Curriculum Vitae

Kim Fridkin ([fridkin@asu.edu](mailto:fridkin@asu.edu))

School of Politics and Global Studies (6752 Coor)

Arizona State University

Tempe, Arizona 85287

480-965-4195; 480-965-3929 (fax)

Education

A.B. University of Michigan

Department of Psychology 1984

M.A. University of Michigan

Department of Political Science 1987

Ph.D. University of Michigan

Department of Political Science 1989

Professional Appointments

Director, Online Masters in Political Psychology, SPGS, Arizona State University (2020-present)

Foundation Professor of Political Science, Arizona State University (2016-present)

Core Faculty, Institute for Social Science Research, Arizona State University (2016-present)

Director, SPGS Experimental Lab, Arizona State University (2014-present)

Interim Dean, Social Sciences, Arizona State University (11/2014-6/2015)

Interim Director, School of Politics and Global Studies, Arizona State University (2012-2013)

Professor of Political Science, Arizona State University (2001-present)

Associate Professor of Political Science, Arizona State University (1995-2001)

Assistant Professor of Political Science, Arizona State University (1989-1995)

Books

*Taking Aim at Attack Advertising: Understanding the Impact of Negative Campaigning in U.S. Senate Races* (with Patrick J. Kenney). Oxford University Press, 2019.

*The Changing Face of Representation: The Gender of U.S. Senators and Constituent Communications* (with Patrick J. Kenney). University of Michigan Press, 2014.

*No Holds Barred: Negative Campaigning in the U.S. Senate* (with Patrick J. Kenney). Prentice Hall, Inc., 2004.

*The Spectacle of U.S. Senate Campaigns* (with Patrick J. Kenney). Princeton University Press, 1999.

*The Political Consequences of Being a Woman,* Columbia University Press, 1996.

Refereed Journal Articles

1Indicates graduate student author

2Indicates undergraduate student author

"The Impact of Emotional Responses to Public Service Announcements: The Case of Gun Violence in Schools"

(with Patrick Kenney, Ryan Deutsch1, Manuel Gutierrez1). *American Politics Research*, Published online March 2021. <https://doi.org/10.1177/1532673X211004158>

Nothing More than Feelings? How Emotions Affect Attitude Change During the 2016 General Election Debates (with Sarah Gershon). *Political Communication*, published online July 2020, in print 2021, Volume 38(4), 370-387. <https://doi.org/10.1080/10584609.2020.1784325>

Measuring Emotional Responses to Negative Commercials: A Comparison of Two Methods (with Patrick Kenney, Bartia Cooper,1 Ryan Deutsch1, Manuel Gutierrez1, and Alexandra Williams1). *Political Research Quarterly*, published online April 2020. [https://doi.org/10.1177/1065912920912840](https://doi.org/10.1177%2F1065912920912840)

Gender Differences in Emotional Reactions to the 2016 Presidential Debates (with Sarah Gershon, Jillian Courey1, and Kristina LaPlant), *Political Behavior,* published online May 2019, in print 2021, Vol 43:55–85

The Message Matters: The influence of fact checking on evaluations of political messages (with Amanda Wintersieck1 and Patrick Kenney). *Journal of Political Marketing*, published online 2017, in print 2021, Volume 20(2), 93-120.

Race and Police Brutality: The Importance of Media Framing (with Amanda Wintersieck1, Jillian Couery1, Joshua Thompson1). *International Journal of Communication,* 2017, Volume 11: 3394-3414.

The Impact of Descriptive Representation on “Persistent” Gender Gaps: Political Engagement and Political Trust in Uruguay (with Magda Hinojosa and Miki Kittilson. *Politics, Groups, and Identities*, 2017, Volume 5(3): 435-453*.*

The Upside of the Long Campaign: How Presidential Elections Mobilize the Electorate (with Patrick Kenney, Amanda Wintersieck1, and Jill Carle1). *American Politics Research*, 2017, Volume 45(2):186-223.

