

LAUREN FELDMAN

School of Communication
American University
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EDUCATION

- Ph.D. Communication, Annenberg School for Communication, University of Pennsylvania, 2008
Dissertation Title: *To Opine or Not to Opine: The Consequences of Opinionated News for Political Information Processing, Attitudes, and Knowledge*
Doctoral Advisor: Dr. Vincent Price
Areas of Study: Political Communication, Media Effects, Public Opinion
- M.A. Communication, Annenberg School for Communication, University of Pennsylvania, 2005
- B.A. English (magna cum laude), Duke University, 1999

ACADEMIC POSITIONS

- 2008-present *Assistant Professor*
School of Communication, American University
- 2003-2007 *Research and Teaching Fellow*
Annenberg School for Communication, University of Pennsylvania

OTHER EMPLOYMENT

- 2001-2003 *Development Communications and Grant Writing Specialist*
The Franklin Institute Science Museum, Philadelphia, PA
- 2000-2001 *Editorial Assistant, Finance*
Harcourt College Publishers/Thomson Learning, Philadelphia, PA

PUBLICATIONS

Refereed Journal Articles

Feldman, L. (forthcoming). The effects of journalist opinionation on learning from the news. *Journal of Communication*.

Feldman, L. (forthcoming). Partisan differences in opinionated news perceptions: A test of the hostile media effect. *Political Behavior*.

Feldman, L. (2011). The opinion factor: The effects of opinionated news on information processing and attitude change. *Political Communication*, 28(2), 163-181.

Feldman, L., & Young, D. G. (2008). Late-night comedy as a gateway to traditional news: An analysis of time trends in news attention among late-night comedy viewers during the 2004 presidential primaries. *Political Communication*, 25(4), 401-422.

Pasek, J., Feldman, L., Romer, D., & Jamieson, K. H. (2008). Schools as incubators of democratic participation: Building long-term political efficacy with civic education. *Applied Developmental Science*, 12(1), 26-37.

Feldman, L., & Price, V. (2008). Confusion or enlightenment? How exposure to disagreement moderates the effects of political discussion and media use on candidate knowledge. *Communication Research*, 35(1), 61-87.

Feldman, L., Pasek, J., Romer, D., & Jamieson, K. H. (2007). Identifying best practices in civic education: Lessons from the Student Voices program. *American Journal of Education*, 114(1), 75-100.

Feldman, L. (2007). The news about comedy: Young audiences, *The Daily Show*, and evolving notions of journalism. *Journalism: Theory, Practice, & Criticism*, 8(4), 359-380.

Book Chapters

Feldman, L. (forthcoming). The hostile media effect. In K. Kenski & K. H. Jamieson (Eds.), *The Oxford handbook of political communication theories*. New York: Oxford University Press.

Feldman, L., Leiserowitz, A., & Maibach, E. (2011). The science of satire: *The Daily Show* and *The Colbert Report* as sources of public attention to science and the environment. In A. Amarasingam (Ed.), *The Stewart/Colbert effect: Essays on the real impacts of fake news* (pp. 25-46). Jefferson, NC: McFarland and Company.

Nisbet, M. C., & Feldman, L. (2011). Political communication. In D. Hook, B. Franks and M. Bauer (Eds.), *Communication, culture and social change: The social psychological perspective* (pp. 284-299). London: Palgrave Macmillan.

Price, V., & Feldman, L. (2009). News and politics. In R. L. Nabi & M. B. Oliver (Eds.), *The Sage handbook of media processes and effects* (pp. 113-129). Thousand Oaks, CA: Sage Publications.

Encyclopedia Entries

Feldman, L. (forthcoming). The hostile media effect. In P. Moy (Ed.), *Oxford Bibliographies Online: Communication*. New York: Oxford University Press.

Price, V., & Feldman, L. (2008). News processing and retention. In W. Donsbach (Ed.), *The international encyclopedia of communication*, vol. 7 (pp. 3260-3266). Oxford, UK: Wiley-Blackwell.

Book Reviews

Feldman, L. (2011). Review of *From Cronkite to Colbert: The Evolution of Broadcast News* by Geoffrey Baym. *Journalism: Theory, Practice, & Criticism*, 12(4), 497-499.

