

JOHN G. GEER
Vanderbilt University
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EDUCATION

Franklin and Marshall College	B.A.	1980
Princeton University	M.A.	1982
Princeton University	Ph.D	1986

ACADEMIC EXPERIENCE

Chair, Department of Political Science, 2010-14
Fellow at the Shorenstein Center at Harvard University, Fall 2009
Co-Director, Center for the Study of Democratic Institutions at Vanderbilt University, 2009-
Interim Chair, Department of Political Science, 2008-09
Distinguished Professor of Political Science, Vanderbilt University, 2007-
Editor, *The Journal of Politics*, January 1st, 2005 to January 1st, 2009
Visiting Scholar, Center for the Study of Democratic Politics, Woodrow Wilson School, Princeton University, 2002-03
Professor of Leadership, Policy, and Organization, Peabody College Vanderbilt University, 2002-
Professor of Political Science, Vanderbilt University, 1996-2007
Associate Professor of Political Science, Vanderbilt University, 1995-96
Associate Professor of Political Science, Arizona State University, 1991-95
Assistant Professor of Political Science, Arizona State University, 1986-91
Lecturer in Department of Politics, Princeton University, 1984-86

PUBLICATIONS

Books:

***Gateways to Democracy.* 2011. Wadsworth Publishing (with Wendy Schiller and Jeff Segal).**

***In Defense of Negativity: Attack Advertising in Presidential Campaigns.* 2006. University of Chicago Press.**

***Public Opinion and Polling Around the World.* Edited Volume. 2004.**

ABC-CLIO Publishers.
Politicians and Party Politics. Edited Volume. 1998. Johns Hopkins University Press.

From Tea Leaves to Opinion Polls: Politicians, Information and Leadership. 1996. Columbia University Press.

Nominating Presidents: An Evaluation of Voters and Primaries. 1989. Greenwood Press.

Guest Editor of Special Issue of Journal:

Political Behavior, June, September, and December 2002, 24: 85-377.

Articles and Book Chapters:

“Two Steps Forward, One Step Back?” forthcoming. **Electoral Studies**, with Brett Benson and Jennifer Merolla.

“Polarization and Party Responsibility.” 2008. Pietro Nivola and David Brady (ed) **Red and Blue Nation**. Washington DC: Brookings. (with Deborah Brooks).

“Beyond Negativity: The Effects of Incivility on the Electorate.” 2007. **American Journal of Political Science**, 51(1): 1-16, with Deborah Brooks.

“Filling in the Blanks.” 2006. **British Journal of Political Science**, 35 (2): 269-290, with Richard Lau.

“Experimenting with the Balancing Hypothesis.” 2004. **Political Psychology**, 26 (1): 49-64, with four graduate student co-authors.

“Remembering Attack Ads: An Experimental Investigation of Radio.” 2003. **Political Behavior** 25(1): 69-95, with James H. Geer.

“Declining Uncertainty: Presidents, Polls, and Public Opinion.” 2003. Barry Burden (ed) **Uncertainty in American Politics**. Cambridge: Cambridge University Press, with Prateek Goorha.

- “Parties and Partisanship: A Brief Introduction.” 2002. Political Behavior, 24 (2): 85-91.**
- “Assessing Attack Advertising: A Silver Lining.” 2000. Campaign Reform: Insights and Evidence, Larry Bartels and Lynn Vavreck (eds), University of Michigan Press.**
- “A Spot Check: Casting Doubt on the Demobilization Hypothesis.” 1998. American Journal of Political Science, 43 (4):573-595. (with Steve Finkel).**
- “Campaigns, Party Competition, and Political Advertising.” 1998. Politicians and Party Politics, John G. Geer (ed), Johns Hopkins University Press, pp. 186-217.**
- “Apathy, Democracy, and Electoral Participation: The Case for Compulsory Registration.” 1998. Journal of Social Philosophy 29:103-116 (with Richard Dagger).**
- “Creating Impressions: An Experimental Investigation on Political Advertising on Television.” 1994. Political Behavior 16(1):93-116. (with Kim F. Kahn).**
- “Grabbing Attention: An Experimental Investigation on the Effects of Headlines during Campaigns.” 1993. Political Communication 10(2):175-191 (with Kim F. Kahn).**
- “Party Competition and the Prisoner's Dilemma: An Argument for the Direct Primary.” 1992. Journal of Politics 54(3):741-761 (with Mark Shere).**
- “New Deal Issues and the American Electorate, 1952-1988.” 1992. Political Behavior 14(1):45-65.**
- “Critical Realignments and the Public Opinion Poll.” 1991. Journal of Politics 53(2):434-453.**
- “Do Open-Ended Questions Measure 'Salient' Issues?” 1991. Public**

