**TRUDY HORSTING**

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**EDUCATION**

**Arizona State University**

School of Politics and Global Studies (SPGS)

*PhD, Political Science*                                                                             ABD, PhD exp. May 2024

*MA, Political Science*                 2021

**Major Field:** American Politics, **Minor Field:** Comparative Politics

**Research Interests:** Political Communication, Public Opinion, Political Behavior, Women in Politics

**Dissertation:** My dissertation is titled “Do Actions Speak Louder Than Words? Exploring the Influence of Informal and Impromptu Political Rhetoric on Twitter During Crisis.” I use Twitter API to scrape 25,169 tweets from politicians and healthcare authorities in 2020. I code all tweets by hand using MAXQDA to explore how various rhetorical choices influenced policy decisions and outcomes across states during the COVID-19 pandemic. I theorize that rhetoric on social media, despite being less premeditated than other political speech, has the capacity to alter the responses of individual citizens and the policy decisions of politicians.

**Committee:** Dr. Kim Fridkin (Chair), Dr. James Strickland, Dr. Fabian Neuner

**James Madison University**

*BA, Writing, Rhetoric and Technical Communication*  2018

*BA, Political Science*      2018

Minor: Humanitarian Affairs

**PEER REVIEWED JOURNAL ARTICLES**

Williams, Alexandra M., **Trudy Horsting** and Mark D. Ramirez (2022) What’s in a Campaign Logo? Exploring Differences in Candidate Self-Presentation through Campaign Logos, *Journal of Political Marketing*, DOI: [10.1080/15377857.2022.2040691](https://doi.org/10.1080/15377857.2022.2040691)

Fridkin, Kim, **Trudy Horsting**, Anastasia Brown, Alexandra M. Williams. Explaining COVID-19 How College Students React to COVID Vaccine PSAs: An Experimental Investigation (Forthcoming at *American Politics Research*)

**BOOK CHAPTERS**

Bennion, Elizabeth A. Ed. 2023. Fridkin, Kim, Manuel Guiterrez, **Trudy Horsting**, Alexandra M. Williams. Teaching Experimental Political Science Chapter 15: Creating an Experimental Lab on Your Campus Northampton, MA: Edward Elgar Publishers. Forthcoming.

**UNDER REVIEW**

**Trudy Horsting,** Mark D. Ramirez, Reed M. Wood. Feminist Identity is Associated with Positive COVID-19 Vaccine Behaviors and Beliefs

**WORKING PAPERS**

How Political Rhetoric on Twitter Altered Citizen’s Responses during COVID-19

How Political Rhetoric on Twitter Altered Policy Decisions During COVID-19

Exploring Choice of Rhetorical Appeals by Authorities During COVID-19

Emotional Reactions to Negative Messages: How People’s Political and Psychological Characteristics alter Views of Attack Advertising (with Kim Fridkin, Patrick Kenney, and Anastasia Brown)

The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from the Arizona Youth Identity Project (with Kyle Gresenz, Angela A. Gonzales, and Lynette Hrabik)

Native American Young Adults’ Political Engagement in 2020: Insights from the Arizona Youth Identity Project  (with Angela A. Gonzales, Lynette Hrabik, and Kyle Gresenz)

COVID-19 Vaccination Hesitancy Among Young Adults in Arizona by Racial and Ethnic Group: Insights from the Arizona Youth Identity Project (with Kyle Gresenz, Angela A. Gonzales, and Lynette Hrabik)

COVID-19 Vaccines: Acceptance, Hesitancy, and Resistance Among Young Adults in Arizona (with Kyle Gresenz, Angela A. Gonzales, and Lynette Hrabik)

**WORK EXPERIENCE**

**ASU SPGS Experimental Lab**

*Lab Research Associate*  Aug 2023- Present

*Lab Coordinator* Aug 2021- Aug 2023

*Lab Assistant* Aug 2020- Jul 2021

* Facilitated 35 experiments, surveys, and focus groups thus far.
* Primary contact for 30 professors, 3,000-member student subject pool, and 10 researchers annually.
* Provides feedback on faculty and student experiment design, survey instruments, and internal and external validity concerns.
* Inputs surveys and experiments into Qualtrics.
* Supervises the use of iMotions facial expression analysis software for in-person studies.
* Oversees Institutional Review Board (IRB) applications.
* Successfully decreased email inquiries by half through the development of a new website, instructional video, and the revision of email communications using Sona Systems.
* Mentors, manages, and trains the Lab Assistant and other members of the lab team which include undergraduate students and graduate students.
* Leads weekly lab meetings to direct tasks, ensure adherence to timelines, and problem-solve any issues.