Research Reports

Feldman, L., Nisbet, M. C., Leiserowitz, A., & Maibach, E. (2010). [*The climate change generation? Survey analysis of the perceptions and beliefs of young Americans*](#). Joint Report of American University's School of Communication, The Yale Project on Climate Change, and George Mason University's Center for Climate Change Communication.

Turow, J., Feldman, L., & Meltzer, K. (2005). [*Open to exploitation: American shoppers online and offline*](#). A report for the Annenberg Public Policy Center.

GRANTS AND FELLOWSHIPS

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| 2010-2011 | Spanish Ministry of Science, “Democratically Important Media Effects, Selective Exposure to News Media, and the Forced-Choice Error Problem,” Role: Co-Investigator; PI: M. Wojcieszak (€ 40,000). |
| 2010-2011 | Research Projects Support Programme of Junta de Castilla y León, Spain, “The Political Effects of Forced versus Selective Exposure,” Role: Co-Investigator; PI: M. Wojcieszak (€ 6,383). |
| 2009-2010 | Provost’s Faculty Research Award, American University, “Learning from Late-Night: The Role of Viewer Motivation,” Role: PI (\$7,744). |
| 2007-2008 | Dissertation Research Fellowship, Annenberg School for Communication |

- 2007 John S. and James L. Knight Foundation, as part of the Carnegie-Knight Initiative on the Future of Journalism Education, “To Opine or Not to Opine: The Consequences of Opinionated News for Information Processing, Attitudes, and Knowledge,” Role: Co-PI, with V. Price (\$9,820).

HONORS AND AWARDS

- 2011-2012 Curriculum Development Award, American University
 2010-2011 International Faculty Travel Award, American University
 2009-2010 International Faculty Travel Award, American University
 2008 Top Student Paper Award, Political Communication Division, International Communication Association
 2006 Passed Comprehensive Exams with Distinction, Annenberg School for Communication, University of Pennsylvania
 2006 Top Paper Award (with V. Price, D. Freres, J. N. Cappella, & W. Zhang), Political Communication Division, International Communication Association

REFEREED CONFERENCE PRESENTATIONS

- Feldman, L. (2011). Learning about politics from *The Daily Show*: The role of processing motivations. Paper accepted for presentation at the Annual Conference of the Association for Education in Journalism and Mass Communication, St. Louis, MS, 10-13 Aug.
- Feldman, L., Leiserowitz, A., & Maibach, E. (2011). The impact of *The Daily Show* and *The Colbert Report* on public attentiveness to science and the environment. Paper presented at the Annual Conference of the International Communication Association, Boston, MA, 26-30 May.
- Wojcieszak, M., Stroud, N. J., Feldman, L., & Bimber, B. (2010). The political effects of forced versus selective exposure to news media. Paper presented at the Annual American Political Science Association (APSA) Preconference on Political Communication, Washington, DC, 1 Sept.
- Feldman, L., Roser-Renouf, C., & Leiserowitz, A. (2010). Climate on cable: The effects of Fox News, CNN, and MSNBC on global warming beliefs and perceptions. Paper presented at the Annual Conference of the International Communication Association, Singapore, 22-26 June.
- Feldman, L. (2010). The consequences of opinionated, cable news for attitude polarization and persuasion. International Symposium – Transnational Connections: Challenges and Opportunities for Political Communication. IE University, Segovia, Spain, 24-25 March.
- Feldman, L. (2009). The opinion factor: The effects of opinionated news on information processing and attitude change. Paper presented at the Annual Conference of the International Communication Association, Chicago, IL, 21-25 May.

