17, pp. 1-14.
- “Electronic Voting Eliminates Hanging Chads but Introduces New Usability Challenges.” (2009). With Frederick G. Conrad, Benjamin B. Bedersen, Brian Lewis, Emilia Peytcheva, Michael J. Hanmer, Paul S. Herrnson, and Richard G. Niemi. *International Journal of Human-Computer Studies*, vol. 67, no. 1, pp. 111-124.
- “An Evaluation of the Methodology of the 2008 Pre-Election Primary Polls.” (2009). AAPOR Ad Hoc Committee on the 2008 Presidential Primary Polling. Available at [http://aapor.org/uploads/AAPOR\\_Rept\\_FINAL-Rev-4-13-09.pdf](http://aapor.org/uploads/AAPOR_Rept_FINAL-Rev-4-13-09.pdf).
- “Changes in Media Polling in Recent Presidential Campaigns: Moving from Good to “Average” at CNN.” (2009). Essay prepared at the Shorenstein Center, Harvard Kennedy School of Government. Available at [http://www.hks.harvard.edu/presspol/publications/papers/research\\_papers/r33\\_traugott.pdf](http://www.hks.harvard.edu/presspol/publications/papers/research_papers/r33_traugott.pdf).
- “The Dynamics of Poll Performance during the 2008 Presidential Nomination Contest.” (2009). With Christopher Wlezien. Special Issue on the 2008 Presidential Election, *Public Opinion Quarterly*, vol. 73, pp. 866-894.
- “The Accuracy of Opinion Polling and Its Relation to Its Future.” 2011. Chapter prepared for Robert Y. Shapiro and Lawrence R. Jacobs (editors), **The Oxford Handbook of American Public Opinion and the Media**. (New York: Oxford University Press).
- “The Republican Revival in Michigan.” 2011. Chapter prepared for Larry J. Sabato, editor, **Pendulum Swing**. (New York: Longman).
- “Prospects for Pre-election Polls in the Early 2012 Presidential Primaries.” 2011. *Survey Practice*, December: [www.surveyppractice.org](http://www.surveyppractice.org).
- “Methodological Trends and Controversies in the Media’s Use of Polls.” 2012. Chapter prepared for Jesper Stromback and Christina Holz-Bacha, **Opinion Polls and the Media: Reflecting and Shaping Public Opinion**. (London: Palgrave Macmillan).
- “Confidence in the Electoral System: Why We Do Auditing,” with Fred Conrad. 2012. Chapter 3 in R. Michael Alvarez, Lonna Rae Atkeson, and Thad E. Hall (Editors), **Confirming Elections: Creating Confidence and Integrity through Election Auditing**. New York: Palgrave Macmillan.
- “Public Opinion Polls and Election Forecasting.” 2014. *PS Political Science and Politics*, 47: 342-344.
- “New Directions in Presidential Election Research.” 2014. *Public Opinion Quarterly*, 78: 201-203.
- “A Research Career in the Public Interest,” with Patricia Moy. 2014. Festschrift for Wolfgang Donsbach.
- “Métodos alternativos para la estimación de resultados electorales.” 2015. *Estudios Públicos* 137; 7-42.
- “Third-Party Presence Effect with Propensity Score Matching,” with Abdoulaye Diop and Kien T. Le. 2015. *Journal of Survey Statistics and Methodology*, 3 (2): 193-215.\

"Motivated Reasoning in the Perceived Credibility of Public Opinion Polls." (Forthcoming. With Ozan Kuru and Josh Pasek. *Public Opinion Quarterly*, Available at <https://academic.oup.com/poq/article/doi/10.1093/poq/nfx018/3835465/Motivated-Reasoning-in-the-Perceived-Credibility>.

## **PAPERS PRESENTED TO PROFESSIONAL ORGANIZATIONS AND CONFERENCES**

"Prospects for Empirical Theory in Urban Studies." Paper presented with Jerome M. Clubb at the Annual Meeting of the American Political Science Association, Los Angeles, California (September, 1970).

"The Electoral Context and Voter Turnout in the 1968 Elections." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL (May 1973).

"The Role of Research on Environmental Perceptions, Values and Attitudes in the Public Policymaking Process." Paper presented at the Rockefeller Foundation/Cornell University Conference on Environmental Methodology and Research, Ithaca, New York (October 1974).

"The Effects of Local Administration on Voter Turnout in 1976," with John P. Katosh. Presented at the Annual Meeting of the Midwest Political Science Association (April 1978).

"Data Resources for Community Studies: The United States." Paper presented with Jerome M. Clubb at the Annual Meeting of the Rural Sociological Association (September 1978).

"Response Validity in Surveys of Voting Behavior," with John P. Katosh. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago, Illinois (October 1978).

"Second Generation Data: The Use of Data Archives in Gerontological Research." Paper presented at the Annual Meeting of the Association for Gerontology in Higher Education, Washington, D.C. (March 1979).

Invited participant, National Science Foundation Conference on Comparative Urban Policy Research, The University of Chicago (April 26-27, 1979).

"'Surge and Decline' and the Referendum Electorate," with Jerome M. Clubb. Invited presentation at the National Science Foundation Conference on Voter Turnout, San Diego, May 16-19, 1979.

"The Consequence of Validated Voting Measures for National Studies of Voter Turnout." Invited presentation at the National Science Foundation Conference on Voter Turnout, San Diego, May 16-19, 1979.

