

VINCENT EDWARD PRICE

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Office of the Provost
122 College Hall
University of Pennsylvania
Philadelphia, Pennsylvania 19104-6303
(215) 898-7227

Annenberg School for Communication
3620 Walnut Street
University of Pennsylvania
Philadelphia, Pennsylvania 19104-6220
(215) 573-1963

EDUCATION

- 1987 Ph.D., Stanford University, California (Communication).
- 1985 A.M., Stanford University, California (Communication).
- 1979 B.A., Santa Clara University, California (University Honors Program, English, *magna cum laude*).

ACADEMIC AND RESEARCH APPOINTMENTS

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PENNSYLVANIA:

- Present *Provost*, Office of the Provost, University of Pennsylvania.
- Present *Professor and Steven H. Chaffee Term Chair in Communication and Political Science*, Annenberg School for Communication and Department of Political Science, School of Arts and Sciences (secondary).
- 2009 *Interim Provost*, Office of the Provost, University of Pennsylvania.
- 2007-09 *Associate Provost for Faculty Affairs*, Office of the Provost, University of Pennsylvania.
- 2005-07 *Associate Dean for Undergraduate Studies*, Annenberg School for Communication.
- 1998-2004 *Associate Professor*, Annenberg School for Communication (2001-04, secondary appointment in Department of Political Science, School of Arts and Sciences).

UNIVERSITY OF PARIS SORBONNE – PARIS IV, FRANCE:

- 2009 *Visiting Professor*, Center of Applied Literary and Scientific Studies.

UNIVERSITY OF MICHIGAN, ANN ARBOR, MICHIGAN:

- 1995-98 *Chair*, Department of Communication Studies.
- 1993-98 *Associate Professor*, Department of Communication Studies.
- 1987-98 *Faculty Associate*, Center for Political Studies, Institute for Social Research.

1991-95 *Associate Chair*, Department of Communication.

1987-93 *Assistant Professor*, Department of Communication.

UNIVERSITY OF AMSTERDAM, AMSTERDAM, NETHERLANDS:

1995 *Visiting Scholar*, Faculty of Communication Science.

STANFORD UNIVERSITY, STANFORD, CALIFORNIA:

1984-87 *Research Assistant*, Institute for Communication Research.

1986-1986 *Teaching Assistant*, Department of Communication.

1984 *Survey Consultant*, Public Affairs Office.

SANTA CLARA UNIVERSITY, SANTA CLARA, CALIFORNIA:

1984 *Survey Consultant*, Undergraduate Admissions Office.

1982 *Adjunct Lecturer*, Department of Theater Arts.

1981-83 *Assistant Director of Admissions*, Undergraduate Admissions Office.

EDITORIAL APPOINTMENTS

1998-2002 Editor in Chief, *Public Opinion Quarterly*. Quarterly academic journal, founded in 1937, published by the University of Chicago Press for the American Association for Public Opinion Research (Vols. 62-65).

1993-94 Guest Editor (with H. A. Semetko) of a special issue of *Political Communication* on political communication in an election year (Vol. 11, #4).

1990-91 Guest Editor (with L. D. Ritchie and H. Eulau) of a special issue of *Communication Research* on micro-macro issues in communication (Vol. 18, #2).

1991- Pres. Editorial Board Member for several journals, including *Communication Research*, *Journal of Computer-Mediated Communication*, *IT and Society*, *Political Communication*, and *Public Opinion Quarterly*.

HONORS AND AWARDS

2006 Top Paper, Political Communication Division, International Communication Association.

2004 Award of Recognition “for invaluable contributions to the betterment of the *Public Opinion Quarterly*,” American Association for Public Opinion Research.

2003 Best Published Article of 2002 in Political Communication, International Communication Association.

- 2003 Top Paper, Political Communication Division, International Communication Association.
- 2002 Top Paper, Political Communication Division, International Communication Association.
- 1998 Robert M. Worcester Award, World Association for Public Opinion Research (for best published article in the *International Journal of Public Opinion Research*).
- 1996 Excellence in Education Award, College of Literature, Science, and the Arts, University of Michigan.
- 1995 Top Paper, Political Communication Division, International Communication Association.
- 1995 Selected for "Honors" in undergraduate teaching by *Advice*, a publication of the Michigan Student Assembly (also selected in 1991 and 1992).
- 1994 Excellence in Education Award, College of Literature, Science, and the Arts, University of Michigan.
- 1993 Top Paper, Political Communication Division, International Communication Association.
- 1992 Excellence in Education Award, College of Literature, Science, and the Arts, University of Michigan.
- 1992 Honorary member, Kappa Tau Alpha, National Journalism Honorary.
- 1988 Nafziger-White Dissertation Award, Association for Journalism and Mass Communication (for best doctoral dissertation in journalism and media studies).
- 1988 K. Kyoon Hur Dissertation Award, International Communication Association (for best doctoral dissertation in mass communication research).
- 1987 Top Paper, Mass Communication Division, International Communication Association.
- 1983-85 Stanford University Graduate Fellowship.
- 1978 Alpha Sigma Nu, National Jesuit Honorary.
- 1978-79 Santa Clara University Television Awards, Best Student Producer, Best Teleplay.
- 1977 Santa Clara University Honors Scholarship.
- 1975-77 Signal Oil Corporation Scholarship.
- 1975 Southern California Industry Education Council Science Award.

PUBLICATIONS

Books:

Price, V. (1992). *Public opinion*. Newbury Park, CA: Sage Publications.