Opinion Quarterly 55(3):358-368.

“The Electorate's Partisan Evaluations: Evidence of a Continuing Democratic Edge.” 1991. Public Opinion Quarterly 55(2):218-231.

“Assessing the Representativeness of Electorates in Presidential Primaries.” 1988. American Journal of Political Science 32(4):929-945. (Reprinted in American Political Parties, Eric Uslaner (ed), Peacock, 1993.)

“The Effects of Presidential Debates on the Electorate's Preferences for Candidates.” 1988. American Politics Quarterly 16(4):486-501.

“What Do Open-Ended Questions Measure?” 1988. Public Opinion Quarterly 52(3):365-371.

“Rules Governing Presidential Primaries.” 1986. Journal of Politics 48(4):1006-1025.

“Voting and the Social Environment.” 1985. American Politics Quarterly 13(1):3-27.

CURRENT RESEARCH

“Power of Negativity,” A project is to develop physiological measures of voters reactions to attack ads. Work is part of collaborative research with Cindy Kam, Efren Perez, and Liz Zechmeister (Vanderbilt University).

“News Media and Negativity” is project that investigates how journalists have unintentionally contributed to the growing amount of negativity in American politics. It employs aggregate data, survey data, and interviews of journalists and consultants.

“Information and Advertising” is paper with Lynn Vavreck that seeks to integrate negative campaigning into our models of party competition. We employ a new data set collected through Polimetrix that tests various hypotheses.

“Keeping the Faith” is a series of papers with Jennifer Merolla and Brett

Benson. Using a internet survey, we seek to advance of our understanding of the bias the exists against Mormons.

“Transition to the Oval Office” is a book project takes an inside look at why people run for president, how they forge a campaign team, compete for the nomination, battle in the general election, and undertake the formal transition to the oval office. The bulk of evidence will be about 150 personal interviews with people ranging from President Clinton to staff in the west wing. This project is being undertaken with Roy Neel who served as President Clinton’s Deputy Chief of Staff, managed Howard Dean’s presidential campaign, and is now Chief of Staff for the Honorable Al Gore.

CONVENTION PAPERS*

“The News Media and Negativity,” paper delivered at the 2009 APSA meetings in Toronto, with Rick Lau and Lynn Vavreck.

“Keeping the Faith,” paper delivered at the 2008 APSA meetings in Boston, with Jennifer Merolla and Brett Benson.

“Information and Advertising,” paper delivered at the 2008 MPSA meetings in Chicago, with Lynn Vavreck.

“Presidential Nominations and Political Advertising,” paper delivered at the 2007 SPSA meetings in New Orleans, with Chris S. Randolph (undergraduate student).

“Incivility, Negativity, and Campaigns,” paper delivered at the 2005 APSA in Washington, DC, with Deborah Brooks.

“The Rise of Negativity in Presidential Campaigns: Causes and Consequences,” paper delivered at the 2004 APSA in Chicago.

“Assessing Negativity in Presidential Campaigns,” Paper delivered at 2003 APSA in Philadelphia.

“Presidential Campaigns and Governing.” Paper delivered at the 2002

American Political Science Association Meetings in Boston.

“Experimenting with the Balancing Hypothesis.” Paper delivered at the 2001 Western Political Science Association Meeting, Las Vegas.