"Assessing Response Validity in National Surveys of Voting Behavior," with John P. Katosh. Paper presented at the 34th Annual Meeting of the American Association for Public Opinion Research, June 1-4, 1979.

"Archival Resources for the Study of Aging." Invited presentation for the National Institute on Aging Conference on Federal Demographic and Health Research Data: Resources and Needs, Bethesda, June 25-27, 1979.

Invited participant, Panel on Data Use and Access, Advisory Committee of the National Institute of Law Enforcement and Criminal Justice, LEAA, Alexandria, Virginia, June 28-29, 1979.

"Data Resources and Services from the Criminal Justice Archive and Information Network," with Judith A. Marks. Paper presented at the Conference on Data Bases in the Humanities and Social Sciences, Hanover, New Hampshire, August 23-24, 1979.

"Resource Allocations and Broadcast Expenditures in Congressional Campaigns," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the American Political Science Association (September 1979).

- "Campaign Effects on Electoral Outcomes in the 1978 Congressional Elections." Invited presentation with Edie N. Goldenberg at the Rice-Houston Conference on Congressional Elections, Houston (January 10-12, 1980).
- "Estimating Election Outcomes from Surveys of the Electorate." Invited presentation at the Special National on Research Methodology and Criminal Justice Programs, Baltimore (March 1980).
- "Congressional Campaign Effects on Candidate Recognition and Evaluation," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the Western Political Science Association, San Francisco (March 1980).
- "The Consequences of Validated and Self-Reported Voting Measures in Studies of Electoral Participation," with John P. Katosh. Paper presented at the annual meeting of the Midwest Political Science Association (April 1980).
- Invited participant, 1980 Meeting of the Directors of Criminal Justice Research Centers of Canada and the United States, Orcas Island, Washington, April 25-26, 1980.
- "Campaign Effects on Voting Behavior in the 1978 Congressional Elections," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the American Political Science Association, Washington, D.C. (August 28-31, 1980).
- "Campaign Managers' Perceptions and Strategic Decisions in Congressional Elections," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the Western Political Science Association, San Diego (March 25-27, 1982).
- "The Normal Vote Model and Strategies for Predicting Whether a Citizen Will Vote," with Clyde Tucker. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, Baltimore, Md., May 21-23, 1982.
- "Preemptive and Reactive Spending in U.S. House Races," with Edie Goldenberg and Frank Baumgartner. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL. April 22, 1983.
- "Correlated Response Errors in a Panel Study of Voting," with Stanley Presser. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, Buck Hill Falls, May 21, 1983.
- "Strategic Decisions in Congressional Campaigns," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the American Political Science Association (September 1983).
- "Evaluating Models of Voting Behavior in U.S. Senate Elections," with Edie N. Goldenberg. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago (April 1985).
- "The Media and the Nominating Process". Invited presentation at the Conference on Presidential Primaries, Gerald R. Ford Library, Ann Arbor (April 1985).
- "Respondent Selection and Preelection Estimates of Candidate Preference." Paper presented at the Annual Meeting of the American Association for Public Opinion Research, McAfee, New Jersey (May 1985).
- "The Access and Use of Large Data Bases." Invited presentation at the Conference on Analytical Techniques and Use of Large Data Bases in Criminal Justice Research, Louisiana State University, Baton Rouge, October 7-9, 1985.
- "Mass Media Effects on Candidate Visibility and Evaluations in U.S. Senate Elections," with Edie N. Goldenberg. Invited presentation at the Griswold-Ames Conference on Mass Media and Congressional Elections, Nebraska Wesleyan University, Lincoln, March 1986.
- "Stimulating Response Rates in Telephone Surveys," with Robert M. Groves and James Lepkowski. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, St. Petersburg, FL (May 1986).

- "The Role of Money in Today's Congressional Campaigns." Invited presentation to the Washington, D.C. chapter of the American Association for Public Opinion Research, February 26, 1987.
- "The Mass Media in the 1988 Presidential Campaign." Invited presentation to the Washington, D.C. chapter of the American Association for Public Opinion Research, February 25, 1988.
- "Voter Assessments of Presidential and Senatorial Candidates," with Edie N. Goldenberg and Kim F. Kahn. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago (April 1988).
- "Public Evaluations of the 1988 Nomination Process", with Margaret Petrella. Paper presented at the Annual Meeting of the American Association for Public Opinion Research. Toronto, Ontario (May 22, 1988).
- "Public Opinion about the Media's Coverage of Politicians' Private Lives." Invited presentation at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Portland, Oregon, July 4, 1988.
- "Public Policy on AIDS: Determinants of Public Policy Preferences of the General Public." With David G. Ostrow. Invited presentation at the Kinsey Institute Symposium on Sexuality and Disease. Bloomington, Indiana. (December 14, 1988). Revised for presentation at the International AIDS Conference, Montreal, Canada, June 1989.
- "The Effects of Media Polling." Invited presentation at the Symposium on Media Use of Polling in the 1988 Presidential Election Campaign, Northwestern University (January 11, 1989).
- "Problems of Conceptualization and Measurement in Reporting about Campaign Politics." Invited presentation at the Washington Statistical Society. Washington, DC (January 12, 1989).
- "Gender, Values, and Candidate Preference in the 1988 Presidential Election." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago (April 1989).
- "Political Values and Political Generations," with Margaret Petrella. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, St. Petersburg, FL (May 1989).
- "Understanding the Proliferation of Media Polls and Campaign Coverage," with Roberta Rusch. Paper presented at the Annual Meeting of the Midwest Association for Public Opinion Research, Chicago (November 1989).
- "Understanding Campaign Effects on Candidate Recall and Recognition." Invited presentation at the Symposium on Electing the Senate, Houston Texas (December 1989).
- "Issues in the Measurement of Contact with Persons with AIDS," with Robert M. Groves and Theodore Downs-LeGuin. Presented at the Annual Meeting of the American Association for Public Opinion Research, Lancaster, PA (May 1990).
- "The Proliferation of Media Polls in Campaign Coverage: Questions for Comparative Study." Paper presented at the 40th Annual Conference of the International Communication Association, Dublin, Ireland (June 1990).
- Invited participant, Workshop on News and Public Affairs, Gannett Center for Media Studies, Columbia University, (October 11-12, 1990).
- "Vote 'Over' Reporting in Surveys: The Records or the Respondents?" with Stanley Presser and Santa Traugott. Invited presentation at the International Conference on Measurement Errors, Tucson, AZ (November 1990).
- Invited participant, Soviet-American Conference on the Methodology of Social Research, Institute of Sociology of the USSR Academy of Sciences, Moscow (February 25-26, 1991).
- Invited participant, Conference on Media Polls in American Politics, The Brookings Institution, Washington, D.C., (April 12, 1991).