In translation:

Price, V. (in press). 民意. (Chinese Trans. under contract) Shanghai: Fudan University Press.

Price, V. (2004). *L'opinione Pubblica*. (R. Riccardi, Italian Trans.) Bologna, Italy: Società Editrice il Mulino.

Price, V. (1996). Κοινή γνώμη. (N. Mpourmparês, Greek Trans.) Athens, Greece: Odysseas Publications.

Price, V. (1996). 사회안에 여론, pp. 17-156. (Young-Seok Kim, Korean Trans.) Seoul, Korea: Nanam Publishing House.

Price, V. (1994). *La opinión pública: Esfera pública y comunicación*. (P. Vásquez Mota, Spanish Trans.) Barcelona, Spain: Ediciones Paidós Ibérica, S.A., and Buenos Aires, Argentina: Editorial Paidós SAICF.

Journals:

Wojcieszak, M., & Price, V. (in press). Bridging the Divide or Intensifying the Conflict? How Disagreement Affects Strong Predilections about Sexual Minorities. *Political Psychology*.

Wojcieszak, M., & Price, V. (2009). What underlies the false consensus effect? How personal opinion and disagreement affect public opinion perception. *International Journal of Public Opinion Research*, 21, 25-46.

Romantan, A., Hornik, R., Price, V., Cappella, J., & Viswanath, K. (2008). A comparative analysis of the performance of alternative measures of exposure. *Communication Methods and Measures*, 2, 80-99.

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, 61-87.

Price, V. & Jomini-Stroud, N. (2006). Public attitudes toward polls: Evidence from the 2000 U.S. presidential election. *International Journal of Public Opinion Research*, 18, 393-421.

Price, V., David, C., Goldthorpe, B., McCoy Roth, M., & Cappella, J. N. (2006). Locating the issue public: The multidimensional nature of engagement with health care reform. *Political Behavior*, 28, 33-63.

- Price, V., Nir, L., & Cappella, J. N. (2006). Normative and informational influences in online political discussions. *Communication Theory, 16*, 47-74.
- Price, V., Nir, L., & Cappella, J. N. (2005). Framing public discussion of gay civil unions. *Public Opinion Quarterly, 69*, 179-212.
- Price, V., & Romantan, A. (2004). Confidence in institutions before, during, and after "Indecision 2000." *Journal of Politics, 66*, 939-956.
- Price, V., & Cappella, J. N. (2002). Online deliberation and its influence: The Electronic Dialogue Project in campaign 2000. *IT and Society, 1*, 303-328. (www.itandSociety.org)
- Price, V., Cappella, J. N., & Nir, L. (2002). Does disagreement contribute to more deliberative opinion? *Political Communication, 19*, 95-112.
- Cappella, J. N., Price, V., & Nir, L. (2002). Argument quality as a reliable and valid measure of opinion quality: Electronic dialogue during campaign 2000. *Political Communication, 19*, 73-93.
- Huang, L. & Price, V. (2001). Motivations, goals, information search, and memory about political candidates. *Political Psychology, 22*, 665-692.
- Price, V., Tewksbury, D., & Huang, L. (1998). Third-person effects on publication of a Holocaust-denial advertisement. *Journal of Communication, 48*, 3-26.
- Price, V., & Neijens, P. C. (1998). Deliberative polls: Toward improved measures of informed public opinion? *International Journal of Public Opinion Research, 10*, 145-176.
- Price, V., Tewksbury, D., & Powers, E. (1997). Switching trains of thought: The impact of news frames on readers' cognitive responses. *Communication Research, 24*, 481-506.
- Price, V., & Neijens, P. C. (1997). Opinion quality in public opinion research. *International Journal of Public Opinion Research, 9*, 336-360.
- Price, V., Huang, L., & Tewksbury, D. (1997). Third-person effects of news coverage: Orientations toward media. *Journalism and Mass Communication Quarterly, 74*: 3, 525-540.
- Price, V., & Czilli, E. J. (1996). Modeling patterns of news recognition and recall. *Journal of Communication, 46*: 4, 55-78.
- Price, V. & Tewksbury, D. (1996). Measuring the third-person effect of news: The roles of question order, contrast and knowledge. *International Journal of Public Opinion Research, 8*, 120-141.
- Reprinted in: Bulmer, M. (Ed.) *Questionnaires*. (2003). Volume Two in the *Sage Benchmarks in Social Science Methods* series. London: Sage Publications.