Gender Differences in Reactions to Fact Checking of Negative Commercials (with Jillian Courey1, Samantha Hernandez1, and Joshua Spears2). *Politics & Gender*. 2016, Volume 12 (2) 369-390.

"Liar, Liar, Pants on Fire: How Fact Checking Influences Citizens’ Reactions to Negative Advertising” with Patrick Kenney and Amanda Wintersieck1. *Political Communication.* 2015, Volume 32 (1) 127-151.

"How the Gender of U.S. Senators Influence People's Understanding and Engagement in Politics,” (with Patrick Kenney). *Journal of Politics,* 2014, Volume 76, 1017-1031

“Comparing the Views of Super-delegates and Democratic Voters in the 2008 Democratic Nomination Campaign” (with Patrick Kenney and Sarah Gershon). *Party Politics*, 2012, Volume 18, 748-770.

“Variability in Citizens' Reactions to Negative Campaigning (with Patrick Kenney).” *American Journal of Political Science*, 2011. Volume 55, 307–325*.*

“The Role of Candidate Traits in U.S. Senate Campaigns” (with Patrick Kenney). *Journal of Politics*, 2011, Volume 73, 61 – 73.

“The Role of Gender Stereotypes in U.S. Senate Campaigns” (with Patrick Kenney). *Politics and Gender*, 2009, Volume 5, 301-324.

"Bad for Men, Better for Women: The Impact of Stereotypes during Negative Campaigns" (with Patrick Kenney and Gina Woodall), *Political Behavior*, 2009, Volume 31, 53-72.

“Gender, Candidate Portrayals, and Election Campaigns: A Comparative Perspective” (with Miki Kittilson). *Politics and Gender*, 2008, Volume 4(3), 371-392.

“The Dimensions of Negative Messages” (with Patrick Kenney). *American Politics Research*. September 2008, Volume 36, 694-723

“Spinning Debates: The Impact of the News Media’s Coverage of the Final 2004 Presidential Debate” (with Patrick Kenney, Sarah Gershon1, Gina Woodall.) *International Journal of Press/Politics,* 2008, Volume 13, 29 - 51.

“Examining the Gender Gap in Children’s Attitudes Toward Politics” (with Patrick Kenney). *Sex Roles: A Journal of Research*, 2007, Volume 56, 133-140.

“Capturing the Power of a Campaign Event: The 2004 Presidential Debate in Tempe” (with Patrick Kenney, Sarah Gershon1, Karen Shafer1, and Gina Woodall). *Journal of Politics*, 2007, Volume 69 (3), 770-785.

"On the Margins of Democratic Life: Examining the Development of Civic Engagement Across Race and Ethnicity " (with Patrick Kenney and Jack Crittenden). *American Politics Research*, 2006, Volume 34 (5), 605-626.

“Response to ‘Revisiting the Influence of Campaign Tone on Turnout in Senate Elections’” (with Patrick J. Kenney). *Political Analysis*, Spring 2006, Volume 14 (2), 219-222.

“Do Negative Messages Work? The Impact of Negativity on Citizen’s Evaluations of Candidates” (with Patrick J. Kenney). *American Politics Research*, September 2004, Volume 32 (4), 570-605.

"The Slant of the News: How Editorial Endorsements Influence Campaign Coverage and Citizens' Views of Candidates" (with Patrick J. Kenney) *American Political Science Review*, June 2002, 381-394.

"The Impact of Campaign Messages: How Candidates and the News Media Inform Voters during U.S. Senate Campaigns" (with Patrick J. Kenney). *Legislative Studies Quarterly*, 2001, Volume 26 (4), 573-598.

“Do Negative Campaigns Mobilize or Suppress Turnout? Clarifying the Relationship between Negativity and Participation” (with Patrick J. Kenney). *American Political Science Review*, 1999, Volume 93 (4), 877-890.