"Exit Polls in the 1989 Virginia Gubernatorial Race: Where Did They Go Wrong?" with Vincent E. Price. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, (November 22-24, 1991).

"Revalidation of Self-Reported Vote." Paper presented at the annual meeting of the American Association for Public Opinion Research, St. Petersburg, May 15-19, 1992.

Invited participant, Conference on the Future of Electoral Democracy: Participation, Finance, and Media, Annenberg School for Communication, Philadelphia, June 24-25, 1992.

"The Use of Focus Groups to Supplement Campaign Coverage." Paper presented at the annual meeting of the American Political Science Association, Chicago (September 3-6, 1992).

"Problems of Character: Was It the Candidate or the Press?" with Jennifer Means. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago (November 21-22, 1992).

Invited Participant, 1992 Post-Election Conference, Annenberg School, Philadelphia (December 12, 1992).

Invited Participant, Gerald R. Ford Foundation Colloquium on Women in Politics and Policy, March 11, 1993, Ann Arbor. Presentation published in Colloquium Proceedings by the Gerald R. Ford Foundation.

"Evaluating Dual Frame Samples and Advance Letters as Means of Increasing Response Rates" with Kenneth Goldstein. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, St. Charles, IL, May 20-23, 1993.

"Polls Apart: Race, Politics, and Journalism in Mayoral and Gubernatorial Election Campaigns," with Vincent Price and Edward J. Czilli. Paper presented at the Annual Meeting of the American Association for Public Opinion Research, St. Charles, IL, May 20-23, 1993.

Invited Participant, Fall Conference of the Michigan Speech Communication Association, Panel on "Presidential Campaign Reform: A Speech Communication Perspective," Flint, MI (October 2, 1993).

Invited participant, Survey Research Center Methodology Brown Bag Seminar, "Using Dual Frame Samples and Advance Letters to Increase Response Rates in Telephone Surveys," Ann Arbor, March 10, 1994.

"Using a Campaign Cost Index to Regulate Public Financing of Congressional Campaigns." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 14-16, 1994.

Invited Participant, American National Election Study Conference on Presidential Campaigns, Annenberg School, University of Pennsylvania, November 1994.

"Media Market Characteristics and Patterns of Congressional Campaign Media Use," with Margaret Young. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL (April 6-9, 1995).

Invited speaker, Michigan House Democratic Task Force Hearing on Campaign Finance Reform and Ethics, Wayne State University, Detroit, June 26, 1995.

Invited Participant, Conference on New Perspectives on Party Politics, Princeton University, Princeton, New Jersey, October 27-28, 1995

"The Impact of Talk Radio on Its Audience," with Adam Berinsky, Katherine Cramer, Margaret Howard, Russell Mayer, Harvey Prieto Schuckman, David Tewksbury, and Margaret Young. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL (April 18-21, 1996).

Invited Plenary Session Speaker, "The Wellsprings of Political and Social Discontent in the U.S.: A Historical View." Fiftieth Anniversary Conference of the American Association for Public Opinion Research, Salt Lake City, UT (May 16-19, 1995).

"The Impact of Political Talk Radio on Its Audience," with Adam Berinsky, Katherine Cramer, Margaret Howard, Russell Mayer, Harvey Prieto Schuckman, David Tewksbury, and Margaret Young. Paper presented at the Annual Conference of the International Society of Political Psychology, Vancouver, British Columbia (June 30 - July 3, 1996).

"Divided Government in the United States: Can the Work Get Done?" Invited presentation at the Konrad Adenauer Stiftung, Bonn, Germany (November 25, 1996).

"The Growing Importance of Gender in the American Electorate." Invited presentation at the Conference on Gender Research, Institute for Sociology, University of Warsaw, December 13, 1996.

"The Role of Polling in a Civil Society." Invited presentation at the Joan Shorenstein Center, Kennedy School of Government, Harvard University (March 3, 1997).

Invited lecturer on methodology, The Research Center for Contemporary China, Peking University, May 26-30, 1997.