- Sheikh, K. Z., Price, V., & Oshagan, H. (1995). Press treatment of Islam: What kind of picture do the media paint? *Gazette*, *56*, 139-154.
- Semetko, H. A., & Price, V. (1994). Election-year communication: Involvement or alienation? -- Guest editors' introduction: Setting the scene. *Political Communication*, *11*, 323-329.
- Price, V., & Zaller, J. (1993). Who gets the news? Alternative measures of news reception and their implications for research. *Public Opinion Quarterly*, *57*, 133-164.
- Price, V. (1993). The impact of varying reference periods in survey questions about media use. *Journalism Quarterly*, *70*, 615-627.
- Hsu, M. L., & Price, V. (1993). Political expertise and affect: Effects on news processing. *Communication Research*, *20*, 671-695.
- Traugott, M., & Price, V. (1992). Exit polls in the 1989 Virginia gubernatorial race: Where did they go wrong? *Public Opinion Quarterly*, *56*, 245-253.
- Price, V., & Hsu, M. L. (1992). Public opinion about AIDS policies: The role of misinformation and attitudes toward homosexuals. *Public Opinion Quarterly*, *56*, 29-52.
- Ritchie, L. D., & Price, V. (1991). Of matters micro and macro: Special issues for communication research. *Communication Research*, *18*, 133-139.
- Price, V., Ritchie, L. D., & Eulau, H. (1991). Cross-level challenges for communication research: Epilogue. *Communication Research*, *18*, 262-271.
- Price, V., & Allen, S. (1990). Opinion spirals, silent and otherwise: Applying small-group research to public opinion phenomena. *Communication Research*, *17*, 369-392.
- Price, V. (1989). Social identification and public opinion: Effects of communicating group conflict. *Public Opinion Quarterly*, *53*, 197-224.
- Price, V. (1988). On the public aspects of opinion: Linking levels of analysis in public opinion theory. *Communication Research*, *15*, 659-679.
- Cohen, J., Mutz, D., Price, V., & Gunther, A. (1988). Perceived impact of defamation: An experiment on third-person effects. *Public Opinion Quarterly*, *52*, 161-173.
- Ritchie, D., Price, V., & Roberts, D. F. (1987). Television, reading, and reading achievement: A reappraisal. *Communication Research*, *14*, 292-315.

Edited Volumes:

- Price, V. & Feldman, L. (2009). News and Politics. In R. Nabi and M. B. Oliver (Eds.) *Handbook of media effects*. Newbury Park, CA: Sage Publications.
- Price, V. (2008). Citizens deliberating online: Theory and some evidence. In T. Davies & S. Gangadharan (Eds.). *Online deliberation: Design, research, and practice*. Chicago: University of Chicago Press.

Also in R. Cavalier (Ed.) *Deliberative democracy: Theory and practice* (2008). Albany, NY: SUNY Press.

- Price, V. & Feldman, L. (2008). News processing and retention. In W. Donsbach (Ed.) *International Encyclopedia of Communication*. London: Blackwell.
- Price, V. & Freres, D. (2008). Linear and nonlinear models. In W. Donsbach (Ed.) *International Encyclopedia of Communication*. London: Blackwell.
- Price, V. (2007). Democracy, global publics, and world opinion. In M. Albrow, H. K. Anheier, M. Glasius, M. E. Pree & M. H. Kaldor (Eds.). *Global Civil Society 2007/8*, 2-15. London: Sage Publications.
- Price, V. (2007). The public and public opinion in democratic theories. In W. Donsbach & M. Traugott (Eds.). *Handbook of public opinion research*, 11-24. London: Sage Publications.
- Price, V., & David, C. (2004). L'opinione pubblica nel nuovo millennio (Public opinion at the new millennium). In Price, V., *L'opinione Pubblica*. Bologna, Italy: Società Editrice il Mulino. (New chapter for updated and translated book originally published in 1992.)
- Price, V. (2000). Deliberative Polling in the 1996 elections. In P. J. Lavrakas & M. W. Traugott (Eds.) *Election polls, the news media, and democracy*, 263-280. New York: Chatham House.
- Price, V., (1999). Political information. In J. P. Robinson, P. R. Shaver & L. S. Wrightsman, (Eds.) *Measures of political attitudes*, 591-639. San Diego, CA: Academic Press.
- Price, V., & Tewksbury, D. (1997). News values and public opinion: A theoretical account of media priming and framing. In G. Barnett and F. J. Boster (Eds.), *Progress in the communication sciences*, Vol. 13, 173-212. Greenwich, CT: Ablex.
- Price, V., & Oshagan, H. (1995). Social-psychological perspectives on public opinion. In T. Glasser and C. Salmon (Eds.), *Public opinion and the communication of consent*, 177-216. New York: Guilford Press.
- Price, V. (1994). Media effects research. In A. Purves (Ed.), *Encyclopedia of English studies and language arts*, Vol. 2, 788-791. Urbana, IL: National Council of Teachers of English.
- Price, V., & Roberts, D. F., (1987). Public opinion processes. In C. Berger and S. Chaffee (Eds.) *Handbook of communication science*, 781-816. Newbury Park, CA: Sage Publications.

In translation:

Price, V. (1996). Public opinion processes. In *Public Opinion in Society*, pp. 193-259. (Young-Seok Kim, Korean Trans.) Seoul, Korea: Nanam Publishing House.

Published Proceedings:

Price, V. & Cappella, J. N. (2007). *Healthcare Dialogue: Project highlights. Proceedings of the National Conference on Digital Government Research*, Philadelphia, PA, May 20-23, 2007, p. 178. Digital Government Research Center.

Price, V. & Cappella, J. N. (2006). Bringing an informed public into policy debates through online deliberation: The case of health care reform. *Proceedings of the National Conference on Digital Government Research*, San Diego, CA, May 21-24, 2006, pp. 89-90. Digital Government Research Center.

Price, V. & Cappella, J. N. (2005). Constructing electronic interactions among citizens, issue publics, and elites: The Healthcare Dialogue project. *Proceedings of the National Conference on Digital Government Research*, Atlanta, GA, May 15-18, 2005, pp. 139-140. Digital Government Research Center.

Price, V. & Cappella, J. N. (2004). *Healthcare Dialogue: Constructing electronic interaction to maximize decision quality in deliberations among citizens, issue publics, and elites. Proceedings of the National Conference on Digital Government Research*, Seattle, WA, May 24-24, 2004, pp. 154-155. Digital Government Research Center.