“How A Presidential Primary Debate Changed Attitudes of Audience Members” (with Mike Yawn1, Kevin Ellsworth1, and Bob Beatty1). *Political Behavior*. 1998, Volume 20 (2), 155-172.

"A Model of Candidate Evaluations in Senate Elections: The Impact of Campaign Intensity" (with Patrick J. Kenney). *Journal of Politics*, 1997, Volume 49 (4), 1173-1205.

"Characteristics of Press Coverage in Senate and Gubernatorial Campaigns: Information Available to Voters," *Legislative Studies Quarterly*, 1995, Volume 20(1), 23-36.

"Does Gender Make A Difference? An Experimental Examination of Sex Stereotypes and Press Patterns in Statewide Campaigns." *American Journal of Political Science*, 1994, Volume 38(1), 162-195.

"Creating Impressions: An Experimental Investigation of the Effectiveness of Television Advertising." (with John Geer). *Political Behavior*, 1994, Volume 16(1), 93-115.

"The Distorted Mirror: Press Coverage of Women Candidates for Statewide Office." *Journal of Politics*, 1994, Volume 56(1), 154-173.

"Incumbency and the News Media in U.S. Senate Elections: An Experimental Investigation" *Political Research Quarterly*, 1993, Volume 46(4), 715-740.

"Gender Differences in Campaign Messages: An Examination of the Political Advertisements of Men and Women Candidates for U.S. Senate." *Political Research Quarterly*, 1993, Volume 46(3), 481-502. Reprinted in Readings on Political Communication (Janette Kenner Muir, Terry Robertson, Lisa Gring-Pemble, Theodore F. Scheckels, eds.), Strata Publishing.

"Grabbing Attention: An Experimental Investigation of Headlines During Campaigns" (with John Geer), *Political Communication*, 1993, Volume 10(2) 169-184.

"Does Being Male Help: An Investigation of Gender and Media Effects in U.S. Senate Races." *Journal of Politics*, 1992. Volume 54(2), 497-517.

"The Media: Obstacle or Ally of Feminists" (with Edie Goldenberg). In Janet Boles (ed.) "American Feminism: News Issues for a Mature Movement." *ANNALS of the American Academy of Political and Social Science*, 1991, Volume 515, 104-113. Reprinted in Shanto Iyengar and Richard Reeves (ed.), Who Uses Whom: Politicians, Reporters, and the American People (Beverly Hills, Calif: Sage), 1997.

"Women Candidates in the News: An Examination of Gender Differences in U.S. Senate Campaigns" (with Edie Goldenberg) *Public Opinion Quarterly*, 1991, Volume 55(2), 180-199.

"Senate Elections in the News: An Examination of the Characteristics and Determinants of Campaign Coverage." *Legislative Studies Quarterly*, 1991, Volume 16(3), 349-374.

"Effect of Learned Helplessness on Rorshach Responses," (with Ronald Rozensky, Steven Tovian, Paul Stiles, and Meg Holland), *Psychological Reports*, 1987, Volume 60, 1011-1016.

"Exploring the Function of Legitimacy: Mediating Effects of Personal and Institutional Legitimacy on Leadership Endorsement and System Support" (with Kenneth Rasinski and Tom R. Tyler*). Journal of Personality and Social Psychology*, 1985, Volume 49(2), 386-394.

Book Chapters

Combatting the Anti-Muslim Rhetoric of the 2016 Presidential Campaign: An Experimental Investigation of the Impact of News Information (with Jillian Courey). In David Barker and Liz Suhay (eds.) *The Politics of Truth in Polarized America,* New York: Oxford University Press, 2021.

A Negative Nail Biter in Arizona: Martha McSally versus Kyrsten Sinema (with Patrick Kenney). In Randy Adkins and David Dulio (eds). *Cases in Congressional Campaigns*. New York: Routledge, 2019.