"Research on the Role of Polling in a Civil Society." Prepared for the Workshop on Social Scientific Research on Public Opinion Surveys and Polling, sponsored by the Wissenschaftszentrum Berlin für Sozialforschung, Berlin, Germany, July 4, 1997.

"An Investigation of Methods for Matching RDD Respondents with Contact Information for Validation Studies," with James Lepkowski and Paul Weiss. Presentation at the Annual Conference of the American Association for Public Opinion Research, Virginia Beach, VA, May 15-18, 1997.

"Weighting Converted Refusals in RDD Sample Surveys," with Robert Mason and Virginia Lesser. Presented at the Annual Conference of the American Association for Public Opinion Research, Virginia Beach, VA, May 15-18, 1997.

Invited participant, Panel on The Use of Polls Before, During, and After Presidential Debates at the Annual Conference of the American Association for Public Opinion Research, Virginia Beach, VA, May 15-18, 1997.

Invited participant, Roundtable on Talk Radio and Political Behavior at the Annual Conference of the Southwest Political Science Association, Corpus Christi, Texas, March 21, 1997.

"Who Votes by Mail: A Dynamic Model of the Individual-Level Consequences of Vote-by-Mail Systems," with Adam Berinsky and Nancy Burns. Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago (April 25, 1998).

Invited participant, Florida Voter workshop on "Polling and the Media," Ft. Lauderdale, FL, May 7, 1998.

"Methodological Aspects of Surveys and Their Effects on the Public's Perception of Survey Accuracy," with Paul Lavrakas, Stanley Presser, and Vincent Price. Presented at the Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, May 15, 1998.

"Them, but Not Me: The Perceived Impact of Election Polls," with Paul Lavrakas, Stanley Presser, and Vincent Price. Presented at the Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, May 15, 1998.

"Public Interest in Polling," with Paul Lavrakas, Stanley Presser, and Vincent Price. Presented at the Annual Conference of the American Association for Public Opinion Research, St. Louis, MO, May 15, 1998.

- “Reducing Vote Overreporting in Surveys through Reducing Source Memory Confusion,” with Robert F. Belli, Margaret Young, Santa Traugott, Katherine McGonagle, and Steven Rosenstone. Presented at the annual conference of the American Association for Public Opinion Research, St. Louis, MO, May 15-17, 1998.
- “Do Public Opinion Polls Move Public Opinion? An Experimental Study in Issue Contexts,” with Mee-Eun Kang. Presented at the annual conference of the American Association for Public Opinion Research, St. Louis, MO, May 15-17, 1998.
- “The Role of the Mass Media in Conveying Public Opinion Accurately.” WAPOR Seminar on Quality Criteria in Survey Research, Cadenabbia, Italy (June 25-27, 1998).
- “The Nature of Belief in a Mass Public.” Paper prepared for the session honoring Philip E. Converse at the annual meeting of the American Political Science Association, Boston, Massachusetts (September 2, 1998).
- “Contingent Conditions for the Influence of Pre-Election Polls on Voting Intentions: The Role of Individuals’ Motivation and Ability,” with Mee-Eun Kang and Paul J. Lavrakas. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago IL (November 21, 1998).
- “The Invocation of Public Opinion in Congress,” with Mee-Eun Kang, Joshua Benninghoff, Sumeet Karnik, and Beth Koivunen. Paper presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago IL (November 21, 1998).
- “Improving the Reporting of Election Polls.” Paper presented at the 1999 Symposium on Election Polling, Gallup Research Center, Lincoln, Nebraska (April 23, 1999).
- “The Invocation of Public Opinion in Congress,” with Mee-Eun Kang. Paper presented at the annual conference of the American Association for Public Opinion Research, St. Petersburg Beach FL, May 14, 1999.
- “The Impact of Item Nonresponse on Nonsampling Error,” with Robert Mason and Virginia M. Lesser. Prepared for the panel “Do Response Rates Matter?” held at the Institute for Social Research, Ann Arbor, June 15, 1999.
- “Impact of Missing Values from Converted Refusals on Nonsampling Error,” with Robert Mason and Virginia M. Lesser. Paper prepared for the International Conference on Survey Nonresponse, Portland, Oregon (October 28-31, 1999).
- “Effective Survey Administration on the Web,” with Mick Couper and Mark Lamias.” Paper presented at the 1999 annual meeting of the Midwest Association for Public Opinion Research, Chicago IL (November 19).
- “Affirmative Action in Higher Education: The Students’ Perspective,” with Jill A. Edy.” Paper presented at the 1999 annual meeting of the Midwest Association for Public Opinion Research, Chicago IL (November 19).
- Invited participant and moderator, Media Studies Center Symposium on Polling and Press Coverage of the 2000 Presidential Primaries, Arlington VA, January 7, 2000.
- “Polling in the Public’s Interest.” Presidential address at the annual conference of the American Association for Public Opinion Research, Portland, Oregon, May 20, 2000.
- “Improving the Reporting of Polls.” Paper presented at the WAPOR Conference on Survey Quality, Cadenabbia, Italy, June 29 to July 1, 2000.
- “Public Opinion in the Policy Making Process.” Paper presented at the XVIIIth World Congress of Political Science, Quebec City, August 1-5, 2000.
- Invited participant, Stanford Conference on Electoral Reform, Stanford, California, September 17-18, 2000.



“Experiments on the Design of Web Surveys,” with Mick P. Couper and Mark Lamias. Accepted for the Fifth International Conference on Social Science Methodology of the Research Committee on Logic and Methodology (RC33) of the International Sociological Association (ISA), Cologne, October 3 - 6, 2000.