Reviews and Commentaries:

Price, V. (1998). Editorial Foreword: 1937 Redux. *Public Opinion Quarterly*, 62, pp 1-5.

Price, V. (1995). Reply to Parkin (Commentary on Critical Perspectives on Polling). *International Journal of Public Opinion Research*, 7, 399-402.

Price, V. (1994). *Talking politics* by William A. Gamson. *Public Opinion Quarterly*, 58, 147-150.

FUNDED RESEARCH PROJECTS

2007-10 *Public opinion, deliberation, and decision making about genetics research.* Co-Principal Investigator (awarded as Principal Investigator, but role on grant reduced in light of appointment as Associate Provost). Supported by grant of \$1,488,000 from the National Institutes of Health, National Human Genome Research Institute, Ethical, Legal, and Social Implications of Human Genetics Study Section. (PI, Joseph Cappella, University of Pennsylvania).

2006-09 *International working group on online consultation and public policy making.* Working Group Member. U.S. participation in four international working groups is supported by \$280,000, through a grant of \$1,000,000 to the Center for Technology in Government at the State University of New York at Albany, from the National Science Foundation's Digital Research Program (PI, Sharon Dawes, SUNY-Albany; IWG Chair, Peter Shane, Ohio State University).

- 2003-06 *Constructing electronic interaction to maximize decision quality in deliberations among citizens, issue publics, and elites.* Principal Investigator. Supported by grant of \$1,050,000 from the National Science Foundation, Program in Digital Government, Division of Experimental and Integrative Activities. (Co-PI, Joseph Cappella, University of Pennsylvania).
- 2000-02 *Electronic dialogue and democratic participation: Deliberation, knowledge, and campaign 2000.* Principal Investigator. Supported by grants of \$700,000 from The Pew Charitable Trusts and \$200,000 from the Washington Program of the Annenberg Public Policy Center. (Co-PI, Joseph Cappella, University of Pennsylvania).
- 1995-96 *Public opinion and deliberative polling techniques.* International research collaboration with Peter Neijens, University of Amsterdam, supported by faculty international travel and research grants from the College of Literature, Science, and the Arts, the International Institute, Rackham Graduate School, and the Marsh Center for the Study of Journalistic Performance, Department of Communication Studies, University of Michigan.
- 1991-92 *Conceptualization and measurement of public opinion.* Investigator. Supported by research grants from the Marsh Center for the Study of Journalistic Performance, Department of Communication, University of Michigan, and by the Media and Politics Program, Center for Political Studies, University of Michigan.
- 1990 *Factors underlying public opinion about AIDS-related issues.* Investigator. supported by a pilot study research grant from the Midwest AIDS Biobehavioral Research Center with funding from the National Institute of Mental Health.
- 1989-90 *American National Election Studies: 1989 Pilot Study.* Planning Committee Member. Surveys conducted by the National Election Studies with funding from the National Science Foundation.
- 1989 *Experiments on mass media, group conflict and opinion formation.* Investigator. Funded by a research grant from the Office of the Vice President for Research, University of Michigan.

PAPERS PRESENTED AT SCIENTIFIC MEETINGS

- Wojcieszak, M., & Price, V. (2009). What underlies the false consensus effect? How personal opinion and disagreement affect public opinion perception. Presented at the annual conference of the International Communication Association, Chicago, IL, May.
- Price, V., Arnold, A. K., Baek, Y. M., & Cappella, J. (2008). Deliberation, constraint and complexity. Presented at the annual conference of the International Communication Association, Montreal, CA, May.
- Price, V., Feldman, L., & Cappella, J.N. (2007). Online Deliberation and Public Opinion about Health Care Policy. Presented at the annual conference of the American Association for Public Opinion Research, Anaheim, CA, May.

- Feldman, L., & Price, V. (2007). Online Deliberation and Public Opinion about Health Care Policy. Presented at the annual conference of the International Communication Association, San Francisco, CA, May.
- Freres, D., & Price, V. (2007). Political engagement, community engagement, and discursive participation across the lifespan. Presented at the annual conference of the International Communication Association, San Francisco, CA, May.
- Price, V., Feldman, L., Freres, D., Zhang, W., & Cappella, J. N. (2006). Informing Public Opinion about Health Care Reform through Online Deliberation. Presented at the annual meetings of the International Communication Association, Dresden, Germany, June.
- Cappella, J. N., Shim, M., & Price, V. (2006). The health confidence index (HCI): Reliability, validity, and temporal trends from January to November, 2005. Presented to Annenberg National Health Communication Survey conference, University of Southern California, February.
- Price, V., David, C., Goldthorpe, B., McCoy Roth, M., & Cappella, J. N. (2005). Caring about health care: A search for the issue public. Presented to the annual meetings of the International Communication Association, New York, NY, May.
- Price, V. & David, C. (2005). Citizen deliberation online. Presented to the annual meetings of the International Communication Association, New York, NY, May.
- Price, V. & Jomini, N. (2004). Polls in Election 2000: Public attitudes, perceived impact, and support for restricting election-night projections. Presented to the annual meetings of the American Association for Public Opinion Research, Phoenix, AZ, May.
- Price, V. & David, C. (2004). Talking about elections: A study of citizen deliberation online. Paper presented at the annual meetings of the American Association for Public Opinion Research, Phoenix, AZ, May.
- Price, V. (2003). New technologies and the nature of democratic discourse: Issues and Inquiries. Paper presented at the Communication and Technology Pre-conference on "Electronic Networks and Democracy," International Communication Association, San Diego, California, May.
- Price, V. Nir, L., & Cappella, J. N. (2003). Framing public discussion of gay civil unions. Presented to the annual meetings of the International Communication Association, San Diego, California, May.
- Price, V. Nir, L., & Cappella, J. N. (2003). A group-level experiment on framing effects. Presented to the annual meetings of the American Association for Public Opinion Research, Nashville, Tennessee, May.
- Price, V., Nir, L. & Cappella, J. N. (2002). Group Influences on opinion expression and change. Paper presented at the annual meetings of the International Communication Association, Seoul, Korea, July.

