

MARKUS PRIOR
CURRICULUM VITAE

Woodrow Wilson School
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POSITIONS

Associate Professor of Politics and Public Affairs (with tenure), Princeton University, July 2010 –
Co-Director, Center for the Study of Democratic Politics, July 2011 –
Assistant Professor of Politics and Public Affairs, Princeton University, 2004 – 2010
Instructor of Politics and Public Affairs, Princeton University, July 2003 – January 2004

EDUCATION

Ph.D., Communication, Stanford University, 2004
M.A., Political Science, Ohio State University, 1997
Vordiplom, Political Science and Economics, Universität Hamburg, Germany, 1995

PUBLICATIONS

Book

Prior, Markus. (2007). *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. Cambridge University Press.

Winner of the 2010 *Doris Graber Book Award* given by the Political Communication Section of the American Political Science Association for the best book in Political Communication published in the last ten year.

Winner of the 2009 *Goldsmith Book Prize* awarded by the Joan Shorenstein Center on the Press, Politics and Public Policy, Harvard University.

Winner of the *Frank Luther Mott Research Book Award* given by the National Honor Society in Journalism and Mass Communication for one of the top three books on journalism and mass communication of 2007.

2007 Outstanding Academic Title, Choice Magazine

Excerpt reprinted in: Doris Graber, ed. (2010). *Media Power in Politics*. 6th edition (pp. 153-164). Washington, DC: CQ Press.

Journal Articles

Prior, Markus (forthcoming). Who Watches Presidential Debates? Measurement Problems in Campaign Effects Research. *Public Opinion Quarterly*.

Prior, Markus (2010). You've Either Got It or You Don't? The Stability of Political Interest over the Life Cycle. *Journal of Politics* 72 (3) 747-766.

Prior, Markus (2009). Improving Media Effects Research through Better Measurement of News Exposure. *Journal of Politics* 71 (3): 893-908.

Prior, Markus (2009). The Immensely Inflated News Audience: Assessing Bias in Self-Reported News Exposure. *Public Opinion Quarterly*, 73 (1): 130-143.

Prior, Markus and Arthur Lupia (2008). Money, Time, and Political Knowledge: Distinguishing Quick Recall and Political Learning Skills. *American Journal of Political Science*, 52 (1): 168-182.

Prior, Markus (2006). The Incumbent in the Living Room: The Rise of Television and the Incumbency Advantage in U.S. House Elections. *Journal of Politics*, 68 (3): 657-673.

Krupnikov, Yanna, Adam Seth Levine, Markus Prior, and Arthur Lupia (2006). Public Ignorance and Estate Tax Repeal: The Effect of Partisan Differences and Survey Incentives. *National Tax Journal*, 59 (3): 425-437.

Prior, Markus (2005). News v. Entertainment: How Increasing Media Choice Widens Gaps in Political Knowledge and Turnout. *American Journal of Political Science*, 49 (3): 577-592.

Reprinted in: Richard G. Niemi, Herbert F. Weisberg, and David C. Kimball, eds. (2010). *Controversies in Voting Behavior*. 5th edition (pp. 41-64). Washington, DC: CQ Press.

Excerpt reprinted in: David T. Canon, John J. Coleman, and Kenneth R. Mayer (2008). *The Enduring Debate*, 5th edition. New York: W.W. Norton.

Sniderman, Paul M., Louk Hagendoorn, and Markus Prior (2004). Predisposing Factors and Situational Triggers: Exclusionary Reactions to Immigrant Minorities. *American Political Science Review*, 98 (1): 35-50.

Prior, Markus (2003). Any Good News in Soft News? The Impact of Soft News Preference on Political Knowledge. *Political Communication*, 20 (2): 149-171.

Prior, Markus (2002). Political Knowledge after September 11. *PS: Political Science and Politics*, 35 (3): 523-529.

Reprinted in: James Mitchell (2007). *Readings in American Government*. Dubuque, IA: Kendall/Hunt Publishing.

Prior, Markus (2001). Weighted Content Analysis of Political Advertisements. *Political Communication*, 18 (3): 335-345.

Sniderman, Paul M., Joseph F. Fletcher, Peter H. Russell, Philip. E. Tetlock, and Markus Prior (2000). The Theory of Democratic Elitism Revisited: A Response to Vengroff and Morton. *Canadian Journal of Political Science*, 33 (3): 569-586.

Book Chapters and other Publications

Prior, Markus (forthcoming). Conditions for Political Accountability in a High-Choice Media Environment. In: Kate Kenski and Kathleen Hall Jamieson (eds.) *The Oxford Handbook of Political Communication*. Oxford University Press.

