

**JOHN G. GEER**  
**Vanderbilt University**  
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### **EDUCATION**

<b>Franklin and Marshall College</b>	<b>B.A.</b>	<b>1980</b>
<b>Princeton University</b>	<b>M.A.</b>	<b>1982</b>
<b>Princeton University</b>	<b>Ph.D</b>	<b>1986</b>

### **ACADEMIC EXPERIENCE**

**Editor, *The Journal of Politics*, January 1<sup>st</sup>, 2005 to January 1<sup>st</sup>, 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-**  
**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:**

***Transition to the Oval Office.* Under contract with Congressional Quarterly Press, with Roy Neel.**

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

***Public Opinion and Polling Around the World.* 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:**

“Beyond Negativity: The Effects of Incivility on the Electorate.” 2007. American Journal of Political Science, with Deborah Brooks, forthcoming.

“Filling in the Blanks.” 2006. British Journal of Political Science, with Richard Lau.

“Experimenting with the Balancing Hypothesis.” 2004. Political Psychology, (25: 49-64), with four graduate student co-authors,

“Remembering Attack Ads: An Experimental Investigation of Radio.” 2003. Political Behavior (25: 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: 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**, 42:573-595.  
(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, edited by Eric Uslaner, F.E. Peacock Publishers, 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**

- “Civility, Democracy, and the American Public”** is project that employs a new data set collected through TESS and examines in a controlled setting the impact of negativity and incivility on the public. Deborah Brooks is the co-author on this project.
- “Modeling the Effects of Campaigns”** is a research project with Richard Lau of Rutgers University. This book develops a new methodology to investigate the impact of campaigns by using existing theory and evidence to simulate the key missing pieces of data. The essay in BJPS lays out one example of this approach.
- “Transition to the Oval Office.”** This 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 and most recently managed Howard Dean's presidential campaign.**

**RECENT CONVENTION PAPERS\***

**"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 15-17<sup>th</sup> 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 1996, 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**

**“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**

**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.

**“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.

**“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.**

### **TEACHING INTERESTS**

**Undergraduate: Introduction to American Government, Party Politics, Public Opinion, Campaigns and Elections, Presidency, Political Leadership, Introduction to Quantitative Analysis, and Research Design.**

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

### **HONORS, AWARDS, LECTURES, AND GRANTS**

**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, Arizona State University, November 2006**

**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:***

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

**Omnibus Search Committee, 2003-2004, 2004-2005, 2005-2006**

**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 and 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**

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

**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*, *USAToday*, CBS Evening News, CNN Inside Politics, The O'Reilly Factor, NBC Evening News, Fox News, ABC's This Week. In 2004 alone, I was interviewed over 200 times on topics tied to the presidential election.**

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

**Speaker to 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**

**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 University Presses).**

**Chaired panels at the 1990 Midwest Political Science Association, the 1990, 1993, 1997, 2001, 2004 American Political Science Association (APSA), and the 1992, 1995 Southern Political Science Association (SPSA). Served as a discussant at panels for the 1989, 1990, 1997, 1999, 2000, 2001 APSA, 1994 Western Political Science Association (WPSA), 1995 SPSA, 2000, 2001 MWPSA. Served on Roundtable at the 1998, 1999 APSA and 1999, 2003 MWPSA.**

**Served as outside reviewer for candidates for promotion to associate and to full professor.**

**Editorial/Advisors Boards:**

**Political Research Quarterly, 1993-96.**

**Journal of Politics, 2001-05**

**Time Sharing Experiments for the Social Sciences (TESS), 2003-06**

**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**

**Committee for best paper award in Parties and Organization section, 2004**

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

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

**References**

**Larry Bartels, Princeton University**

**Susan Herbst, SUNY-Albany**

**Diana Mutz, University of Pennsylvania**

**Walter Stone, UC Davis**