- Price, V., Goldthwaite, D., & Cappella, J. N., (2002). Online deliberation, civic engagement, and trust. Presented to the annual meetings of the International Communication Association, Seoul, Korea, July.
- Price, V., & Cappella, J. N. (2002). Group discussion and deliberative opinion: The Electronic Dialogue Project in campaign 2000. Presented to the annual meetings of the International Communication Association, Seoul, Korea, July.
- Price, V., Goldthwaite, D., & Cappella, J. N., (2002). Civic engagement, social trust, and online deliberation. Presented to the annual meetings of the American Association for Public Opinion Research, St. Pete Beach, Florida, May.
- Price, V., Nir, L. & Cappella, J. N. (2002). Group-level effects on opinion expression. Presented to the annual meetings of the American Association for Public Opinion Research, St. Pete Beach, Florida, May.
- Price, V. & Romantan, A. (2002). Confidence in institutions before, during, and after "Indecision 2000." Presented at the annual conference of the Midwest Political Science Association, Chicago, April.
- Price, V., Goldthwaite, D., & Cappella, J. N. (2002). Deliberation, engagement, and social trust. Presented at the annual conference of the Midwest Political Science Association, Chicago, April.
- Price, V., & Cappella, J. N. (2001). Deliberation and its influence: Electronic Dialogue 2000. Presented to the annual conference of the American Association for Public Opinion Research, Montreal, Canada, May
- Price, V., Cappella, J. N., Tsfati, Y., & Stromer-Galley, J. (2001). Citizen deliberation online: An examination of factors influencing who participates. Presented to the annual conference of the International Communication Association, Washington, D.C., May.
- Price, V., Cappella, J. N., & Nir, L. (2001). Does disagreement contribute to more deliberative opinion? Presented to the annual conference of the International Communication Association, Washington, D.C., May.
- Price, V., Cappella, J. N., Tsfati, Y., & Stromer-Galley, J. (2000). Theory and research on deliberation and its impact: The Electronic Dialogue Project in Campaign 2000. Invited presentation to the first annual conference on Public Opinion in the Digital Age, Yonsei University, Seoul, Korea, October.
- Nie, Norman H., Price, V. & McCready, W. C. (2000). A preliminary examination of a joint survey/online discussion method for studying electoral attitudes. Presented to the annual conference of the American Association for Public Opinion Research, Portland, Oregon, May.
- Price, V. & Na, E. Citizen deliberation and resistance to framing effects. (2000). Presented to the annual conference of the American Association for Public Opinion Research, Portland, Oregon, May.

- Price, V., Dutwin, D., & Na, E. Who Deliberates? Opportunities, Motivations and Resources for Participation in Citizen Deliberation. (2000). Presented to the annual conference of the International Communication Association, Acapulco, Mexico.
- Price, V., Traugott, M., Lavrakas, P., & Presser, S. (1999). The Perceived impact of polls. Presented to the annual conference of the International Communication Association, San Francisco, May.
- Lavrakas, P., Presser, S., Price, V., & Traugott, M. (1998). Public opinion about polls: How people decide whether to believe survey results. Presented to the annual conference of the American Association for Public Opinion Research, St Louis, Missouri, May.
- Lavrakas, P., Presser, S., Price, V., & Traugott, M. (1998). Them, but not me: The perceived impact of election polls. Presented to the annual conference of the American Association for Public Opinion Research, St Louis, Missouri, May.
- Huang, L. & Price, V. (1998). Motivations, information search, and memory structure about political candidates. Presented to the Information Systems Division of the International Communication Association, Jerusalem, Israel, May.
- Price, V., Huang, L., & Tewksbury, D. (1997). Unrealistic optimism, personality characteristics, and third-person effects. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois, November.
- Price, V. An individual growth-curve approach to modeling opinion change. (1997). Presented at the Expert Conference on No Opinion, Instability and Change in Public Opinion Research, Amsterdam School of Communication Research, University of Amsterdam, Netherlands, October.
- Huang, L., & Price, V. (1997). The impact of motivated information processing goals and political expertise on candidate information search, decision-making strategies, and recall. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois, August.
- Tewksbury, D., Huang, L., & Price, V. (1996). Predictors of support for expressive rights of the mass media. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL, November.
- Price, V., & Neijens, P.C. (1996). Some deliberations over deliberative polls. Invited paper presented to World Association for Public Opinion Research Thematic Seminar on Quality Criteria in Survey Research, Cadenabbia, Italy, June.
- Price, V., & Zaller, J. (1996). Measuring media exposure and gauging its effects in general population surveys. Presented to the annual conference of the American Political Science Association, San Francisco, California, August.
- Huang, L., Tewksbury, D., & Price, V. (1996). A model of affect and expertise: An examination of their roles in media effects research. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Anaheim, California.