Prior, Markus (2008). Are Hyperlinks “Weak Ties”? In: Joseph Turow and Lokman Tsui (eds.) *The Hyperlinked Society. Questioning Connections in the Digital Age*. Michigan University Press (pp. 250-267).

Prior, Markus (2007). The Real Media Divide. *Washington Post*, July 16, A15.

Reprinted in: *The Sacramento Bee*, July 18, 2007; *Bangor Daily News*, July 18, 2007; *Gulf News (U.V.A.)*, July 18, 2007; *The Anniston Star*, July 18, 2007; *Pittsburgh Tribune-Review*,

July 20, 2007, *Houston Chronicle*, July 21, 2007; *Newport News Daily Press*, July 22, 2007; *St. Louis Post-Dispatch*, July 24, 2007; *The Times-Gazette* (Hillsboro, OH), July 27, 2007

Reprinted in: Dorothy U. Seyler (2008). *Patterns of Reflection*, 7th edition. White Plains: Pearson Longman.

Prior, Markus (2002). Efficient Choice, Inefficient Democracy? The Implications of Cable and Internet Access for Political Knowledge and Voter Turnout. In: Lorrie F. Cranor and Shane Greenstein (eds.) *Communications Policy and Information Technology: Promises, Problems, Prospects*. MIT Press (pp. 143-179).

Prior, Markus (2002). Liberated Viewers, Polarized Voters. The Implications of Increased Media Choice for Democratic Politics. *The Good Society* 11 (3): 10-16.

Iyengar, Shanto and Markus Prior (2002). Giving Advertising a Bad Name? The Effect of Political Ads on Commercial Advertising. In: Barbara Norrander and Clyde Wilcox (eds.) *Understanding Public Opinion*. 2nd edition. CQ Press (pp. 43-60).

AWARDS

Doris Graber Book Award, Political Communication Section, American Political Science Association, 2010.

Goldsmith Book Prize, Joan Shorenstein Center on the Press, Politics and Public Policy, Harvard University, 2009.

Emerging Scholar Award, Elections, Public Opinion, and Voting Behavior Section, American Political Science Association, 2008.

Arthur H. Scribner Bicentennial Preceptorship, Princeton University, 2008-2011.

Frank Luther Mott Research Book Award for one of the top three books on journalism and mass communication, National Honor Society in Journalism and Mass Communication, 2007.

E. E. Schattschneider Award for the best dissertation in American government, American Political Science Association, 2005.

AAPOR Seymour Sudman Student Paper Award, 2003.

Best Student Paper in Political Communication, Annual Meeting of the International Communication Association, 2003.

Winner, Joint Statistical Meetings Student Paper Competition, 2003.

Best Student Paper in Political Communication, Annual Meeting of the International Communication Association, 2000.

FELLOWSHIPS & GRANTS

Time-sharing Experiments for the Social Sciences (TESS), Winner of Special Competition, 2005.

Princeton University Committee on Research in the Humanities and Social Sciences, Grant for *Political Knowledge Under Respondent-Friendly Conditions* (joined project with Arthur Lupia), 2004.

Fellow, Center for the Study of Democratic Politics, Princeton University, 2002-3.

Pew Summer Writing Fellowship, Pew Internet & American Life Project, Washington, D.C., 2002.

Rebele First Amendment and Media Performance Fellow, Department of Communication, Stanford University, 2001.

CONFERENCE PAPERS

Prior, Markus (September 2010). *Does Civic Involvement Increase Political Interest? Estimating the Effect of Endogenous Predictors on Political Interest*. Presented at the 106th Annual Meeting of the American Political Science Association, Washington DC.

Prior, Markus (August 2009). *Modeling Political Interest Trajectories in Three Countries*. Presented at the 105th Annual Meeting of the American Political Science Association, Toronto.

Prior, Markus (April 2009). *Why Are Some People More Interested in Politics than Others?* Presented at the 67th Annual Meeting of the Midwest Political Science Association, Chicago.

Prior, Markus (September 2008). *The Media and Political Interest in Europe and the United States*. Presented at the conference on “Different Democracies, Same Media Power? Elections and Governance in Europe and the United States”, Swiss Centre for Studies on the Global Information Society, San Francisco.

Prior, Markus (August 2008). *The Development of Political Interest*. Presented at the 104th Annual Meeting of the American Political Science Association, Boston.

Prior, Markus (June 2008). *News Audiences and Demand for News in a High-Choice Media Environment*. Presented at the Carnegie-Knight Conference on the Future of Journalism, Joan Shorenstein Center, Harvard University.