“Nominations, Advertising, and Campaigns.” Paper delivered at the Dartmouth Conference on Presidential Nominations, July 15-17th 1999, Hanover, NH.

“Modeling the Effects of Presidential Campaigns.” Paper delivered at the MWPSA in Chicago, IL, April 23rd, 1999 (with Richard Lau).

“Presidential Promises and Performance: A New Look.” Paper delivered at the Southwest Political Science Association in San Antonio, TX, April 1, 1999 (with Ashley Arrington).

“A New Way to Model Campaign Effects.” Paper delivered at the APSA in Boston, MA, 1998 (with Richard Lau).

“What this Country Needs are Short, Negative Ads.” Paper delivered at the meeting for the Task Force on Campaign Reform in Princeton, NJ, 1998.

***From 1984 to 1997, I delivered 18 conference papers at the APSA or one of the major regional conferences. All of those papers, except for one, have been published. So to save space and avoid repetition, I have deleted them from my vitae.**

DATA COLLECTIONS

“News Media and Negativity,” A national sample using an experimental design funded by Vanderbilt University.

“Bias against Mormons.” A national sample using an experimental design funded by Vanderbilt University.

“Civility, Democracy, and the American Public.” These data were collected through Knowledge Networks with the support of TESS. This is a collaborative dataset with Deborah Brooks.

“Content Analysis of Presidential Television Ads, 1960 to 2000.” The data from 1960 to 1996 are publicly available through my website and data from 2000 are available upon request.

“Content Analysis of Presidential Nomination Ads, 1980-2000.” These data match the general ads noted above and provide the opportunity to study what candidates say in their quest for the nomination.

OTHER PUBLICATIONS

“Those Negative Ads Are a Positive Thing,” op-ed in *The Washington Post*, October 12th, 2008, B01.

“Negative ads aren't all bad,” op-ed in *The Politico*, September 30, 2008.

“In politics, negativity can be positive,” op-ed in LA Times, March 17th, 2008, with Ken Goldstein.

“Nasty, brutish and short,” op-ed in LA Times, April 23, 2006

“Tennessee Law Denies Governor the Power to Lead” an editorial in the Tennessean, July 9, 2002.

“Can’t Candidates Get Along? Luckily, No” an editorial in USAToday, March 12, 2000.

“Clinton Should Thank Polls” an editorial by a variety of newspapers, including The San Jose Mercury Times and The Cincinnati Inquirer, February 1999.

Campaign Reform: Insights and Evidence. 1998. Report of the Task Force on Campaign Reform funded by the Pew Charitable Trusts. I was one of 14 scholars who wrote this report.

“Polls and Politicians” an editorial published by The Cincinnati Inquirer, The San Diego Union-Tribune, The Arizona Daily Star, Buffalo News, Austin American-Statesman, Los Angeles Daily News, and St Petersburg Times during September 1996.

“William Jennings Bryan on the Yellow Brick Road.” 1993. Journal of

American Culture 16(4):59-63 (with Thomas R. Rochon).

Book review of Martin P. Wattenberg's The Rise of Candidate Centered Politics. 1992. Public Opinion Quarterly 56(3):383-4.

“In Primaries, Power to the People” Editorial for Chicago Tribune, February 7th, 1992, p.15.

CONFERENCES ORGANIZED

“Party Politics,” October 1995, conference organized to honor the retirement of Stanley Kelley, Jr. It was held at Princeton University

“Parties and Partisanship,” October 2001, conference organized with Brad Palmquist. It was held at Vanderbilt University.

“Unconventional Wisdom,” April 2008, Vanderbilt University

TEACHING INTERESTS

Undergraduate: Introduction to American Government, Public Opinion, Campaigns and Elections, Presidency, Political Leadership, Introduction to Quantitative Analysis, Research Design, Genetics and Politics (inter-disciplinary course).

Graduate: American Politics, Political Behavior, Party Politics, Political Leadership, Public Opinion, Introduction to Quantitative Analysis, and Research Design.