- Price, V., Tewksbury, D., & Powers, E. (1996). Switching trains of thought: The impact of news frames on readers' cognitive responses. Presented to the annual conference of the International Communication Association, Chicago, Illinois.
- Price, V., Tewksbury, D., & Huang, L. (1996). Denying the Holocaust: Third-person effects and decisions to publish a controversial advertisement. Presented to the annual conference of the American Association for Public Opinion Research, Salt Lake City, Utah.
- Price, V., Huang, L., & Tewksbury, D. (1995). Third-person effects of news: The role of orientations to the media. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V. & Tewksbury, D. (1995). News values and public opinion: A theoretical account of media priming and framing. Presented to the annual conference of the International Communication Association, Albuquerque, New Mexico.
- Price, V. & Tewksbury, D. (1995). Measuring the third-person effect of news: The roles of question order, contrast and knowledge. Presented to the annual conference of the American Association for Public Opinion Research, Ft. Lauderdale, Florida.
- Price, V. Czilli, E. & Tewksbury, D. (1994). Candidate trait assessments and affective responses to candidates. Presented to the National Elections Studies Conference on Candidate Evaluation, Berkeley, California.
- Price, V. & Tewksbury, D. (1994). The roles of question order, contrast, and knowledge in the 'third-person effect'. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Lee-Kim, Y. E., & Price, V. (1994). The cognitive effects of medium, expertise and mental effort on retrieval and elaboration of news information. Presented to the annual conference of the International Communication Association, Sydney, Australia.
- Sheikh, K. Z., Price, V., & Oshagan, H. (1994). Press treatment of Islam: What kind of picture do the media paint? Presented to the annual conference of the International Communication Association, Sydney, Australia.
- Price, V., & Czilli, E. J. (1993). Who learns which kinds of news: Modeling aggregate patterns of recognition and recall. Presented to the annual conference of the International Communication Association, Washington, D.C..
- Hsu, M. L., & Price, V. (1993). Political expertise and affect: Effects on news processing. Presented to the annual conference of the International Communication Association, Washington, D.C..
- Traugott, M., Price, V., & Czilli, E. J. (1993). Polls apart: Race, politics, and journalism in mayoral and gubernatorial election campaigns. Presented to the annual conference of the American Association for Public Opinion Research, St. Charles, Illinois.

- Price, V. (1993). Toward a social psychology of public debate: Comparing opinion dynamics in small groups and larger publics. Invited paper presented to a World Association for Public Opinion Research regional seminar on opinion dynamics, Montreal, Canada.
- Hsu, M. L., & Price, V. (1992). The impact of expertise and affect on political information processing. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V., & Czilli, E. J., (1992). Public awareness of public affairs: The advantage of 'personality' stories and domestic news. Presented to the annual conference of the American Association for Public Opinion Research, St. Petersburg, Florida.
- Price, V. (1991). Over-reporting of media exposure: The impact of varying reference periods in survey questions. Presented to the annual conference of the American Association for Public Opinion Research, Phoenix, Arizona.
- Traugott, M., & Price, V. (1991). Exit polls in the 1989 Virginia gubernatorial race: Where did they go wrong? Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V., & Zaller, J. (1990). Measuring individual differences in likelihood of news reception. Presented to the annual conference of the American Political Science Association, San Francisco, California.
- Price, V. (1990). The 'need for cognition' and the use of news media for political surveillance. Presented to the annual conference of the International Communication Association, Dublin, Ireland.
- Price, V., & Hsu, M. L. (1990). Public opinion concerning people with AIDS: The role of misinformation and attitudes toward homosexuals. Presented to the annual conference of the World Association for Public Opinion Research, Lancaster, Pennsylvania.
- Zaller, J., & Price, V. (1990). In one ear and out the other: Learning and forgetting the news. Presented to the annual conference of the Midwest Political Science Association, Chicago, Illinois.
- Price, V. (1990). Where's the public in public opinion research? Presented to the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V., & Hsu, M. L. (1989). Factors underlying public opinion on AIDS-related issues: Predictors of knowledge and policy preferences. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V., & Allen, S. (1989). The need for cognition, political surveillance, and media exposure. Presented to the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Price, V. (1989). Public opinion and communication: Theoretical dependencies among levels. Presented to the International Communication Association, San Francisco, California.

- Price, V., & Allen, S. (1988). Opinion spirals, silent and otherwise. Presented to the annual conference of the Midwest Association for Public Opinion Research, Chicago, Illinois.
- Price, V. (1988). Group conflict, identification and public Opinion. Presented to the annual conference of the International Communication Association, New Orleans, Louisiana.
- Price, V. (1988). Communication and public opinion processes. Presented to the annual conference of the International Communication Association, New Orleans, Louisiana.
- Cohen, J., Mutz, D. C., Price, V., & Gunther, A. (1987). Defamation as communication: Theory and two experiments. Presented to the annual meeting of the Association for Education in Journalism and Mass Communication, San Antonio, Texas.
- Ritchie, D., Price, V., & Roberts, D. F. (1987). Television, reading, and reading achievement. Presented to the annual conference of the International Communication Association, Montreal, Canada.
- Price, V. (1987). Public opinion as a mass communication process. Presented to the annual conference of the International Communication Association, Montreal, Canada.
- Cohen, J., Mutz, D. C., Price, V., & Gunther, A. (1987). A third-person experiment in defamation. Presented to the annual conference of the International Communication Association, Montreal, Canada.
- Price, V., Ritchie, D., Roberts, D. F., & Lieberman, D. (1986). The Stanford Reading and Television Project: A progress report. Presented to the annual conference of the International Communication Association, San Francisco, California.

