

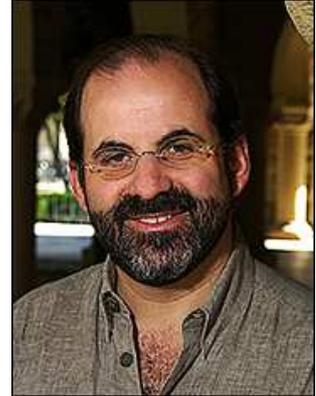
## Panel member biogs and photos

### Jon A. Krosnick

Frederic O. Glover Professor in Humanities and Social Sciences  
Professor of Communication  
Professor of Political Science

Email: [Krosnick@Stanford.edu](mailto:Krosnick@Stanford.edu)

<http://communication.stanford.edu/faculty/krosnick/>



Jon Krosnick is a social psychologist who does research on attitude formation, change, and effects, on the psychology of political behavior, and on survey research methods. At Stanford, in addition to his professorships, he directs the Political Psychology Research Group and the Summer Institute in Political Psychology.

#### Professional Experience

Jon Krosnick received a B.A. degree in psychology from Harvard University and M.A. and Ph.D. degrees in social psychology from the University of Michigan. Prior to joining the Stanford faculty in 2004, Dr. Krosnick was professor of psychology and political science at Ohio State University, where he was a member of the OSU Political Psychology Program and co-directed the OSU Summer Institute in Political Psychology. From 2005 through 2010, he is co-Principal Investigator of the American National Election Studies.

#### Research Interests

Author of four books and more than 140 articles and chapters, Dr. Krosnick conducts research in three primary areas: (1) attitude formation, change, and effects, (2) the psychology of political behavior, and (3) the optimal design of questionnaires used for laboratory experiments and surveys, and survey research methodology more generally.

His attitude research has focused primarily on the notion of attitude strength, seeking to differentiate attitudes that are firmly crystallized and powerfully influential of thinking and action from attitudes that are flexible and inconsequential. Many of his studies in this area have focused on the amount of personal importance that an individual chooses to attach to an attitude.

Among the topics explored by Dr. Krosnick's political psychology research are: how policy debates affect voters' candidate preferences, how the news media shape which national problems citizens think are most important for the nation and shape how citizens evaluate the President's job performance, how becoming very knowledgeable about and emotionally invested in a government policy issue (such as abortion or gun control) affects people's political thinking and participation, how people's political views change as they move through the life-cycle from early adulthood to old age, and how the order of candidates' names on the ballot affect voting behavior.

His questionnaire design work has illuminated the cognitive and social processes that unfold between researcher and respondent when the latter are asked to answer questions, and his on-going review of 100 years worth of scholarly research on the topic has yielded a set of guidelines for the optimal design of questionnaires to maximize reliability and validity. His recent work in survey methodology has explored the impact of mode of data collection (e.g., face-to-face, telephone, Internet) on response accuracy and the impact of survey response rates on substantive results. .

# Rebecca B. Morton

Professor of Politics

Email: [rebecca.morton@nyu.edu](mailto:rebecca.morton@nyu.edu)

<http://as.nyu.edu/object/RebeccaBMorton.html>



Rebecca Morton is a researcher on American elections, empirical analysis of formal models of politics, and experimental methods. At NYU she teaches a variety of undergraduate and graduate courses including Experimental Methods, Game Theory for Political Scientists, Spatial Voting Theory and Empirical Applications of Formal Models.

## Professional Experience

Rebecca Morton received a B.S. degree in social sciences and an M.P.A from Louisiana State University and a Ph.D. from Tulane University. Prior to joining NYU in 2001, she was Associate Professor in the Department of Political Science, University of Iowa and Professor in the Department of Political Science at the University of Houston. In addition, she is an Instructor on several summer school programmes including the IPSA Summer School, University of Sao Paulo, Brazil, the ECPR Summer Methods School at the University of Ljubljana, Slovenia and the University of Essex Summer Methods School, Essex, UK.

## Research Interests

Professor Morton's research is focussed in three main areas: Experimental Methods, Strategic Voting, Information, and Sequence, the Electoral Process. She is the author of several books including *Methods and Models: A Guide to the Empirical Analysis of Formal Models in Political Science*. She is a coauthor of *Learning by Voting: Sequential Choices in Presidential Primaries and Other Elections* and *From Nature to the Lab: The Methodology of Experiments in Political Science and the Study of Causality*. Professor Morton has published in the *American Political Science Review*, as well as many other noted academic journals.