

# William Pollock

Appalachian State University Department of Government and Justice Studies Boone, NC  
PollockWM@AppState.edu www.WilliamPollock.net

## Education

---

<b>Ph.D., Political Science</b> Stony Brook University	2018
<b>M.A., Political Science</b> Florida State University	2012
<b>B.S., Political Science</b> Florida State University	2010

## Academic Positions

---

<b>Appalachian State University</b> Visiting Assistant Professor	2018-
---	-------

## Dissertation

---

### *Candidate Demeanor Effects on Voter Evaluations*

Demeanor is the set of stylistic choices politicians make in communicating with the electorate. Although the behavior of public officials is a topic of frequent attention among media observers and the public, we know little about how candidate demeanor affects voter evaluations. Our understanding of how demeanor varies over time, topics, and candidates is also lacking. My dissertation develops a typology to categorize candidate demeanor, and several experiments explore the cost/benefit trade-off politicians make when choosing between different styles. Those who behave atypically can suffer reduced general standing in the public (e.g., in terms of favorability), yet may benefit in narrower attitudinal domains (e.g., honesty perceptions, standing within certain subgroups). Further, I improve our descriptive understanding of demeanor in the American political system through content analysis of the verbal and non-verbal behavior of presidential candidates in the television era.

**Committee:** Jennifer Jerit (Chair), Jason Barabas, Yanna Krupnikov, Danny Hayes

## Publications

---

<b>The Question(s) of Political Knowledge</b> , with Jason Barabas, Jennifer Jerit, and Carlisle Rainey. <i>American Political Science Review</i> 108 (4): 840-855.	2014
<b>Studying Media Effects in the European Social Surveys across Research Designs, Countries, Time, Issues, and Outcomes</b> , with Jason Barabas, Jennifer Jerit, Martijn Schoonvelde, Susan Banducci, and Daniel Stevens. <i>European Political Science</i> 14: 394-421.	2015

- Manipulated vs. Measured: Using an Experimental Benchmark to Investigate the Performance of Self-Reported Media Exposure**, with Jason Barabas, Jennifer Jerit, Martijn Schoonvelde, Susan Banducci, and Daniel Stevens. *Communication Methods and Measures* 10 (2-3): 99-114. 2016
- Model Selection in Observational Media Effects Research: A Systematic Review and Validation of Effects**, with Martijn Schoonvelde, Susan Banducci, Daniel Stevens, Jason Barabas, and Jennifer Jerit. *Political Science* 69 (3): 227-246. 2017

## Working Papers

---

- Lowering Expectations: How Candidate Demeanor Affects Voter Attitudes**
- Voter Response to Sexual Harassment Accusations under Uncertainty**
- Projection Bias and Directional Voting**
- Rewarding Representation: The Effects of Roll-Call Information on Voting for Congressional Incumbents**, with Jason Barabas and Joseph Wachtel

## Teaching Experience

---

- Intermediate Statistics (M.A. Program in Public Policy)**  
Stony Brook University: Fall 2016, Fall 2017, Spring 2018
- Political Persuasion**  
Appalachian State University: Fall 2018
- Introduction to American Politics**  
Florida State University: Summer 2012  
Stony Brook University: Fall 2015, Spring 2016, Spring 2017  
Appalachian State University: Fall 2018
- Introduction to American Politics (Online)**  
Stony Brook University: Winter 2017, Summer 2017, Summer 2018
- Advanced Quantitative Analysis in Political Science (TA)**  
Florida State University: Fall 2012
- 2017 Stony Brook Department of Political Science Teaching Award*

## Selected Conference Participation

---

- Risk Orientation, Risky Markets and Social Security Privatization Opinions**, with Cherie D. Maestas. Presented at the annual meeting of the Southern Political Science Association, Atlanta. 2010

- Informed Consent: Roll-Call Knowledge, Representation Information, and the Mass Media**, with Jason Barabas and Joseph Wachtel. Presented at the annual meeting of the American Political Science Association, Seattle. 2011
- Rewarding Representation: The Effects of Roll-Call Information on Voting for Congressional Incumbents**, with Jason Barabas and Joseph Wachtel. Presented at the annual meeting of the Southern Political Science Association, New Orleans. 2012
- Unifying Theories of Political Knowledge: Individual, Environmental, Procedural, and Temporal-Topical Determinants**, with Jason Barabas and Jennifer Jerit. Presented at the annual meeting of the American Political Science Association, Chicago. 2013
- The Effect of Candidate Demeanor on Voter Perceptions**. Presented at the annual meeting of the American Political Science Association, Chicago. 2013
- Generalizing the Study of Media Effects on Public Opinion across Time, Space, Outcomes, and Methods**, with Jason Barabas, Jennifer Jerit, Susan Banducci, Daniel Stevens, and Martijn Schoonvelde. Presented at the annual meeting of the Southern Political Science Association, New Orleans. 2014
- The Effect of Candidate Demeanor on Voter Perceptions**. Presented at the annual meeting of the American Political Science Association, Chicago. 2014
- Projection Bias and Directional Voting**. Presented at the annual meeting of the Midwest Political Science Association, Chicago. 2015
- Lowering Expectations: How Demeanor and Candidate Reputations Affect Voter Attitudes**. Presented at the annual meeting of the Midwest Political Science Association, Chicago. 2017
- Lowering Expectations: How Demeanor and Candidate Reputations Affect Voter Attitudes**. Presented at the National Capital Area Political Science Association American Politics Workshop, Washington, DC. 2018

## Professional Service

---

Referee: *American Journal of Political Science*, *Journal of Experimental Political Science*

Panel discussant (2013 SPSA annual meeting)

## Additional Training

---

- ICPSR Summer Program in Quantitative Methods for Social Research: Monte Carlo Simulation and Resampling Methods for Social Scientists**, University of North Carolina, Chapel Hill. 2011
- Advanced Stata Programming**, Stata NetCourse. 2012
- Programming/Computer Languages**: Stata, R, Python, HTML,  $\LaTeX$