TECHNICAL REPORTS

- Price, V., & Zaller, J. (1990). Evaluation of media exposure items in the 1989 Pilot Study. Technical Report to the National Elections Studies Board of Overseers, Center for Political Studies, Institute for Social Research, University of Michigan.
- Price, V., Ritchie, D., & Roberts, D. F. (1985). Public knowledge, attitudes, and behaviors regarding food and nutrition. Technical Report No. 1, Stanford Nutrition Communication Project, Institute for Communication Research, Stanford University.
- Ritchie, D., Price, V., & Roberts, D. F. (1985). Visions of sugar plums -- representations of food and science: Theoretical implications for communicating about nutrition. Technical Report No. 2, Stanford Nutrition Communication Project, Institute for Communication Research, Stanford University, 1985.

INVITED LECTURES AND RESEARCH PRESENTATIONS

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| 2009 | University of Paris, Sorbonne, Center of Applied Literary and Scientific Studies |
| 2008 | Knight Commission on the Information Needs of Communities in a Democracy
Harvard University, John F. Kennedy School of Government, Conference on the |

Future of Journalism
Villanova University, Department of Communication

- 2007 Leeds University, Institute of Communication Studies, International Working Group
on Online Deliberation
- 2006 Harvard University, John F. Kennedy School of Government
Carnegie Mellon University, Center for the Advancement of Applied Ethics and
Political Philosophy
- 2005 Princeton University, Woodrow Wilson School of Public Affairs
Stanford University, Symbolic Systems Program, Conference on Online
Deliberation: Design, Research, and Practice
Oxford University, Annenberg/ Oxford Summer Institute
Haifa University, Conference on Presumed Influence of the Media, Haifa, Israel
- 2004 University of Southern California, School of Law
University of Washington, Department of Communication
- 2003 Stanford University, Institute for Communication Research
University of Maryland, Department of Sociology
University of Amsterdam, Amsterdam School for Communication Research
Carnegie Mellon University, Conference on Online Deliberation
- 2002 University of Maryland, Department of Sociology
- 2001 University of Minnesota, Center for Political Psychology
University of Michigan, Institute for Social Research
Ohio State University, School of Public Policy and Management
University of Illinois, Department of Speech Communication
- 2000 Yonsei University, Seoul, Korea
- 1998 University of Pennsylvania, Annenberg School for Communication
Ohio State University, School of Journalism and Communication
University of Missouri, School of Journalism
- 1997 Instituto Tecnológico Autónomo de México, Department of Political Science,
World Association for Public Opinion Research Regional Seminar
- 1995 University of Amsterdam, Department of Communication Science
- 1993 Michigan State University, Department of Communication and Department of
Telecommunication
- 1993 University of Wisconsin-Madison, School of Journalism and Mass Communication
- 1991 University of Pennsylvania, Annenberg School for Communication

- 1990 University of Washington, School of Communications
- 1989 University of Southern California, Annenberg School of Communication
- 1988 Michigan State University, Department of Telecommunication
- 1987 University of Wisconsin-Madison, Department of Communication Arts
University of Michigan, Department of Communication
University of Wisconsin-Madison, School of Journalism and Mass Communication
Santa Clara University, Program in Communication

ON-CAMPUS COLLOQUIA

- 2008 University of Pennsylvania, Civic House
- 2005 University of Pennsylvania, Department of Political Science
- 2004 University of Pennsylvania, Center for Excellence in Cancer Communication Research
- 2003 University of Pennsylvania, Solomon Asch Center
- 2000-01 University of Pennsylvania, Annenberg Public Policy Center
- 1997 University of Michigan, School of Public Health
- 1996 University of Michigan, Department of Political Science and Center for Political Studies
- 1992-96 University of Michigan, Department of Communication
- 1990 University of Michigan, Department of Sociology (Social Psychology Group)
University of Michigan, Midwest AIDS Biobehavioral Research Center
- 1989 University of Michigan, Center for Political Studies, Institute for Social Research
- 1988 University of Michigan, Department of Sociology (Social Psychology Group)

PROFESSIONAL SERVICE ACTIVITIES

- 2006-Pres. Member, Board of Overseers, American National Election Studies
- 2006-Pres. Member, Advisory Board, National Annenberg Election Survey.
- 2004-Pres. Member, Editorial Board, *Journal of Computer-Mediated Communication*.
- 2003-Pres. Member, Editorial Board, *Communication Research*.
- 2001-Pres. Member, Advisory Board, Time-Sharing Experiments in the Social Sciences.