“An Examination of the Growth in Fact Checking” with Amanda Wintersieck1. Forthcoming for William Benoit (editor), *The Praeger Handbook of Political Campaigning in the United States.* In William L Benoit (Eds.), The Praeger handbook of political campaigning in the United States (Vol. 2, pp. 145-163). Westport. CT: Praeger, 2016.

“Different Portraits, Different Leaders? Gender Differences in U.S. Senators' Presentation of Self"(with Patrick J. Kenney). In Sue Thomas and Clyde Wilcox (eds.). *Women and Elective Office: Past, Present, and Future,* third edition. Oxford: Oxford University Press, 2014.

The Vice-Presidency as the New Glass Ceiling: An Examination of Sarah Palin’s Media Coverage (with Gina Woodall and Jill Carle1). In Melody Rose (ed.). *Women and the Executive*. Lynne Reiner Publishing. 2012

“The Impact of Negative Campaigning.” In Holli Semetko and Margaret Scammell (eds.) *Sage Handbook of Political Communication*. Thousand Oaks, CA: Sage Publications, May 2012

“Sarah Palin: ‘Beauty is Beastly?’ An Exploratory Content Analysis of Media Coverage”(with Gina Woodall and Jill Carle1) In Rainbow Murray (ed.) *Cracking the Highest Glass Ceiling: A Global Comparison of Women's Campaigns for Executive Office* ABC-CLIO. 2010.

“Laboratory Experiments in American Political Behavior” (with Patrick J. Kenney). In Jan Leighley (editor), *Oxford Handbook of American Elections and Political Behavior*, Oxford University Press, 2010.

“Women Candidates and the Media” (with Gina Woodall). In Lynda Lee Kaid (editor). *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications, 2007.

“Shaping Women’s Chances: Stereotypes and the Media” (with Gina Woodall). In Lori Cox Han and Caroline Heldman (editors) *Rethinking Madam President: Is America Really Ready for a Woman in the White House?*  Lynne Rienner Publishers, 2007.

“Different Portraits, Different Leaders? Gender Differences in U.S. Senators' Presentation of Self"(with Gina Woodall1). In Sue Thomas and Clyde Wilcox (eds.). *Women and Elective Office: Past, Present, and Future*. Oxford: Oxford University Press, 2005.

“Campaign Frames: Can Candidates Influence Media Coverage?” (with Patrick J. Kenney). In Karen Callaghan and Frauke Schnell (eds.) *Framing American Politics*. University of Pittsburgh Press, 2005.

"Assessing the Media's Impact on the Political Fortunes of Women: A Research Agenda." In Susan Carroll (ed.) *Research on Women and American Politics: Agenda-Setting for the 21st Century*. Cambridge University Press, 2003.

"Ideological Portrayals During U.S. Senate Campaigns," (with Patrick J. Kenney). In Bruce Oppenheimer (ed.). *Senate* *Exceptionalism* (Columbus: Ohio State University Press), 2002

“Negative Advertising and an Informed Electorate: How Negative Campaigning Enhances Learning During Senate Elections,” (with Patrick J. Kenney). In James Thurber (ed.) *Crowded Airwaves: Campaign Advertising in Modern Elections* (Washington, D.C.: Brookings), 2000.

"Cracking Open the Door: Substance and Strategy in Women's Campaigns for the U.S. Senate" (with Ann Gordon1). In Pippa Norris (ed.) *Women, the Media and Politics.* Cambridge University Press, 1996.

"Press Portrayals of the Gender Gap" (with Julio Borquez and Edie Goldenberg). In Carol Mueller (ed.) *The Politics of The Gender Gap*, (Beverly Hills, Calif: Sage), 1988.

Work in Progress

*Choices amid a Chaotic Campaign:  Understanding Citizens’ Decisions in the 2020 Election* (book manuscript under review).

Building an Experimental Lab (with Manuel Gutierrez1, Trudy Horsting1, Alexandra Williams1), In Elizabeth A. Bennion (editor) *Teaching Experimental Political Science.* Edward Elgar Publishing. In Progress.