HONORS, AWARDS, LECTURES, AND GRANTS

The 2009 Ellen Gregg Ingalls Award for Excellence in Classroom Teaching

Goldsmith Book Award, The Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University, 2008

Jeffrey Nordhaus Award for Excellent in Undergraduate Teaching in

the College of Arts and Science, September 2005

**Robert Birby Award for excellence in undergraduate teaching in
Department of Political Science, May 2004.**

**Fellowship at Princeton's Center for the Study of Democratic Politics,
2002-03.**

**The "Squirrel Award" as Vanderbilt University's best male professor,
selected by the student newspaper, *The Vanderbilt Hustler***

Invited Lecture, Texas Tech University, March 2011

Invited Lecture, Arizona State University, March 2011

Invited Lecture, Florida State University, November 2010

Invited Lecture, University of Georgia, November 2010

Invited Lecture, University of Texas, San Antonio, October 2010

Invited Lecture, SMU, November 2009

Invited Lecture, Rutgers University, November 2009

Invited Lecture, Goteborg University, Sweden, May 2009

Invited Lecture, Emory University, April 2009

Invited lecture, University of Chicago, March 2009

Invited Lecture, BYU, March 2009

Invited Lecture, Ithaca College, October 2008

Invited Lecture, Truman Presidential Library, October 2008

Invited Lecture, Harvard University, March 2008

Invited Lecture, Washington University, February 2008

Invited Lecture, Franklin and Marshall College, February 2008

Invited Lecture, University of Kentucky, November 2007

Invited Lecture, University of Minnesota, November 2007

Invited Lecture, University of Illinois, October 2007

Invited Lecture, Centro de Investigación y Docencia Económicas, Mexico City, May 2007

Invited Lecture, Arizona State University, March 2007

Invited Lecture, Bulen Symposium on American Politics, December 2006, Indianapolis, IN

Invited Lecture, CATO Institute, September 2006

Invited Presentation to APSA Short Course on History and Public Opinion, Philadelphia, September 2006

Invited Lecture, SMU, October 2005

Invited Lecture, Michigan State University, November 2004

Invited Lecture, University of Notre Dame, October 2004

Invited Lecture, Rhodes College, October 2004

Invited Lecture, University of Minnesota, January 2004

Invited Lecture, UCLA, October 2003

Invited Lecture, Walt Whitman Center for Democracy, April 2003

Invited Lecture, William and Mary College, March 2003

Invited Lecture, Columbia University, January 2003

Invited Lecture, Woodrow Wilson School, March 2002

Invited Lecture, Princeton University, April 2001

Invited Lecture, George Washington University, March 2001

The “Last Lecture Award” at Vanderbilt University.

This award is made by undergraduates when they vote on who they want in the University to give the “last lecture” they would ever hear at Vanderbilt. It was delivered in December 2000.

Invited Lecture, Northwestern University, February 2000

Invited Lecture, Rutgers University, February 1999

Distinguished Alumni Lecture, Franklin and Marshall College, October 1998.

Panel dedicated to assessing the contributions of my book *From Tea Leaves to Opinion Polls*, Midwest Political Science Association, 1998.

Invited Lecture, Goteborg University, Sweden, May 1996.

Guest scholar at ZUMA, Mannheim Germany, May 1996.

Selected as the Department of Political Science's Outstanding Teacher for 1988-1989 at ASU.

Elected to Phi Beta Kappa, May 1980.