Invited participant, National Science Foundation Workshop on E-Voting, Arlington, Virginia, October 11-12, 2000.

"Why Electoral Reform Has Failed." Paper presented at the Princeton Conference on Political Participation, Princeton University, October 13-14, 2000.

Invited participant, Pundit's Summit on the 2000 Election, Lansing, Michigan, November 9, 2000.

Invited participant, "Elections 2000 Roundtable," Michigan Conference of Political Scientists, Alma College, October 26, 2000.

Invited participant, "The Bush/Gore Communications Campaign: What Worked and Why," Yaffe Center for Persuasive Communication, University of Michigan School of Business, November 16, 2000.

Invited participant, Park Conference on "Law, Policy, and the Convergence of Telecommunications and Computing Technologies," University of Michigan Law School, March 17-18, 2001.

“Assessing the Validity and Reliability of the CMAG Data.” Paper presented at the Midwest Political Science Association Conference, Chicago, April 18, 2001.

“Prospects for Election Reform after 2000.” Convener of one-day conference, Ann Arbor, April 20, 2001.

“Mail Ballots: The Oregon Experience.” Paper presented at the Conference on Election Reform: 2000 and Beyond, sponsored by the USC-Caltech Center for the Study of Law and Politics and the Jesse M. Unruh Institute of Politics, Los Angeles, April 27-28, 2001

Invited seminar leader, Reporting on Public Opinion, pre-conference workshop at the annual conference of the American Association for Public Opinion Research, Montreal, May 17, 2001.

“What Leads to Vote Overreports: Contrasts of Overreporters to Voters and Admitted Nonvoters,” with Robert F. Belli and Matthew N. Beckmann, AAPOR Annual Conference, May 17-20, 2001, Montreal Quebec.

“Group Cues And Ideological Constraint: Measuring The Impact Of Political Advertising In Multiple Research Settings,” with Nicholas Valentino and Vincent L. Hutchings. Prepared for the Conference on Campaign Studies 2000: Lessons Learned, held at the University of California, Santa Barbara, June 1-2, 2001.

“Conceptual Issues In Agenda Setting Studies: The Case of Environmental Attitudes,” with Christine O’Brien. Paper presented at the WAPOR Thematic Seminar on Survey Research and Media Content Analysis, Hamburg, Germany, June 21-23, 2001.

“The Accuracy of Pre-election Polls in the 2000 U.S. Presidential Election.” Paper presented at the 54th annual conference of the World Association for Public Opinion Research, Rome, Italy, September 20-22, 2001.

Invited participant, Workshop on Public Opinion and the Health of American Democracy, sponsored by the Rockefeller Brothers Fund and the Rockefeller Foundation, Pocantico Conference Center, New York, November 20-21, 2001.

“The Impact of Voting by Mail on Voting Behavior,” with Michael J. Hanmer. Paper presented at the annual conference of the Midwest Political Science Association meeting, Chicago. April 2002.

“Patterns in the American News Coverage of the September 11th Attacks and Their Consequences,” with Ted Brader. Paper presented at the Harvard Symposium “Restless Searchlight: Terrorism, the Media & Public Life.” Cambridge, Massachusetts. August 22, 2002.

Invited Keynote Speaker, Annual Conference of the Pacific Chapter of the American Association for Public Opinion Research, "The Future of Polling," Asilomar Conference Center, California, December 12, 2002.

"A Review and a Proposal for New Statistics to Evaluate Poll Accuracy," with Elizabeth A. Martin and Courtney Kennedy. Prepared for the 58th annual conference of the American Association for Public Opinion Research, Nashville, May 16-19, 2003.

"Differences in the Political Attitudes and Behavior of Cellular and Landline Telephone Users," with Sung-hee Joo. Prepared for the 58th annual conference of the American Association for Public Opinion Research, Nashville, May 16-19, 2003

"Patterns in the American News Coverage of the September 11 Attacks and Their Consequences," with Ted Brader. Prepared for the annual conference of the International Communication Association, May 23-27, 2003.

Invited participant, Conference on the Social, Psychological and Political Impact on the American Public of the September 11th Terrorist Attacks, Russell Sage Foundation, June 3-4 2003.

Invited participant, WAPOR Seminar on Public Opinion, Polls, and Policies. Zurich, June 26 to 28, 2003.

Invited participant, Conference on Voting by Mail, Portland Oregon, sponsored by American University. November 7-8, 2003.

Co-convenor, WAPOR Seminar on Survey Quality, Cadenabbia, Italy, June 24-26, 2004.

Invited participant, Workshop on Developing a Research Agenda for Electronic Voting Technologies, Sponsored by the American Association for the Advancement of Science, Washington, DC, September 17-18, 2004.

"What's Going on in the U.S. Presidential Election?" 2004. A public lecture at the Central European University, Budapest, Hungary, October 27.

"The Public Image of Polls and Pollsters" with Courtney Kennedy. Prepared for the 2004 annual conference of the Midwest Association for Public Opinion Research, Chicago, November 20-21.

"The Performance of the Polls in the 2004 Presidential Elections in the United States." Paper prepared for the 2004 WAPOR Regional Conference, Pamplona, Spain, November 24-26.

Invited presentation, "The Current State of Public Opinion Polling in America." Massey University, Palmerston North, New Zealand. February 24, 2005.