Working Paper

[Does Women’s Political Presence Matter? Examining the Effects of Descriptive Representation on Symbolic Representation in Uruguay](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.iie.org_Programs_USAID-2DDemocracy-2DFellows-2Dand-2DGrants-2DProgram_Grants_Grantees_DRG-2DResearch-2Dand-2DInnovation-2DGrants-2DInitial-2DSolicitation-23ASU&d=DwMF-g&c=AGbYxfJbXK67KfXyGqyv2Ejiz41FqQuZFk4A-1IxfAU&r=eqGo1DkIeSved5i4S5-9tQnx6eVVRj0TygGJvNGWxdE&m=LjxrN8UKGbzxeayfjqmYBnWTUuCulrUjlSccE6i1MDg&s=774kjyN_Pa5GdL7v_nIvglNwuP3JmPPoKQ9H60iPSAg&e=) (2017) with Magda Hinojosa, Miki Kittilson.Published as a working paper as part USAID’s 2013 Research and Innovation Grants Annual Program.

Academic Grants and Awards Awarded

2018 ASU Faculty Women’s Association Outstanding Faculty Mentor of the Year

*Political Research Quarterly* 2017 Outstanding Reviewer Award

Foundation Professor, Arizona State University, 2016-present

2016 RAPID NSF Grant (with Sarah Gershon), 9/2016-8/2017

2104 USAID Grant (with Magda Hinojosa and Miki Kittilson). 8/2014-8/2015.

2009 Midwest Women's Caucus Outstanding Professional Achievement Award

National Science Foundation Grant (with Patrick Kenney). 8/1/2008-7/31/2009

Arizona State University ISSR Catalyst Grant (2005)

Arizona State University Grant to Study 2004 Presidential Debate (2004)

Arizona State University Multi-Investigator Proposal Development Grant (2003)

Carrie Chapman Catt Prize for Research on Women and Politics (Fall 1999)

Arizona State University Mini-Grant (Fall 1998-Spring 1999)

Goldsmith Research Awards, Shorenstein Center, Harvard University. (Summer 1998)

ASU Women's Studies Summer Research Award (Summer 1998)

ASU Research Incentive Award (January 1998-December 1998)

National Science Foundation Grant (with Patrick Kenney). July 1993-June 1994

ASU Outstanding Teacher Award: Department of Political Science (1994-1995)

Arizona State University Mini-Grant (Fall 1994-Spring 1995)

Arizona State University New Investigator Incentive Award (July 1993)

Arizona State University Research Incentive Award (January 1993-July 1993)

Arizona State University Faculty Grant-In-Aid (January 1993-December 1993)

ASU Women's Studies Summer Research Award (Summer 1992)

Arizona State University Mini-Grant (Fall 1991-Spring 1992)

Western Political Science Association's Best Paper on Women and Politics (1991)

Arizona State University Faculty Grant-In-Aid (January 1991-December 1991)

Arizona State University Mini-Grant (Spring 1990)

Editorial Board Membership

*American Journal of Political Science* (1990-1994; 2001-2006, 2019-present)

*American Political Science Review* (2001-2007)

*American Politics Research* (1995-present)

*Journal of Politics* (2011-2015)

*Political Research Quarterly* (1994-1996)

*Politics and Gender* (2007-2010)

*Women and Politics Quarterly* (1999-2004)

*Women, Politics, and Policy* (2014-present)

Invited Talks

Invited Speaker, Berkeley Research Workshop, February 2020.

Keynote Speaker, School of Communications, Universidad Panamericana, Mexico City, Summer 2018.

Invited Speaker, Department of Political Science, Texas A&M, Spring 2014.

Invited Speaker, “American Politics Series,” Northwestern University, Spring 2013.

Invited Speaker, “Presidential Dream Course,” University of Oklahoma. September 2006.

Invited Speaker, Women & Politics series, Dickinson College, February 2006.

