# Rolfe Daus Peterson

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## EDUCATION

**University of California, Davis** Ph.D. Political Science (June 2010)
Primary Field: American Politics
Secondary Fields: Comparative Politics, Political Methodology
**University of California, Davis** M.A. Political Science (2009)
**University of Idaho, Moscow** B.A. Political Science (2003)

## TEACHING AWARDS

Finalist (1 of 3) for the Associated Students of UC Davis *Excellence in Teaching Award* for Outstanding Instructor in the social sciences (Academic year 2010)
Marvin F. Zetterbaum Teaching Award for Excellence in Graduate Student Instruction (2007)

## ACADEMIC APPOINTMENTS

**Assistant Professor of Political Science and Associate Director of the Mercyhurst Center for Applied Politics,** Mercyhurst College (Fall 2010 to Present)

Courses Taught: Introduction to American Government, Political Behavior of the American Electorate (Fall 2010), Media and Politics (Winter 2011), Political Psychology (Spring 2011), Research Methods (Fall 2011), Congress and the Legislative Process (Spring 2012), Campaigns and Elections (Spring 2012)

**Teaching Appointments**
California State University, Stanislaus: Introduction to American Government (Fall 2008)
University Of California, Davis: Contemporary Problems in American Politics (Winter/Spring/Fall 2009; Winter/Spring 2010)

## DISSERTATION

Title: "Putting Voters in Context: Social and Cognitive Activation in Political Campaigns"
Committee: Robert Huckfeldt (chair), Walter Stone, Benjamin Highton

My dissertation explores the unique effect a vibrant campaign context has on citizens in democratic politics. Specifically, I examine how campaigns and social networks alter individual attitudes and, in turn, subsequent political behavior. I extend insights and measurement from psychology to large-sample survey data to help students of political behavior better understand the cognitive changes that underlie campaign effects. Ultimately, the research contributes to our understanding of the way campaign context changes the way people think about politics.

## RESEARCH AND PUBLICATIONS

### Book Chapters & Journal Publications

Abney, Ronni Marie and Rolfe Daus Peterson. 2011. "Glass Ceiling or Glass Elevator: Are Voters Biased in Favor of Women Candidates in California Elections?" *California Journal of Politics and Policy*: vol. 3: Issue 1, Article 9.

Stone, Walter J., Nathan Hadley, Rolfe Peterson, Cherie Maestas, Sandy Maisel. 2009. "Candidate Entry, Voter Response and Partisan Tides in the 2002 and 2006 Elections." In *Fault Lines: Why the Republicans Lost Congress.* Eds. Jeffrey Mondak and Dona-Gene Mitchell. Routledge.

**Conference Papers & Presentations**

Peterson, Rolfe Daus and Lena Surzkho-Harned. 2011. "To Tweet or not to Tweet: Comparative Analysis of Twitter Adoption in the United States Congress and the European Parliament." *Paper presented at the American Political Science Association, Annual Meeting* in Seattle

Routh, Stephen and Rolfe Daus Peterson. 2011. "Should I Stay or Should I Go?: A Study of the Political Ambitions of Appointed US Senators and the Decision to Run for Initial Election." *Paper presented at the American Political Science Association, Annual Meeting* in Seattle

Evans, Kevin, Rolfe Daus Peterson, and Nathan Hadley. 2010. "Principled or Opportunist: Perceptions of Arlen Specter and his Party Switch." *Paper presented at the annual meeting of The Midwest Political Science Association* in Chicago

Peterson, Rolfe Daus. 2010. "To Tweet or Not to Tweet: That is the Question" *Paper presented at the annual meeting of the Western Political Science Association* in San Francisco, CA.

Palmer, Carl and Rolfe D. Peterson. 2009. "The Shoe That Didn't Drop: Race, Priming, and the 2008 Presidential Election." *Paper presented at the annual meeting of the Western Political Science Association* in Vancouver, B.C. and *the annual meeting of the Midwest Political Science Association* in Chicago.