**Dosii**

*Manager, Market Research & Content* Jul 2022- Feb 2023

*Market Research & Content Management Advisor* Mar 2022- Jul 2022

* Managed team of interns, ensuring timely completion of deliverables, clear communication within the team and other teams within the company, and accuracy and integrity of projects.
* Produced over 200 university informational pages including data collection, data visualization, writing, media procurement, and website design.
* Collaborated with international team to strategically and cohesively time media content.
* Developed and maintained a weekly blog to drive organic traffic.

**Arizona Youth Identity Project (AZYIP)**  Jan 2021- Present

*Research Assistant*

* AZYIP is funded by the NSF and the Russell Sage Foundation and uses 4 waves of interviews with 300 young adults in Arizona as well as 4 survey iterations.
* Conducts interviews via Zoom (1-1.5 hr) and codes interviews using Dedoose.
* Consults on survey instrument development and the development of interview guides.
* Works to synthesize project findings into final reports and scholarly publications.

**Arizona State University** May 2021- Aug 2021

*Research Aide, for Dr. Magda Hinojosa, Director of SPGS*

* Coordinated with international survey firms for quotes based on project specifications.
* Assisted with the development of literature reviews.

**Patient Worthy** May 2017- Jun 2022

*Writer*

* Pitched story ideas and wrote over 1,700 articles on rare diseases.
* Attended and reported on conferences across the U.S. and Europe
* Conducted interviews with patients and researchers and wrote articles for publication from interview data.
* Curated articles from press releases and news stories including new clinical trial data, medical technologies, and pharmaceutical research.
* Edited and formatted articles on WordPress, ensuring search engine optimization (SEO).
* Emphasis on simplifying complex scientific information for a general/lay audience.
* Trained Spanish, Russian, and French translators for the website.

**iCivics: Educating for American Democracy (EAD)**  Oct 2019- March 2020

*Research Assistant*

* EAD is a multi-organizational cooperative project funded by the National Endowment for the Humanities and the U.S. Department of Education, fulfilled by the non-profit iCivics and Arizona State University, Harvard University, and Tufts University.
* Conducted research on K-12 U.S. history and social studies standards across states to understand variances in benchmarks across geographic regions.
* Conducted research for the literature review which aligned with the project directives.

**TEACHING**

**Arizona State University**, *Graduate Teaching Assistant*

Speaking Politically         Fall 2020  
Political Ideology         Fall 2020

Empirical Political Inquiry     Spring 2020  
American Government & Politics                          Spring 2020

American Political Thought         Fall 2019

Political Ideology         Fall 2019

**Invited Talk*:*** “An Introduction to Experimental Methodology and Types of                 Sep 2022

Experimental Design,” POS 394: Politics of U.S. Immigration, ASU

**Guest Lecture:** “The Constitution,” POS 110: American Government & Politics, ASU Jan 2022

**SERVICE**

ASU SPGS Graduate Student Coordinator                      Jul 2023- Present

Executive Board Member: SPSA Women      Jan 2023- Present

Discussant: Western Political Science Association (WPSA) Apr 2023

Conference Volunteer: Building a Political Psychology Four Corners Network         Feb 2023