Prior, Markus (April 2008). *The Stability of Political Interest over the Life Cycle*. Presented at the 66th Annual Meeting of the Midwest Political Science Association, Chicago.

Prior, Markus (April 2008). *Using Visuals to Measure Political Knowledge*. Presented at the 66th Annual Meeting of the Midwest Political Science Association, Chicago.

Prior, Markus (December 2007). *News Junkies as Monitorial Citizens? Conditions for Political Accountability in a High-Choice Media Environment*. Presented at the Conference on “The Changing Media and Political Accountability,” Princeton University.

Prior, Markus (May 2007). *Assessing Bias in Self-Reported News Exposure*. Presented at the 57th Annual Meeting of the International Communication Association (ICA), San Francisco.

Prior, Markus and Arthur Lupia (April 2007). *Do Partisans Know their Perceptual Biases?* Presented at the 65th Annual Meeting of the Midwest Political Science Association, Chicago.

Prior, Markus (September 2006). *The Pitfalls of Self-Reported News Exposure (Part 2): Can Anything Be Done to Make It More Accurate?* Presented at the 102nd Annual Meeting of the American Political Science Association, Philadelphia.

Prior, Markus (September 2005). *Warning: Use of Media Exposure Measures May Cause Serious Side Effects, Or: The Pitfalls of Self-Reported News Exposure*. Presented at the 101st Annual Meeting of the American Political Science Association, Washington, D.C..

Prior, Markus and Arthur Lupia (September 2005). *What Citizens Know Depends on How You Ask Them: Experiments on Political Knowledge Under Respondent-Friendly Conditions*. Presented at the 101st Annual Meeting of the American Political Science Association, Washington, D.C..

Prior, Markus and Arthur Lupia (May 2005). *Political Knowledge Under Respondent-Friendly Conditions*. Presented at the 60th Annual Meeting of the American Association for Public Opinion Research, Miami Beach.

- Prior, Markus (May 2005). *The Pitfalls of Self-Reported News Exposure*. Presented at the 60th Annual Meeting of the American Association for Public Opinion Research, Miami Beach.
- Prior, Markus and Arthur Lupia (April 2005). *Political Knowledge Under Respondent-Friendly Conditions (or What Citizens Know Depends on How You Ask Them)*. Presented at the 63rd Annual Meeting of the Midwest Political Science Association, Chicago.
- Prior, Markus (September 2004). *Visual Political Knowledge: A Better Measure of What People Know?* Presented at the 99th Annual Meeting of the American Political Science Association, Chicago.
- Prior, Markus (May 2004). *Visual Political Knowledge*. Presented at the New York Area Political Psychology Meeting, New York.
- Prior, Markus (August 2003). *Picture Politics: How Do Visual Cues Affect People's Evaluations of Their Representatives?* Presented at the 99th Annual Meeting of the American Political Science Association, Philadelphia.
- Prior, Markus (August 2003). *More Than a Thousand Words? Visual Cues and Visual Knowledge*. Presented at the Joint Statistical Meetings (JSM), San Francisco. (Winner of JSM Student Paper Competition)
- Prior, Markus (May 2003). *More Than a Thousand Words? Comparing Visual and Verbal Political Knowledge*. Presented at the 53rd Annual Meeting of the International Communication Association (ICA), San Diego. (Winner of Best Student Paper in Political Communication)
- Prior, Markus (May 2003). *Measuring Visual Political Knowledge*. Presented at the 58th Annual Meeting of The American Association for Public Opinion Research, Nashville, Tennessee. (Winner of Seymour Sudman Student Paper Award)
- Prior, Markus (April 2003). *Competing Incentives: When Political Interest Does Not Increase Political Knowledge*. Presented at the 61st Annual Meeting of the Midwest Political Science Association, Chicago.
- Prior, Markus, David W. Brady, and Morris P. Fiorina (April 2003). *What Polarizes the Electorate? The Role of Party and Incumbent Cues in Evaluations of House and Senate Members*. Presented at the 61st Annual Meeting of the Midwest Political Science Association, Chicago.
- Prior, Markus (August 2002). *More Than A Thousand Words? Visual Cues and Visual Knowledge*. Poster presented at the 98th Annual Meeting of the American Political Science Association, Boston, Massachusetts.
- Prior, Markus (August 2002). *Does Soft News Increase Political Knowledge?* Poster presented at the 98th Annual Meeting of the American Political Science Association, Boston, Massachusetts.
- Prior, Markus (April 2002). *The Causes and Consequences of Visual Political Knowledge*. Presented at the 60th Annual Meeting of the Midwest Political Science Association (MPSA), Chicago.
- Nie, Norman H., Kenneth Prewitt, Markus Prior, and Heili Pals (April 2002). *Mobilization, Information and Ideology: Impacts on Cooperation Rates in Census 2000*. Presented at the 60th Annual Meeting of the Midwest Political Science Association (MPSA), Chicago.
- Prior, Markus (October 2001). *Efficient Choice, Inefficient Democracy? The Implications of Cable and Internet Access for Political Knowledge and Voter Turnout*. Presented at the 29th Research Conference on Information, Communication, and Internet Policy in Alexandria, Virginia.
- Prior, Markus (September 2001). *Avoiding Politics: The Relation of Entertainment Preference and Partisan Feelings*. Presented at the 97th Annual Meeting of the American Political Science Association (APSA), San Francisco, CA.