"The General State of Public Opinion Polling in the United States." Invited presentation at the WAPOR Seminar on Current Perspectives in Polling, Lisbon, Portugal, March 21, 2005.

"Assessing the Accuracy of Election Polls." Invited Lecture, University of Warsaw Institute for Social Studies. Warsaw, Poland, April 6, 2005.

"The Promise and Pitfalls of Electronic Voting: Results from a Field Test," with Paul Herrmson et al. Paper prepared for the 2005 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 7 – 10.

"The Impact of Voting Systems on Residual Votes, Incomplete Ballots, and Other Measures of Voting Behavior," with Michael J. Hanmer et al., Paper prepared for the 2005 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 7 – 10.

"Losing Fewer Votes: The Impact of Changing Voter Systems on Residual Votes," with Michael J. Hanmer et al. Paper prepared for the 2005 Annual Conference of the American Political Science Association, Washington, DC, September 1-4.

“The Impact of Voting Systems on Residual Votes, Incomplete Ballots, and Other Measures of Voting Behavior,” with Michael J. Hanmer et al. Paper prepared for the 2005 Annual Meeting of the American Political Science Association, Washington DC, September 1-4.

Invited Participant, National Academy of Sciences meeting on “Developing a Sound Analytical Basis for Improving Public Confidence and Participation in 21<sup>st</sup> Century Elections,” December 5-6, 2005, Washington, DC.

“The Not-So-Simple Act of Voting: An Examination of Voter Errors with Electronic Voting,” with Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Benjamin B. Bederson, and Frederick G. Conrad. Paper presented at the 2006 annual conference of the Southern Political Science Association Meeting, Atlanta, January 7.

“The Not so Simple Act of Voting: An Examination of Voter Errors with Electronic Voting,” with Paul S. Herrnson, Richard G. Niemi, Michael J. Hanmer, Benjamin B. Bederson, and Frederick G. Conrad. Paper presented at the 2006 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 20-23.

“The Usability of Electronic Voting Systems: Results from a Laboratory Study,” with Frederick G. Conrad, Brian Lewis, Emilia Peytcheva, Paul S. Herrnson, Richard G. Niemi, and Benjamin B. Bederson. Paper presented at the 2006 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 20-23.

“Voters’ Abilities to Cast a Write-in Vote Using Electronic Voting Systems,” with Richard G. Niemi, Paul S. Herrnson, Benjamin B. Bederson, and Frederick G. Conrad. Paper presented at the 2006 Annual Meeting of the Midwest Political Science Association, Chicago, IL, April 20-23.

“Voter Confidence in the New Generation of Election Technology,” with Frederick Conrad and Michael J. Hanmer. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November 17-18, 2006.

Invited Participant, American Association for the Advancement of Science Conference on “Research on the U.S. Voting System: Matching Needs with Knowledge,” November 27-28, 2006, Washington, D.C.

Invited Lecture, University of Kansas, “Polling in the Public’s Interest,” March 30, 2007.

“Media Framing of Problems with Voting Technology in the United States.” 2007. Paper prepared for the WAPOR Regional Seminar “Public Opinion, Communication and Elections.” Jerusalem, Israel, June 26-28.

“The Impact of New Voting Technology on Voter Confidence.” 2007. Paper prepared for the WAPOR annual conference, Berlin, September 19-21.

“The Framing of News about Voting Technology.” 2007. With Caitlin Brown, Hoon Lee, and Erica Williams. Paper prepared for the 2007 annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois, November 17-19.

Invited participant, WAPOR Regional Conference on Democracy, Development, and Disasters. 2008. New Delhi, India, February 27-29.

Invited participant, Symposium on the Presidential Primaries. 2008. Institute of Politics, John F. Kennedy School of Politics, Harvard University, April 28-29.

“Responsibility Frames in the News about New Voting Technology.” 2008. With Caitlin Brown, Hoon Lee, and Erica Williams. Paper prepared for the 2008 annual conference of the World Association for Public Opinion Research, New Orleans, Louisiana, May 12-14.

“Public Opinion about Electronic Voting: Experimental Studies of How Voters' Knowledge Affects Their Beliefs about E-Voting.” 2008. With Frederick Conrad and Tonya Rice. Paper prepared for the 2008 annual conference of the American Association for Public Opinion Research, New Orleans, Louisiana, May 15-19.

“Press Coverage of the Polling Surprises in the New Hampshire Primaries.” 2008. With Brian Krenz and Colleen McClain. Paper prepared for the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November 21-22.

“The Relationship between Religious Identification and Beliefs and Attitudes toward Science.” 2008. With Tonya Rice and Frederick G. Conrad. Paper prepared for the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November 21-22.

Invited speaker, Pacific Association for Public Opinion Research. 2008. “From January to November: How the Polls Performed in 2008.” San Francisco, California, December 11.

Invited speaker, Brookings Institution-American Enterprise Institute. 2009. “Designing an Election Audit System for the State of Michigan.” Washington, D.C., January 7.

Invited participant, Workshop on Election Audits, University of Utah, February 23-24, 2009, Salt Lake City.

Invited speaker, Workshop on American Politics, “What Can We Learn about the American Political System from Polling in the 2008 Presidential Campaign?” University of Michigan, April 10, 2009.

Invited speaker, Harvard Program in Survey Research Conference on Survey Quality, “Transparency and Pre-Election Polls,” Cambridge, April 17, 2009.

