

# Emily A. Thorson

Annenberg School for Communication/Department of Political Science  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104-6220  
Email: ethorson@sas.upenn.edu  
Phone: +1 315.200.6624

## EDUCATION

**Annenberg School for Communication and Department of Political Science  
University of Pennsylvania, Philadelphia PA**

Dual Ph.D., Communication and Political Science, Expected December 2012

**Annenberg School for Communication, University of Pennsylvania, Philadelphia PA**

M.A., Communication, 2008

**Williams College, Williamstown MA**

B.A., 2002, Political Science and Religion (Magna cum Laude, Phi Beta Kappa)

## RESEARCH INTERESTS

Information processing and media effects in elections; political psychology; campaign dynamics; informal interpersonal communication.

## DISSERTATION RESEARCH

*Dissertation Title*

Belief Echoes: The Persistent Effects of Misinformation and Corrections on Political Attitudes

*Dissertation Committee*

Diana Mutz (chair), Joseph Cappella, Michael X. Delli Carpini, Marc Meredith

## JOURNAL ARTICLES

Thorson, Emily. "Beyond Opinion Leaders: How Attempts to Persuade Foster Political Awareness and Campaign Learning." Forthcoming, *Communication Research*.

Johnston, Richard, Thorson, Emily, & Gooch, Andrew. "The Economy and the Dynamics of the 2008 Presidential Campaign: Evidence from the National Annenberg Election Study." March 2010. *Journal of Elections, Public Opinion, and Parties*, 20:2 271-289.

Thorson, Emily. "Changing Patterns of News Consumption and Participation." June 2008. *Information, Communication, and Society*, 11 (4): 473-489.

## **RESEARCH IN PROGRESS**

Thorson, Emily. Party Cues and Factual Misperceptions. Uses survey experiments to examine how the presence of party cues in factual questions can cause partisans to answer incorrectly in order to reconcile the conflict between their partisan loyalty and political knowledge.

Thorson, Emily & Richard Johnston. Campaign Dynamics and Electoral Fundamentals. Uses data from the 2000, 2004, and 2008 National Annenberg Election Study to test the hypothesis that campaigns activate demographic and political "fundamentals," which in turn become more predictive of the vote over the course of the campaign.

## **RESEARCH EXPERIENCE**

2009 – 2010: Research Assistant, Dr. Diana Mutz, University of Pennsylvania

2008 – 2009: Research Assistant, Dr. Richard Johnston, University of Pennsylvania

2006 – 2007: Research Assistant, Dr. Keith Hampton, University of Pennsylvania

2002 – 2003: Research Assistant, Dr. Sidney Verba & Dr. Kay Schlozman, Harvard University

## **TEACHING EXPERIENCE**

Spring 2012: Teaching Assistant, COMM 275: Persuasion and Communication

Course teaching the theoretical and practical aspects of media effects. Gave lecture on defining and measuring attitudes, worked one-on-one with students over the course of the semester to design a persuasive campaign.

Spring 2011: Teaching Assistant, PSCI 205: Analyzing the Political World

Course teaching research design and analytics skills. Designed curriculum to teach undergraduates the basics of statistical analysis and research design in political science. Held weekly recitations, worked with students to design a survey experiment based on their own hypotheses and interests, which we then fielded and analyzed. Gave lectures on experimental design and on political polarization.

Spring 2010: Teaching Assistant, PSCI 131: American Foreign Policy

Course teaching the theory and history of American foreign policy. Held weekly recitations.

## **CONFERENCE PRESENTATIONS**

Annual Meeting of the American Political Science Association, September 2013

"Belief Echoes: Experimental Evidence for the Persistent Effects of False Information"

Annual Meeting of the International Communication Association, May 2012.

“Partisan Differences in Knowledge of Candidate Policy Positions”

Annual Meeting of the Midwest Political Science Association, April 2012.

“Belief Echoes: The Persistent Effects of Political Misinformation”

Annual Meeting of the American Political Science Association, September 2011

Political Misinformation’s Continuing Effects on Attitudes: Motivated Reasoning or Belief Perseverance?

Annual Meeting of the Midwest Political Science Association, April 2011.

“Fickle Facts: How Party Cues Can Make Partisans Wrong and Confident”

Annual Meeting of the American Political Science Association, September 2010.

“The Impact of Female Candidates on Political Involvement in 2008” (with Kristi Andersen)

Annual Meeting of the Midwest Political Science Association. Chicago, April 2010.

“Partisan Polarization During the 2008 Campaign” (with Christopher Warshaw)

“Campaigns and the Activation of Electoral Fundamentals” (with Richard Johnston)

Annual Meeting of the Midwest Political Science Association. Chicago, April 2009.

“Who persuades, and why? Interpersonal persuasion as a form of participation”

“Presidential Coalitions, 2000 – 2008: Structure and Dynamics” (with Richard Johnston.)

Conference on Homogeneity and Heterogeneity in Public Opinion, Cornell University, October 2008.

“Campaigns and Polarization” (with Richard Johnston).

Annual Meeting of the National Communication Association, San Diego, November 2008.

“The Effects and Strategic Use of the Red State/Blue State Construction”

## **OTHER WORK EXPERIENCE**

2009 – 2010, Consultant, Analyst Institute

Conducted a research project on how to estimate which voters are likely to drop off, i.e., vote in elections at the top of the ballot, but fail to vote in down-ballot elections.

2004 – 2006, Senior Strategy Architect, EchoDitto, Inc.

Political and technology consulting business, focusing on online advocacy and community-building for progressive non-profits and political campaigns.

2003 – 2004 Field Organizer, Dean for America

Worked in Iowa, Michigan, and Wisconsin as a GOTV coordinator for Howard Dean’s presidential campaign.

## **SERVICE**

Reviewer for *Political Communication*, *American Politics Research*, *Political Research Quarterly*, *Journal Communication*, *American Journal of Political Science*

Annenberg Graduate Council Representative, 2008

WXPB Board, Graduate Student Representative, 2006 – 2011