Invited Speaker, Empirical American Politics Series, Stanford University, May 2005.

Keynote Speaker, “Politics has Gender” Forum, Sintra, Portugal, Fall 1999.

Book Reviews

Review of *VideoStyle, WebStyle, NewsStyle: Gender and Candidate Communication* by Dianne G. Bystrom, Mary Christine Banwart, Lynda Lee Kaid, Terra A. Robertson, *Politics and Gender* Volume 1, December 2005, 657-660.

Review of Beth Reingold's *Representing Women: Sex, Gender, and Legislative Behavior Political Science Quarterly 116(2), 2001, 316-317.*

Review of Mark C. Westlye's *Senate Elections and Campaign Intensity, Political Science Quarterly* Volume 107(2), 1992, 352-353.

Professional Activities

Member, Nominations Committee, International Society of Political Psychology (2020-2021)

Vice Chair, APSA Political Communication Section (2020-2022)

Chair, APSA Women and Politics Section Best Paper Award (2017-2018)

Council Member, APSA Women and Politics Research Section (2015-2017)

Member, APSA Graber Award for Best Book on Political Communication (2015-2016)

Chair, Midwest Political Science Association’s Sophonisba Breckinridge Award (2014-2015)

Conference Steering Committee, New Research on Gender in Political Psychology (2013-2014)

Member, Philip E. Converse Book Award, Elections, Public Opinion, Voting Behavior section (2012-2013)

President, Women and Politics Section, APSA (2010-2011).

APSA Section Head, Women and Politics Section, 2010 APSA (2009-2010)

President Elect, Women and Politics Section, APSA (2009-2010)

APSA Elections, Public Opinion, and Voting Behavior 2010 Nominating Committee (2009-2010)

President Elect-Elect, Women and Politics Section, APSA (2008-2009)

Section Head for the Political Communication section of the APSA (2006-2007)

Council Member of the Legislative Studies Section of the APSA, (2005-2008)

Chair, Pi Sigma Alpha Best Paper Award, Southwest Political Science Association, (2005)

Chair of Best Paper Committee for Elections, Public Opinion and Voting Behavior, APSA, (2003)

Section Head for Elections, Public Opinion, and Voting Behavior section of APSA (2001-2002).

Member of Council for Elections, Public Opinion, and Voting Behavior section of APSA (2000)

Member, Committee on the Status of Women, Midwest Political Science Association (2000)

Member of Best Paper Committee for Southwest Political Science Association (1999)

Section Head "Voting and Elections,” Western Political Science Association (1997-1998)

Member of the Doris A. Graber Award for Best Paper in Political Communication (1995-1996)

Chair of the Murray Edelman Distinguished Career Award (1994-1995)

Dissertation Committees

Trudy Horsting, Chair (PhD, expected 2024)

Alexandra Williams, Chair (PhD, expected 2023)

Matthew Dempsey, Chair, (PhD, 2020)

Christopher Davis, Member, (PhD, 2019)

Joshua Thompson, Member, (PhD. 2017)

Erik Bumgardner, Member, (PhD, 2016)

Amanda Wintersieck, Chair, (PhD, 2015)

Jill Carle, Co-Chair, (PhD, 2014)

Philip Hardy, Chair, (PhD, 2010)

Nicholas Larowe, Member, (PhD, 2010)

Sarah Gershon, Co-Chair, (PhD, 2008)

Karen Shafer, Member, (PhD, 2008)

Gina Woodall, Chair, (PhD, 2005)

Mark Schafer, Co-Chair, (PhD, 1994)

Courses Taught

Campaigns and Elections (undergraduate)

Experimental Methods (graduate)

Media and Politics (undergraduate and graduate)

Political Psychology Capstone Course (graduate)

Politics and Film (undergraduate)

Public Opinion (undergraduate and graduate)

Research Design (undergraduate and graduate)

Statistics (undergraduate)

Voting Behavior (undergraduate and graduate)

Women and Politics (undergraduate)