Invited participant, American Enterprise Institute – Brookings Institution Workshop on Developing an Election Reform Agenda, Washington DC, June 2, 2009.

Invited participant, DC AAPOR Chapter Workshop on Understanding the Presidential Elections: 2008 and Beyond, “The Dynamics of Poll Performance During the 2008 Presidential Nomination Contest,” October 15, 2010.

“Understanding the Causes of Problems of Pre-election Polls in Cross-national Comparison.” 2011. Presentation at the WAPOR / IE University Symposium on Transnational Connections, Segovia, Spain, March 17-18.

“An Enhanced Approach for Solving the Overlap Problem in Dual Frame RDD Surveys.” 2011. With So-Hyung Park, Sun-Woong Kim, and Sang-Kyung Lee. Presentation at the Joint Statistical Meeting, Miami, August 3.

“Why Did the Pre-election Polls in South Korean Local Elections Go All Wrong? Assessing the Source of Errors Using Dual Frame Landline/ Cell Phone Post-Election Survey.” 2011. With Sun Woong Kim, So Hyung Park, and Sang Kyung Lee. Paper prepared for the WAPOR Annual Conference, Amsterdam, September 22.

“Media Coverage as a Contextual Explanation for Estimation Errors in Pre-Primary Polls in the United States.” 2011. With Christopher Wlezien. Paper prepared for the WAPOR Annual Conference, Amsterdam, September 22.

“Methodological and Contextual Explanations for Estimation Errors in Pre-election Polls.” Invited presentation at the Nuffield College Political Science Seminar, Oxford University, October 11, 2011.

“The Media’s Role as King Makers in the 2012 U.S. Presidential Nominations.” Invited presentation at the Reuters Institute / Nuffield College Media & Politics seminar, December 2, 2011.

“The Media and the 2012 Presidential Nomination in the United States.” Invited Distinguished Lecture, Amsterdam School of Communication Research, December 6, 2011.

“Data Quality from Low Cost Data Collection Methodologies.” 2012. Paper presented at the AAPOR Conference, Orlando, FL, May 17-20.

- “Why Accurate Exit Polls Are Important to Democracies.” 2012. Paper presented for the WAPOR Annual Conference, Hong Kong, June 14-16.
- “Methodological Aspects of Pre-election Polls.” 2012. Invited presentation at the Joint Statistical Meetings, San Diego, August 1.
- “Early Studies of Political Behavior in the United States.” 2012. Invited presentation at the American Sociological Association, Denver, August 20.
- “What Happened Last Tuesday?” Invited presentation in the Distinguished Lecture Series of the Osher Lifelong Learning Institute, University of Michigan, November 13.
- “Public Opinion in the News.” Marsh Lecture, University of Michigan, February 22, 2013.
- “Public Opinion Polls in the News.” Invited Distinguished Lecture, Joint Program in Survey Methods, University of Maryland, April 5, 2013.
- “Pre-election Polling Methods in Comparative Perspective.” Center for Public Studies, Santiago, Chile, May 6, 2013.
- “Vote Estimation in Pre-election Polls.” Center for Public Studies, Santiago, Chile, May 7, 2013.
- “Racial Resentment, Belief in Rumors about Barack Obama, and Racial and Ethnic Identities” with Ashley Jardina. AAPOR Annual Conference, Boston, MA. May 17, 2013.
- “Birtherism, Racial Attitudes, and Media Use,” with Ashley Jardina. Paper accepted at the 2013 ICA Annual Conference, London, June 20, 2013.
- “Information about Barack Obama's Citizenship, Racial Attitudes, and Media Use.” Paper accepted for presentation at the IAMCR Annual Conference, Dublin, June 28, 2013.
- “Mode Differences in Socially Desirable Answers to Sensitive Questions,” with Ashley Jardina. Paper presented at the European Survey Research Association annual conference, Ljubljana, July 17, 2013.
- “Media Use and Attitudes about Barack Obama,” with Ashley Jardina. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, November 22, 2013.
- “Alternative Methods for Estimating Election Outcomes.” Invited presentation at the Fourth International Sociological Scientific-Practical Conference, Moscow, February 27, 2014.
- “The Gallup Experiments in the 2013 Gubernatorial Elections in New Jersey and Virginia,” with Frank Newport. 2014. Presentation at the annual conference of the American Association for Public Opinion Research, May 16, Anaheim, CA.
- “Transparency, Survey Literacy and Motivated Reasoning in the Public Interpretation of Poll Results,” with Ozan Kuru and Josh Pasek. 2015. Presentation at the annual conference of the American Association for Public Opinion Research, May 16, Hollywood, Florida.
- “The More Americans Know Congress, the Worse They Rate It.” With Frank Newport and Lydia Saad. (September 25). Available at [http://www.gallup.com/poll/185912/americans-know-congress-worse-rate.aspx?g\\_source=POLITICS&g\\_medium=topic&g\\_campaign=tiles](http://www.gallup.com/poll/185912/americans-know-congress-worse-rate.aspx?g_source=POLITICS&g_medium=topic&g_campaign=tiles).
- “Informed Americans Rate Both Parties in Congress Worse.” With Frank Newport and Lydia Saad. 2015. (October 5). Available at [http://www.gallup.com/poll/186011/informed-americans-rate-parties-congress-worse.aspx?g\\_source=Politics&g\\_medium=lead&g\\_campaign=tiles](http://www.gallup.com/poll/186011/informed-americans-rate-parties-congress-worse.aspx?g_source=Politics&g_medium=lead&g_campaign=tiles).