Peterson, Rolfe Daus. 2008. "Wearing it on Their Sleeves: Campaigns and the Accessibility of Partisanship." *Paper presented at the annual meeting of the Western Political Science Association* in San Diego

Stone, Walter J., Rolfe Daus Peterson, Nathan Hadley, Cherie Maestas, Sandy Maisel. 2007 "All Politics is National? Candidate Entry, Voter Response and Partisan Tides in the 2002 and 2006 Elections." *Paper presented at the American Political Science Association, Annual Meeting* in Chicago

Peterson, Rolfe Daus. 2007. "Total Recall: The Influence of Contact on Vote Attitude Accessibility." *Paper presented at the annual meeting of the Midwest Political Science Association* in Chicago

Peterson, Rolfe Daus and Nathan Hadley. 2006. "Candidate Quality and Voter Response in U.S. House Elections**"** *Paper presented at the annual meeting of The Midwest Political Science Association* in Chicago

Stone, Walter J., Rolfe Daus Peterson, Nathan Hadley, Cherie Maestas, Sandy Maisel. 2006. "Candidate Quality and Voter Response in U.S. House Elections." *Paper presented at the American Political Science Association, Annual Meeting* in Philadelphia

**Working Papers**

"Opportunist or Independent: Perceptions of Arlen Specter" with Kevin Evans and Nathan Hadley

"To Tweet or not to Tweet: The Electoral Determinants of Congressional Adoption of the New Technology of Name Recognition."

"Should I Stay or Go: Uncovering the Determinants of Retirement in the Face of Scandal in U.S. Senate" with Stephen R. Routh.

"The Shoe That Didn't Drop: Race, Priming, and the 2008 Presidential Election." with Carl L. Palmer.

**Research Assistant, UC Davis**
Research Assistant for Professor Walt Stone on the 2006 Congressional Elections Study and 2006 Challenger Emergence Study (CES). Duties included survey design, implementation, and data management for a national-sample study (Summer & Fall 2006)

**Public Scholarship**

Prepared (with Dr. Joseph Morris) the Mercyhurst Center of Applied Politics Poll final report describing our findings from the Mercyhurst/*Erie Times News* Poll. Results from the report were used in multiple stories in the *Erie Times News*, as well as being carried by the following organizations: realclearpolitics.com, fivethirtyeight.blogs.nytimes.com, politico.com, nationalreview.com, TPM Poll Tracker, swingstateproject.com, uselectionatlas.org, electoral-vote.com, Patrick Henry Press, Daily Kos, USA Daily News, Manufacturers and Business Association, nationalpolls.com

Research subject of *The Economist* Democracy in America blog in a post entitled "The Glass Elevator in American Politics." January 11th, 2011.
http://www.economist.com/blogs/democracyinamerica/2011/01/women_american_politics

## HONORS AND AWARDS

Phi Beta Kappa Honor Society: inducted 2003
Pi Sigma Alpha (National Political Science Honor Society): inducted 2003
Department Fellowship to attend the Interuniversity Consortium for Political and Social Research (ICPSR) in Ann Arbor, Michigan ($1,000) Summer 2006
Summer Collaborative Research Fellowship with Walt Stone Summer 2006
UC Davis Political Science Department Conference Travel Award ($500) Spring 2006,2007 & 2009
Faculty Research Travel Grant I at Mercyhurst College ($1,250) Spring 2011
Faculty-Student Research Grant at Mercyhurst College ($2,000) Spring 2011

## ACADEMIC REFERENCES

Robert Huckfeldt, Professor, Department of Political Science, UC Davis
(530) 752-0975, rhuckfeldt@ucdavis.edu
Walter Stone, Professor and Chair, Department of Political Science, UC Davis
(530) 752-0976, wstone@ucdavis.edu
Steven R. Routh, Associate Professor, Department of Politics and Public Administration, California State University, Stanislaus (209) 667-3363, srouth@csustan.edu
Larry Berman, Professor, Department of Political Science, UC Davis
(530) 752-3076, lsberman@ucdavis.edu
Randy Clemons, Professor of Political Science and Dean of Social Sciences, Mercyhurst College
(814)824-2358, rclemons@mercyhurst.edu
Joseph Morris, Associate Professor, Department of Political Science, Mercyhurst College
(814)824-2154, jmorris@mercyhurst.edu