DEPARTMENTAL SERVICE

Vanderbilt University:

Task Force on Hiring, 2007-08

Chair, Speakers Committee, 2004-05, 2005-06

Omnibus Search Committee, 2003-2004, 2004-2005, 2005-2007

Member of Promotion Committee (Full Professor), 2003-2005
Freshman Advisor, 2001-2002
Director of Graduate Studies 1996-2000
Chair of Colloquia Committee, 1998-99,
Member of Tenure Review Committee, 1995-96, 1996-97, 1997-98,
2001-2002
External Review Committee, 1996-97
Member of American Search Committee, 1997-98, 1999-2000, 2004-07
Member of Theory Search Committee, 1997-98
Chair of Search Committee for American Politics, 1995-96, 2000-01
Member of Graduate Committee, 1995-1996
Technology Committee, 1995-96

Arizona State University:

Chair of Search Committee for American Politics, 1994-95
Chair of Search Committee for American Politics, 1990-91.
Chair of Search Committee for Judicial, American and Minority Politics,
1989-90.
Elected Member of Advisory Committee to Chair, 1988-91, 1993-1994.
Director of Data Lab at ASU, 1989-1992, 1993-1995.
Graduate Committee, 1993-1994.
Member of Search Committee for Comparative Politics, 1993-94.
Member of Tenure Review Committee, 1992-93.
Member of Search Committee for American Politics/Theory, 1988-89.
ASU's Official Representative to ICPSR, 1987-92.
Member of Search Committee for Political Methodology, 1987-88.
Director of Data Lab at Princeton University, 1985-86.

UNIVERSITY SERVICE

Graduate Faculty Council, 2010-

Search Committee for Dean of College of Arts and Science, 2008-09

Promotion and Tenure Committee, College of Arts and Science, 2006-07,
2007-08

Frequent commentator to local and national press about public opinion,

elections, campaigns, and presidential behavior. I have worked with *The New York Times*, *Washington Post*, *Wall Street Journal*, *LA Times*, *USA Today*, NPR, CBS Evening News, CNN Inside Politics, The O'Reilly Factor, NBC Evening News, Fox News, ABC's This Week, and MSNBC. In 2004, I was interviewed over 200 times on topics tied to the presidential election. In 2006, I was interviewed over 250 times on topics tied to campaigns and advertising. In 2008, I was interviewed around 250 times on topics related to the presidential election.

Speaker at Vanderbilt Alumni groups around the country about elections and public opinion.

Speaker at University School of Nashville, November 2004.

Founding Member of the "Education Roundtable of Tennessee," a group designed to inform the public and policy elites about the state of education in the state, September 2001. With funding from the Peabody School, I headed the effort to launch the first "Vanderbilt Poll." Its results were released in a press conference on 10/22/01.

PROFESSIONAL SERVICE

Vice President, American Political Science Association section on Elections, Public Opinion, and Voting Behavior, 2010-12 (elected)

Co-Chair, External Review Committee, BYU's Political Science Department, November 2008

Chair, External Review Committee, Rice University's Political Science Department, April 2008

Chair, Committee to Select Publisher of *JOP*, 2005-2007

Executive Council for APSA Section: Elections, Public Opinion, and Voting Behavior, 2003-05

Reviewed manuscripts for all the major journals in American politics (e.g. American Political Science Review, Journal of Politics, American Journal of Political Science). Served as referee for grant proposals submitted to the National Science Foundation (NSF). Evaluated book manuscripts for various university presses (e.g. Cambridge, Chicago, Michigan, Princeton, Oxford).

Chaired panels, served as Discussant, participated on Round Tables at over 50 conferences between 1986 and 2010. American Political Science Association, Midwest Political Science Association, Southern Political Science Association, and Western Political Science Association.

Served as outside reviewer for candidates for promotion to associate and to full professor, usually 4 to 5 per year with requests of 7 to 9.

Editorial/Advisors Boards:

The Journal of Politics, 2009-present

Political Research Quarterly, 1993-96.

The Journal of Politics, 2001-05

Time Sharing Experiments for the Social Sciences (TESS), 2003-08

Vice Chair, Task Force on Campaign Reform, Pew Charitable Trusts, Larry Bartels (Chair), 1997-98.

Field Essay Editor for Political Research Quarterly, 1993-96.

Chaired Doris Graber Book Award Committee, 2002.

Section Head for SPSA '02 on "Public Opinion."

Section Head for WPSA '95 on "Voting, Elections, Formal Theory, and Methodology."

References: Available upon request