- Feldman, L. (2008). The tension between receiver bias and journalist bias in opinionated news: A study of information processing. Paper presented at the Annual Conference of the National Communication Association, San Diego, CA, 21-24 Nov.
- Feldman, L. (2008). The effects of journalist opinionation on learning from television news. Paper presented at the Annual Conference of the International Communication Association, Montreal, Canada, 22-26 May. *Awarded Top Student Paper in Political Communication Division.*
- Feldman, L., & Price, V. (2007). Modeling the sources and consequences of opinion quality. Paper presented at the Annual Conference of the National Communication Association, Chicago, IL, 15-18 Nov.
- Price, V., Feldman, L., & Cappella, J. N. (2007). Public deliberation and public opinion about health care policy. Paper presented at the Annual Conference of the American Association for Public Opinion Research, Anaheim, CA, 17-20 May.
- Feldman, L., & Price, V. (2007). Confusion or enlightenment? How exposure to disagreement moderates the effects of political discussion and media use on candidate knowledge. Paper presented at the Annual Conference of the International Communication Association, San Francisco, CA, 24-28 May.
- Feldman, L., & Price, V. (2006). Understanding the use of news media, its motivations, and their impact on civic engagement: A generational approach. Paper presented at the Annual Conference of the National Communication Association, San Antonio, TX, 16-19 Nov.
- Feldman, L., & Young, D. G. (2006). Late-night comedy as a gateway to traditional news: An analysis of time trends in news attention among late-night comedy viewers during the 2004 presidential primaries. Paper presented at the Annual Meeting of the American Political Science Association, Philadelphia, PA, 30 Aug– 3 Sept.
- Price, V., Feldman, L., Freres, D., Cappella, J. N., & Zhang, W. (2006). Informing public opinion about health care reform through online deliberation. Paper presented at the Annual Conference of the International Communication Association, Dresden, Germany, 19-23 June. *Awarded Top Paper in Political Communication Division.*
- Feldman, L. (2005). Website interactivity and youth civic engagement. Paper presented at the Annual Conference of the National Communication Association, Boston, MA, 18-20 Nov.
- Feldman, L. (2005). The news about comedy: Young audiences, *The Daily Show*, and evolving notions of journalism. Paper presented at the Annual Conference of the International Communication Association, New York, NY, 26-30 May.

Feldman, L. (2005). Faking the news: Journalism's response to *The Daily Show*. Paper presented at the Annual Conference of the Popular Culture and American Culture Associations, San Diego, CA, 23-26 March.

TEACHING

Primary Instructor

School of Communication, American University

PhD

COMM-751 Advanced Media Research Methods (F-11)

MA

COMM-735 Public Communication Theory (F-09, F-10)

COMM-744 Public Communication Capstone Seminar (S-10, S-11)

Undergraduate

HNRS-302 Honors Colloquium on Entertainment, Comedy & Politics (F-11)

COMM-209 Communication and Society (F-08, S-09, S-10, F-10, S-11)

COMM-380 Public Communication Research (F-08, F-09)

COMM-596 Health Communication Campaigns (S-09)

College of General Studies, University of Pennsylvania

Undergraduate

COMM-125 Introduction to Communication Behavior (Summer-07)

Teaching Assistant

Annenberg School for Communication, University of Pennsylvania

Graduate

COMM-522 Introduction to Communication Research (F-05)

Undergraduate

COMM-125 Introduction to Communication Behavior (S-07)

COMM-225 Children and Media (S-04)

Advising

School of Communication, American University

MA Capstone Projects in Public Communication

2011 Advised 18 graduate MA capstones in the Public Communication Capstone Seminar.

Representative projects include:

Tiffany Brewer. "Exploring the Impact of MTV's 16 and Pregnant on Parents and Teenage Girls."

Erica Goldman. "Hope and the Path to the Presidency: An Historical Analysis of the use of Hope Appeals in Presidential Campaigns."

Darcie Honabarger. "Bridging the Gap: The Connection Between Environmental Awareness, Past Environmental Behavior, and Green Purchasing."

Kathryn LeClair. "The Millennium Development Goals and Agenda Setting: A Review of Newspaper Articles in the US Media."

Carissa Nee. “What Makes a Presidential Campaign Logo Effective: Best Practices and a Semiotic Analysis of the Logos of Barack Obama, George W. Bush and John McCain.”

Nicole Salzman. “Nutrition and the News: An Analysis of Nutrition Coverage on the Today Show.”

Anne Smyth. “From Pages to Pixels: Promoting Books in the New Media Environment.” ***Recipient of School of Communication’s Award for Best MA Capstone in Public Communication.***

Maryna Taran. “The True Power of Community Voice: A Study of Participatory Communication within International Development.”

2010

Advised 20 graduate MA capstones in the Public Communication Capstone Seminar
Representative projects include:

Sarah Bakane. “Impact of culture on the branding of savings products by banks in Cameroon.”

Cassandra Brown. “Turning fair trade green: Creating a consumer movement for fair trade coffee.”

Angelica Das. “Informing D.C.: A guide to the Washington, D.C. news media landscape.”

Cate Florenz. “A framework for cultural embeddedness in advertising.”