Iyengar, Shanto, Kyu S. Hahn, and Markus Prior. (September 2001). *Has Technology Made Attention to Political Campaigns More Selective? An Experimental Study of the 2000 Presidential Campaign*. Presented at the 97th Annual Meeting of the American Political Science Association (APSA), San Francisco, CA.

Prior, Markus (June 2001) *Weighted Content Analysis of Political Advertisements*. Presented at the World Association of Public Opinion Research (WAPOR) conference on “Survey Research and Media Content Analysis”, Hamburg, Germany.

Prior, Markus (May 2001a). *The Costs of Free Choice: How Increasing Media Options Widens the Gap in Political Knowledge and Participation*. Presented at the 51st Annual Meeting of the International Communication Association (ICA), Washington, DC.

Prior, Markus (May 2001b). *Widening the Gap: The Impact of Increased Media Choice on Political Knowledge and Electoral Participation*. Presented at the 56th Annual Meeting of the American Association for Public Opinion Research (AAPOR), Montreal, Canada.

Prior, Markus (April 2001). *The Incumbent in the Living Room. The Rise of Television and the Incumbency Advantage in U.S. House Elections*. Presented at the 59th Annual Meeting of the Midwest Political Science Association (MPSA), Chicago.

Sniderman, Paul M., Louk Hagendoorn, and Markus Prior (August 2000). *Multiculturalism and the Politics of Tolerance*. Presented at the 18th International Political Science Association (IPSA) World Congress, Quebec City, Canada.

Prior, Markus (June 2000). *A New Perspective on Large-Scale Media Effects. How the Emergence of Television Changed Congressional Elections*. Paper presented at the 50th Annual Meeting of the International Communication Association (ICA), Acapulco, Mexico. (Best student paper, political communication division)

Sniderman, Paul M., Louk Hagendoorn, and Markus Prior (April 2000). *The Banality of Extremism: Exploratory Studies in Political Persuasion*. Presented at the 58th Annual Meeting of the Midwest Political Science Association (MPSA), Chicago.

Iyengar, Shanto and Markus Prior (March 2000). *Political Advertising: What Effect on Commercial Advertisers?* Presented at the Annual Meeting of the Western Political Science Association (WPSA), San Jose, California.

Sniderman, Paul M., Louk Hagendoorn, and Markus Prior (February 2000). *Multiculturalism and the Politics of Tolerance*. Presented at the World Democratization Conference at the University of Houston, Texas.

INVITED SEMINARS, COLLOQUIA, ROUNDTABLES

Department of Political Science and School of Communication, Northwestern University, September 24, 2010

Amsterdam School of Communication Research, University of Amsterdam, May 25-26, 2010

Institute for Social Research, University of Michigan, March 17, 2010

Juan March Institute, Madrid, January 28, 2010

Universidad Autónoma de Madrid, January 27, 2010

Universitat Autònoma de Barcelona, January 26, 2010

Working Group on Media and Governance, invited member and presenter, Miller Center of Public Affairs, University of Virginia, Washington D.C., fall 2009

Media, Technology, and Society Speaker Series, School of Communication, Northwestern University, April 6, 2009

MIT American Politics Speaker Series, March 9, 2009

Carnegie-Knight Conference on the Future of Journalism, Joan Shorenstein Center, Harvard University, invited presenter, June 20-21, 2008

Future of News Workshop, Center for Information Technology Policy, Princeton University, panel participant, May 14-15, 2008

Conference on The American Electoral Process, Princeton University, panel participant, May 1-3, 2008

Information and the Information Economy Conference, Fordham University, panel participant, May 2-3, 2008

Department of Political Science, University of Kentucky, April 25, 2008

Conference on *Unconventional Wisdom in the 2008 Presidential Campaign*, Vanderbilt University, panel participant, April 18-19, 2008