Discussant: Southern Political Science Association (SPSA)          Jan 2023

Reviewer: *Rural Sociology*                      Aug 2022

Discussant: School of Political and Global Studies Workshop         Dec 2020

Conference Volunteer:Southwest Humanities Symposium Oct 2019- Feb 2020

Conference Volunteer: ASU KOPF Conference                   Nov 2019

**HONORS & AWARDS**

**American Political Science Association Travel Award ($150)** Aug 2023

*American Political Science Association*

**School of Politics and Global Studies Travel Award ($705)** Aug 2023

*SPGS Arizona State University*

**Graduate Research Assistant of The Year**        May 2023

*SPGS Arizona State University*

**Graduate Student Professional Organization Individual Travel Grant ($950)** May 2023

*GPSA Arizona State University*

**ASU Graduate College Travel Award ($115)** Apr 2023

*Arizona State University Graduate College*

**School of Politics and Global Studies (SPGS) Travel Award ($709)** Mar 2023

*SPGS Arizona State University*

**School of Social Transformation (SST) Travel Funding ($1,120)** Aug 2022

*SST Arizona State University*

**2022 Annabell Bowen and Sahmie Joshevama Future Leader Award ($250)**         Dec 2022

*Doing Research in Indigenous Communities*

**Prestage Cook Travel Award ($300)**         Dec 2022

*Southern Political Science Association*

**Graduate Student Professional Organization Individual Travel Grant ($683)** Dec 2022

*GPSA Arizona State University*

**Arizona State University SPGS Summer Paper Completion Award ($700)**              May 2021

*SPGS Arizona State University*

**Arizona State University SPGS Summer Paper Completion Award ($500)** May 2020

*SPGS Arizona State University*

**School of Civic and Economic Thought and Leadership (SCETL) Award ($1,000**)  Feb 2020

*SCETL Arizona State University*

**Special Talent Award: Marching Band ($500)**         Fall 2019

*Arizona State University*

**International Network of Universities** Aug 2017

Selected attendee of the *Student Seminar for Global Citizenship and Peace* in Hiroshima, Japan

**CONFERENCES & POSTERS**

**Horsting, Trudy** Is Leadership More Powerful Than Policy? How Political Rhetoric on Twitter May Alter Perceptions, Actions, and Outcomes During Crisis. *American Political Science Association.* Los Angeles, California. August 2023.

Fridkin, Kim, Patrick Kenney, **Trudy Hosting**, Anastasia Brown. Emotional Reactions to Negative Messages: How People’s Political and Psychological Characteristics alter Views of Attack Advertising. *American Political Science Association.* Los Angeles, California. August 2023.

**Horsting, Trudy** The influence of Informal and Impromptu Political Discourse on Governor Policy Decisions During Crisis. *Western Political Science Association*. San Francisco, California. April 2023.

**Horsting, Trudy** Political Rhetoric on Twitter During Crisis: How Language Regulates Responses.*Southern Political Science Association*.St. Pete Beach, Florida. January 2023.

Hrabik, Lynette, **Trudy Horsting**, Kyle Gresenz, and Angela Gonzales. Native American Young Adults’ Political Engagement during COVID-19 and the 2020 Elections: Findings from the Arizona Youth Identity Project. Poster contest associated with the *Doing Research in Indigenous Communities* Conference. Phoenix, Arizona. December 2022.

**Horsting, Trudy,** Kyle Gresenz, Angela Gonzales, and Lynette Hrabik. The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from the Arizona Youth Identity Project. *Institute for Social Science Research Graduate Student Poster Contest*. Tempe, Arizona. November 2022.

**Horsting, Trudy**, Kyle Gresenz, Angela Gonzales, and Lynette Hrabik. The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from the Arizona Youth Identity Project. *Rural Sociological Society*. Westminster, Colorado. August 2022.

Kyle Gresenz, **Trudy Horsting**, Angela Gonzales, and Lynette Hrabik. COVID-19 Vaccine, Hesitancy, and Resistance among Young Adults in Arizona. *American Sociological Association*. Los Angeles, CA. August 2022.

Fridkin, Kim, **Trudy Horsting,** Anastasia Brown, Alexandra M. Williams. Exploring the Relationship Between Psychological Predispositions and Attitudes Towards COVID-19. *International Society of Political Psychology (ISPP)*. Athens, Greece. July 2022.

Lynette Hrabik, **Trudy Horsting**, Angela Gonzales, and Kyle Gresenz. Native Youth Advocacy and Activism During COVID-19: Findings from the Arizona Youth Identity Project. *Pacific Sociology Association (PSA)*. Sacramento, California. April 2022.

Alexandra M. Williams, **Trudy Horsting**, and Mark Daniel Ramirez. Gendering Campaign Logos: How Candidates Present Themselves along Gendered Lines. *American Political Science Association*. Virtual conference due to COVID-19. September 2020.