Julie Gerdes. “The giving type: A study on how different personality types and temperaments respond to tailored donation appeals”. ***Recipient of School of Communication’s Award for Best MA Capstone in Public Communication.***

Phil Giorgianni. “1938 colored glasses: Appeasement as a frame for foreign policy discussions 2001-2009.”

Eve Goldsher. “The many frames of Hillary Rodham Clinton.”

Ryan Honick. “Private I: Young adults, information sharing, reputation management and privacy concerns in the entangled web 2.0.”

Tyler Solloway. “The emotional-cognitive processing model: A proposal combining emotional and cognitive processing.”

Undergraduate Research

2010 (Fall) Kelsey Stefanik-Sidener. “Nature, nurture, or that fast food hamburger? Examining framing of diabetes issues in the New York Times 2000-2010.” *Undergraduate Honors Capstone; accepted for presentation at the National Conference on Undergraduate Research and the Eastern Communication Association’s Undergraduate Scholars Conference.*

2010 (Sum) Kelsey Stefanik-Sidener. “Nature, nurture, or that fast food hamburger? Examining contemporary media framing of diabetes.” *Undergraduate Summer Research Fellowship (competitively awarded, one of 9 awards in Summer 2010).*

2010 (Spr) Molly Sauer. “Health communication in South Africa for tuberculosis and HIV/AIDS: Analysis and best practices.” *Undergraduate Honors Capstone, funded by an American University Honors Capstone Research Grant (competitively awarded); one of 40 students campus-wide selected to present at the Honors Research Conference.*

2009 (Spr) Sabrina Sussman. “A journey through change: The influence of Barack Obama’s presidential campaign speeches.” *Undergraduate Honors Capstone*.

PROFESSIONAL SERVICE

Journal Editorial Board

Journal of Applied Communication Research (2009-present)

Journal Manuscript Reviewing

American Journal of Political Science (2010), *Communication Research* (2010-2011), *International Journal of Press/Politics* (2008-2011), *Journalism: Theory, Practice, & Criticism* (2008-2010), *Journal of Applied Communication Research* (2008-2011), *Journal of Communication Inquiry* (2010), *Mass Communication & Society* (2009-2010), *Nicotine & Tobacco Research* (2007), *Political Behavior* (2009), *Political Communication* (2009-2010), *Political Research Quarterly* (2009-2010), *Western Journal of Communication* (2010)

Conference Paper Reviewing

Association for Education in Journalism and Mass Communication, Political Communication Interest Group (2011), International Communication Association, Political Communication Division (2008-2010), International Communication Association, Mass Communication Division (2010), National Communication Association Political Communication Division (2008-2009)

Association Service

Member, Outstanding Article of the Year Committee, Political Communication Division, National Communication Association, 2011
 Panel Respondent, Political Communication Interest Group, Association for Education in Journalism and Mass Communication, 2011
 Member, Nominating Committee, Political Communication Division, National Communication Association, 2009
 Panel Chair, Political Communication Division, National Communication Association, 2007

UNIVERSITY AND DEPARTMENTAL SERVICE

University

2010-2011 Faculty Advisor, American University Social Media Club, 2010-2011
 2010-2011 Faculty Advisor, American University Mind Over Meters Club
 2011 Invited Speaker, “Facebook Startup: Bringing Facebook into the Classroom,”
 Noontime Conversations for Faculty, Center for Teaching Research &
 Learning, American University, March 16
 2011 Invited Speaker, “Social Media in the Classroom,” Ann Ferren Teaching
 Conference, American University, January 7, 2011.
 2010 Member, American University Faculty Retreat Planning Committee
 2010 Invited Speaker, “Why Undergraduate Research: Benefits for Students and Faculty

- Mentors,” Co-sponsored by Office of the Vice Provost for Undergraduate Studies, American University Office of Merit Awards and University Honors Program, November 17
- 2010 Invited Speaker, “Writing a Winning Abstract,” Honors Program, American University, March 30
- 2010 Mock Interview Panelist for the Harry S. Truman Scholarship Competition, American University, Office of Merit Awards
- 2009-2011 Member, American University Senate Committee on Faculty Development
- 2009, 2010 Faculty Mentor, American University Honors 101
- 2009 Invited Speaker, “Tea Talk” on “The Political Impact of Late-Night Comedy,” Honors Program, American University, March 24