Institution for Social and Policy Studies, Yale University, October 24, 2007

“Assessing the Emperor’s Wardrobe: The State of Political Communication Research”, International Communication Association Pre-Conference, Stanford University, roundtable participant, May 24, 2007

Graduate School of Journalism, Columbia University, November 2, 2006

The Hyperlinked Society conference, Annenberg School of Communication, University of Pennsylvania, roundtable participant, June 9, 2006

Canada Research Chair in Electoral Studies, Université de Montréal, May 16, 2006

Institute for Public Affairs, Temple University, April 26, 2006

Institute for Social Research, University of Michigan, September 14 and 15, 2005

“Where Media Messages Come From and Why It Matters”, 63rd Annual Meeting of the Midwest Political Science Association, organizer and roundtable participant, Chicago, April 7-10, 2005

Conference on *The Polarization of American Politics: Myth or Reality?*, Princeton University, panel participant, December 3-4, 2004.

Annenberg School of Communication, University of Pennsylvania, January 16, 2004

“Meet the Author: Soft News Goes to War by Matthew Baum,” Annual Meeting of the Southern Political Science Association, New Orleans, roundtable participant, January 9, 2004

TEACHING

“Policy Task Force: In Search of a Business Model: How Can News Media Survive in the Internet Age?” (undergraduate seminar), Princeton University, Woodrow Wilson School (Fall 2010)

“Policy Task Force: Campaign Reform: Is this the Way to Elect a President?” (undergraduate seminar), Princeton University, Woodrow Wilson School (Spring 2010)

“Political Behavior around the World” (undergraduate seminar), Princeton University, Department of Politics (Spring 2008)

“Domestic Politics” (graduate seminar), Princeton University, Woodrow Wilson School (Fall 2007, co-taught with David Lewis)

“Comparative Political Behavior” (Ph.D. seminar), Princeton University, Department of Politics (Spring 2007)

“The Presidency and Executive Power” (undergraduate lecture), Princeton University, Department of Politics (Spring 2005, co-taught with David Lewis)

“Political Campaigning” (graduate seminar), Princeton University, Woodrow Wilson School (Spring 2004, Fall 2004, Fall 2006)

“Campaigns and Elections” (undergraduate lecture), Princeton University, Department of Politics (Spring 2004, Fall 2004, Fall 2006, Fall 2007, Fall 2009, Fall 2010)

“Campaigns, Elections, and Voting Behavior in the U.S.” (undergraduate seminar), Stanford University, Political Science, Summer 2002

PROFESSIONAL SERVICE

Associations

ANES Political Knowledge committee, co-chair, 2009

AAPOR Conference Advisory Committee, member, 2008

AAPOR Seymour Sudman Student Paper Award Committee, member, 2008

Midwest Political Science Association, section chair Mass Media and Political Communication, 2005

Editorial Boards

American Journal of Political Science, Editorial Board member 2010–

Political Communication, Editorial Board member 2010–

Journal of Politics, Editorial Board member 2007–9

The International Journal of Press/Politics, Editorial Board member 2008 –

Referee

American Journal of Political Science, American Political Science Review, American Politics Research, British Journal of Political Science, Communication Research, International Journal of Press/Politics, International Journal of Public Opinion Research, Journal of Advertising, Journal of Elections, Public Opinion, and Parties, Journal of Politics, Legislative Studies Quarterly, National Science Foundation, Political Analysis, Political Behavior, Political Communication, Political Psychology, Political Research Quarterly, Political Science Quarterly, Public Opinion Quarterly, Quarterly Journal of Political Science, Scandinavian Political Studies, Social Science Quarterly, Time-sharing Experiments for the Social Sciences (TESS)

University Service

Director of Undergraduate Studies, Department of Politics, 2010–

Executive Committee, Center for the Study of Democratic Politics, 2010–11

Faculty Committee on Classrooms and Schedule, Princeton University, 2009– (2010– chair)

Co-Organizer, Conference on “The Changing Media and Political Accountability” (with M. Gilens and P. Starr), Center for the Study of Democratic Politics, Woodrow Wilson School, Nov 30 – Dec 1, 2007

Departmental Representative for Juniors, Politics Department, 2007-8, 2009-10

Undergraduate Admissions Committee, Woodrow Wilson School, 2006-7, 2007-8, 2009-10

Call to Government Service Fellowship Committee, Woodrow Wilson School, 2006-7

Coordinator, American Politics Colloquium Series (with M. Gilens), 2004-5

Senior Thesis Prize Committee, Woodrow Wilson School, 2003-5, 2006-7

First Year Graduate Advisor (Field III), Woodrow Wilson School, 2004-5