“Ratings of Congressional Performance: The Roles of Partisanship, Media Use and Political Knowledge.” 2015. With Frank Newport and Lydia Saad. Prepared for presentation at the annual conference of the Midwest Political Science Association, Chicago.

“Polling Performance and Campaign Coverage in the 2016 Presidential Election in the United States.” 2016. Invited presentation at the CIDE-INE-WAPOR Conference on Pre-election Polls, December 5-6, Mexico City.

“Perceptions of Polls and Voter Expectations: Competitive Poll Results, Methodology, and Opinionation.” 2016. With Ozan Kuru and Josh Pasek. Presented at the Annual Conference of the Midwest Association for Public Opinion Research, Chicago.

“Perceptions of Polls and Voter Expectations: Competitive Poll Results, Methodology and Opinionation.” 2017. With Ozan Kuru and Josh Pasek. Presented at the Annual Conference of the American Association for Public Opinion Research, New Orleans.

“What the Public Learned about Donald Trump and Hillary Clinton during the 2016 Campaign.” 2017. With Lisa Singh, Frank Newport, Stuart Soroka, and Andrew Dugan. Presented at the Annual Conference of the American Association for Public Opinion Research, New Orleans.

### **WORK IN PROGRESS**

The use of polls in the reporting of political campaigns.

Study of the validation of survey responses.

The impact of election administration on attitudes toward the electoral system.

### **OTHER PROFESSIONAL ACTIVITIES**

Reviewer:

National Science Foundation

American Journal of Political Science

American Political Science Review

American Politics Quarterly

British Journal of Political Science

International Journal of Public Opinion Research

Journal of Communication

Journal of Official Statistics

Journal of Politics

Legislative Studies Quarterly

Political Communication

Political Methodology

Political Science Quarterly

Public Opinion Quarterly

Social Science Quarterly

Survey Methodology

Western Political Quarterly

American Association for Public Opinion Research

Nominating Committee, 1977, 1985, 1994, 2000

Program Committee, 1989, 1998 -

Associate Secretary-Treasurer, 1989-1990

Secretary-Treasurer, 1990-1991

Associate Conference Chair, 1991-1992

Conference Chair, 1992-1993

Member, Editorial Board, *Public Opinion Quarterly*, 1992-1996

Editor, Fiftieth Anniversary Commemorative Program, 1995-1996

Vice-President/President-elect, 1998-1999

President, 1999-2000

President, 2000-2001  
 Member, Education Committee, 2006 – 2016  
*Public Opinion Quarterly* Methodological Review Committee, 2007  
*Public Opinion Quarterly*, Associate Editor, Poll Reviews section, 2013 –  
*Public Opinion Quarterly*, Editor, Special Issue on the 2012 Presidential Election, 2013-2014.  
 Chair, Committee to Review the Performance of the Pre-election Polls in the Primaries, 2008  
 Chair, Committee to Assess Recommendations of the Public Opinion and Leadership Task Force, 2013 – 2015

American Political Science Association  
 Secretary-Treasurer, Political Communication Section, 1991-1996  
 Chair, Joint Publication Committee, Political Communication Sections of the APSA and ICA, 2014 – 2016

American Statistical Association  
 Fellowship Review Board, ASA/NSF/BLS Fellowships, 1993 –2008

International Political Science Association  
 Member, Research Committee, Political Communication Research Group, 1991—1997

University of Michigan Alumni Association  
 Lecturer, Enrichment Seminars, Alumni Camp, and Alumni Tours, 1979 –  
 Member of Budget and Financial Affairs Committee, 1992 – 2004

Midwest Association for Public Opinion Research  
 Elected Fellow of MAPOR, 2002  
 Vice-President, 2010 – 2011  
 President, 2011-2012

Midwest Political Science Association  
 Section coordinator for the 1995 Conference Program (Political Communication)

World Association for Public Opinion Research  
 Conference Chair, 2002  
 Program Committee for annual conference, 2003 -  
 Co-chair, WAPOR Conference on Survey Quality, Cadenabbia Italy, June 2004, 2006  
 Vice-President and President Elect, 2005 – 2006  
 President, 2006 – 2008.  
 Past President, 2009 – 2010  
 Member of Joint WAPOR-ESOMAR Committee to Evaluate the Performance of the Polls in Georgia, 2013  
 Member of Joint AAPOR—WAPOR—ESOMAR Committee to Develop an Online Course for Journalists, 2015 —

Contributing Editor, *The Public Perspective*, 1994 – 2002.

Advisory Board Member, Campaign Assessment and Candidate Outreach Project, 1998 – 2000.

Editorial Board, *International Journal of Public Opinion Research*, 1999 – 2003.

Editor, *International Journal of Public Opinion Research*, 2003 – 2013.

Editorial Board, *Journal of Communication*, 2005 – 2007.

Member, APSA/ICA Publication Committee (*Political Communication*), 2008 –  
 Chair, 2014 –

Invited Editor, Special Issue on the 2012 Elections, *Public Opinion Quarterly*.

**PROFESSIONAL ASSOCIATIONS**

American Association for Public Opinion Research  
American Political Science Association  
International Political Science Association  
Midwest Association for Public Opinion Research  
Midwest Political Science Association  
World Association for Public Opinion Research

**SUBSTANTIVE FIELDS OF INTEREST**

Politics and the Mass Media  
American Elections and Campaigns  
Research Methods