School /Department

- 2011 Honors Program Coordinator, School of Communication
- 2011 Member, School of Communication PhD Program Admissions Committee
- 2011 Invited Speaker, “Ice Cream Social” Research Presentation for Prospective School of Communication Students, American University, April 1
- 2010-2011 Co-Coordinator, Public Communication M.A. Comprehensive Exams
- 2009-2010 Member, Public Communication Tenure-Track Faculty Search Committee
- 2009-2010 Member, School of Communication Nominations Committee
- 2009-2010 Member (non-voting), School of Communication Rank & Tenure Committee
- 2009 Member, Public Communication Graduate Admissions Committee
- 2008-2009 Member, School of Communication Faculty Development Committee

PROFESSIONAL AFFILIATIONS

American Association for Public Opinion Research
 American Political Science Association
 Association for Education in Journalism and Mass Communication
 International Communication Association
 National Communication Association

SELECTED MEDIA APPEARANCES AND COVERAGE

- Heslam, J. (2011, February 1). “[Mitt Romney aims to catch fire.](#)” *Boston Herald*.
- Hearst TV. (2010, November 23). Appeared on six Hearst Television stations discussing the impact of Sarah Palin’s reality television exposure on her possible 2012 presidential campaign. Stations included: WDSU (NBC affiliate in New Orleans - DMA 52), WISN (ABC affiliate in Milwaukee - DMA 35), KITV (ABC affiliate in Honolulu - DMA 72), WPBF (ABC affiliate in South Florida/West Palm Beach - DMA 38), KOCO (ABC affiliate in Oklahoma City - DMA 45), and KOAT (ABC affiliate in Albuquerque - DMA 46).
- Marx, C. R. (2010, November 3). “[Orman pitches NCUA’s message.](#)” *Credit Union Times*.
- Mason, J. (2010, October 28). “[Funny politics may be the best politics.](#)” *Washington Examiner*.

- Edwards, J. (2010, October 29). “[Stewart/Colbert rally more than laughs for local students.](#)” WAMU National Public Radio.
- WAMC Radio, Albany, NY. (2010, October 29). [Live interview guest on The Roundtable.](#)
- Kearney, R. (2010, October 29). “[What does Jon Stewart stand to gain \(or lose\) from the rally?](#)” TBD.com.
- Global News, Canada. (2010, October 28). “[Obama appears on The Daily Show.](#)”
- Carter, B., & Stelter, B. (2010, October 28). “[Jon Stewart and his rally may shun politics, but his attendees are embracing it.](#)” *New York Times*.
- WTTG-FOX 5, Washington, DC. (2010, October 25). “[The Daily Show starts taping in DC.](#)”
- Farhi, P. (2010, October 25). [Just who does Jon Stewart think he is?](#) *Washington Post*.
- Nisbet, M. (2010, September). Four part interview about late-night comedy and politics on *Age of Engagement* blog. <http://bigthink.com/ideas/24068>, <http://bigthink.com/ideas/24063>, <http://bigthink.com/ideas/24044>, <http://bigthink.com/ideas/24114>
- Quek, T. (2010, August 1). “[US 'undermedia' undermines media; 'Race' clip stunt an attack by conservative blogger on liberal mainstream press.](#)” *The Singapore Strait Times*.
- Duroni, L. (2010, April 13). “[What do your kids know about climate change?](#)” *Philadelphia Weekly*.
- Libit, D. (2009, June 12). “[Letterman, right's new public enemy?](#)” *Politico*.
- Unger, M. (2008, November 11). “[Late-night comedy and politics are no joking matter.](#)” *American Today*.
- Birge, E. (2008, November 1). “[Late-night comedy: Must see TV, must-do for candidates.](#)” *The Star-Ledger*.
- The Situation Room with Wolf Blitzer*. (2008, October 29). “[Comedy's influence on politics.](#)” CNN.
- Pilkington, E. (2008, October 21). “[The Feylin phenomenon.](#)” *The Guardian*.
- KCSN Radio, California State University – Northridge. (2008, October 15). “The impact of late-night comedy in the 2008 election campaign.”
- KGO Newstalk Radio, San Francisco. (2008, October 15). “The impact of late-night comedy in the 2008 election campaign.”
- News Channel 8, *Live Tonight at 5*, Washington, DC. (2008, October 14). “The impact of late-night comedy in the 2008 election campaign.”