- 2008 Conference Chair, American Association for Public Opinion Research (Associate Conference Chair 2007)
- 2003-06 Member, Book Award Committee, American Association for Public Opinion Research.
- 2002-06 Chair, Advisory Committee on the *Public Opinion Quarterly*, American Association for Public Opinion Research.
- 2004-05 Member, Advisory Board, *e-the-people.org*
- 2003-04 Member, Best Article Award Committee, Political Communication Division, International Communication Association.
- 2002-04 Member, Editorial Board, *IT and Society*.
- 1999-2001 Member, Innovator's Award Committee, American Association for Public Opinion Research.
- 1996-99 Member, Standing Committee on Research, Association for Education in Journalism and Mass Communication.
- 1997-1998 Member, Advisory Board, Canadian Election Study.
- 1995-98 Member, Editorial Board, *Political Communication*.
- 1997-99 Member, Advisory Board, Canadian National Election Studies.
- 1997 Member, Nominating Committee, International Communication Association.
- 1991-97 Member, Editorial Board, *Public Opinion Quarterly*.
- 1994 Member, Working Group on the Viability of Journalism and Mass Communication Units within Universities, Vision 2000 Task Force Committees, Association for Education in Journalism and Mass Communication.
- 1994 Invited attendee, national conference on the "Future of the Field" held at the College of Communication, University of Texas at Austin.
- 1993 Invited attendee, Leadership Institute for Journalism and Mass Communication, Freedom Forum Media Studies Center.
- 1992-93 Member, Executive Council, Midwest Association for Public Opinion Research.
- 1992 Member, Conference Planning Committee, American Association for Public Opinion Research.
- 1989-90 Member, Selection Committee, Student Paper Award, American Association for Public Opinion Research.

1989-90 Member, Pilot Study Planning Committee, National Election Studies, Center for Political Studies, University of Michigan.

Reviewer: *American Political Science Review*
American Journal of Political Science
American Sociological Review
Communication Research
Communication Theory
Communication Yearbook
Critical Studies in Mass Communication
Harvard International Journal of Press/Politics
Human Communication Research
International Journal of Public Opinion Research
Journal of Communication
Journal of Politics
Journal of Research in Personality
Journalism and Mass Communication Quarterly
Journalism: Theory, Practice, and Criticism
New Media and Society
Personality and Social Psychology Bulletin
Political Behavior
Political Communication
Politics and the Life Sciences
Public Opinion Quarterly
Social Science Quarterly
State Politics and Policy Quarterly
National Science Foundation (Political Science Program, Societal Dimensions of Engineering, Science, and Technology Program)
International Communication Association
American Association for Public Opinion Research
Association for Education in Journalism and Mass Communication

UNIVERSITY SERVICE ACTIVITIES

UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PENNSYLVANIA:

2005-2007 Chair, University Faculty Senate (Chair-elect, 2005-6; Chair 2006-7)

2006 Chair, Consultative Committee on Selection of an Associate Provost

2002-2007 Member, University Faculty Senate Executive Committee

2002-2007 Member, University Council

2005 Chair, Consultative Committee on Selection of a Deputy Provost

2004-05 Member, Provost's Council on Research

- 1999-2005 Member, Executive Committee, Annenberg School for Communication.
- 2002-04 Secretary, University Faculty Senate
- 2002-04 Chair, University Faculty Senate Committee on the Faculty
- 2002-03 Member, Graduate Studies Committee, Annenberg School for Communication.
- 2001-03 Member, Social and Behavioral Sciences Institutional Review Board, Office of Regulatory Affairs.

UNIVERSITY OF MICHIGAN, ANN ARBOR, MICHIGAN:

- 1987-98 Member, Program Committee for the Interdepartmental Doctoral Program in Communication, Rackham School of Graduate Studies.
- 1997 Member, Collaborative Planning Group, Institute for Social Research.
- 1993-95 Member, Academic Judiciary, College of Literature, Science, and the Arts.
- 1994 Member, Faculty Advisory Committee on the Department of Communication, College of Literature, Science and the Arts.
- 1993-94 Chair, Curriculum Committee, Department of Communication.
- 1992, 94 Guest Lecturer on the liberal arts (to incoming university students), Academic Counseling Office, College of Literature, Science, and the Arts.
- 1991-94 Chair, Graduate Fellowships Committee, Department of Communication.
- 1990-94 Member, Executive Committee, Department of Communication.
- 1991-93 Departmental Honors Advisor, Department of Communication.
- 1989-93 Member, Curriculum Committee, Department of Communication.
- 1991-92 Member, Nominating Committee, College of Literature, Science, and the Arts.
- 1991-92 Member, Ad Hoc Committee to Review M.A. Programs, Department of Communication.
- 1991-92 Member, Ad Hoc Committee to Review Ph.D. Program, Department of Communication.
- 1991-92 Member, Faculty Search Committee, Department of Communication.
- 1990-91 Member, Chair Search Committee, Department of Communication.
- 1989-90 Research Sponsor, Undergraduate Research Opportunity Program, College of Literature, Science, and the Arts.

- 1988-89 Chair, Grade Appeals Committee, Department of Communication.
- 1988-89 Member, Faculty Search Committee, Department of Communication.
- 1987-91 Undergraduate Concentration Advisor.
- 1988 Guest Speaker on media research (to University of Michigan Alumni Clubs in Ohio, Indiana, and Kentucky), Alumni Association.

STANFORD UNIVERSITY, STANFORD, CALIFORNIA:

- 1986-87 Member, Faculty Search Committee, Department of Communication.
- 1982 Guest Lecturer on professional opportunities in college admissions, Career Counseling Center.

SANTA CLARA UNIVERSITY, SANTA CLARA, CALIFORNIA:

- 1979-83 Member, Admissions Committee, Undergraduate Admissions Office.

RESEARCH ADVISING

Doctoral dissertation committee chair (primary advisor) for 17 theses in communication.

Doctoral dissertation committee member for 19 theses in communication; 7 in political science; and one each in psychology, education, and business.

Faculty director (primary advisor) for 10 master's theses in communication.

Faculty director (primary advisor) for 22 bachelor's honors theses in communication.

ASSOCIATION MEMBERSHIPS

American Association for Public Opinion Research
American Political Science Association
International Communication Association
World Association for Public Opinion Research