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Chandler Chair in Communication
Professor of Political Science
Stanford University
Stanford, CA 94305-2047

Education: Ph.D. University of Iowa (1973)
B.A. Linfield College (1968)

Institutional

Affiliations: 1973-79 Assistant Professor, Kansas State University
1980-1982 Visiting Postdoctoral Fellow, Yale University
1983-1985 Assistant Professor, Yale University
1986-1988 Associate Professor, SUNY – Stony Brook
1988-1990 Associate Professor, UCLA
1991-1997 Professor, UCLA
1998 - Professor, Stanford University

Awards and Recognition:

Helen Dinerman Award for career contributions to innovative research,
World Association for Public Opinion Research
Member, American Academy of Arts and Sciences
International Francqui Professor Chair, University of Antwerp
American Association for Public Opinion Research Book Award (for
News That Matters)
Visiting Distinguished Fellow, Sage Center for the Study of the Mind,
University of California – Santa Barbara
Distinguished Alumni Award, University of Iowa
Philip Converse Book Award (for *News That Matters*), American Political
Science Association
Murray Edelman Lifetime Achievement Award, Political Communication
Section, American Political Science Association
Goldsmith Book Award (for *Going Negative*), Harvard University

Research Grants (2004-2015):

2012. Overcoming Ethnic Divides, *Stanford Global Underdevelopment
Action Fund* (with PhD student Kelly Zhang)
2010. Selective Exposure to News, *Google Research Award*
2007. Media systems, News Content, and Perceptions of Political
Reality. *Research Council of Norway* (with James Curran, Toril Aalberg,
Jesper Stromback, Kees Aarts, Peter van Aelst)

2006. Cross-national Differences in News Delivery and Citizen Information. *European Social Science Research Council* (with James Curran, Anker Lund, and Inka Moring)

2004. Similarity Effects in Politics. *TESS* (with Jeremy Bailenson)

Publications:

Books

Media Politics: A Citizen's Guide. W. W. Norton, 2011 (3rd ed forthcoming, 2015).

Do the Media Govern? Reporters, Politicians and the American People (co-edited with Richard Reeves). Sage, 1997.

Going Negative: How Political Advertisements Shrink and Polarize the Electorate (with Stephen Ansolabehere). Free Press, 1995.

Explorations in Political Psychology (co-edited with William J. McGuire). Duke University Press, 1993.

The Media Game: American Politics in the Age of Television (with Stephen Ansolabehere and Roy Behr). Macmillan, 1993.

Is Anyone Responsible? How Television Frames Political Issues. University of Chicago Press, 1991. (Spanish edition, 1995)

News That Matters: Television and American Opinion (with Donald R. Kinder). University of Chicago Press, 1987. (Chinese Edition, 2003)

Media Columns:

Attacks make a better sales campaign. **The Australian**. October 31, 2011.

Negative ads turnoff voters, enthrall news media. **Washingtonpost.com**, November 15, 2006.

Democrats' ads prove more effective. **Washingtonpost.com**, October 18, 2006

Issue advertising and the 2006 vote. **Washingtonpost.com**, September 19, 2006

Mind the gap: Differences in public knowledge about domestic and overseas events (with Richard Morin). **Washingtonpost.com**, July 5, 2006.

Natural disasters in black and white: How racial cues influenced public response to Hurricane Katrina (with Richard Morin).

Washingtonpost.com, June 8, 2006.

Red media, blue media: Evidence for a political litmus test in online news readership (with Richard Morin). **Washingtonpost.com**, May 3, 2006.

Polarization across party lines, or politics as contact sport (with Richard Morin). **Washingtonpost.com**, March 29, 2006.

What's in a face? Testing the familiarity-likeability connection (with Richard Morin). **Washingtonpost.com**, February 26, 2006.

Book Chapters:

Iyengar, A typology of media effects, in Kathleen Jamieson and Kate Kenski eds, Oxford Handbook of Political Communication. Oxford University Press, 2015.

Dietram Sheufele and Shanto Iyengar, The state of framing research: A call for new directions, in Jamieson and Kenski eds, Oxford Handbook of Political Communication. Oxford University Press, 2015.

Shanto Iyengar, Kyu Hahn, Peter Van Aelst, and James Curran, Does knowledge of hard news go with knowledge of soft news, in Aalberg and Curran eds., How Media Inform Democracy. London: Routledge, 2011.

James Curran, Sharon Coen, and Shanto Iyengar, News Content, Media Consumption, and Current Affairs Knowledge pp. 81-97 in Aalberg and Curran eds, How Media Inform Democracy. Routledge, 2011.

Lynn Vavreck and Shanto Iyengar, The future of political communication research: Online panels and experimentation, in Robert Shapiro and Lawrence Jacobs eds., Oxford Handbook of Public Opinion and Media Research. Oxford University Press, 2011.

Iyengar, The state of media effects research, in Curran ed., Media and Society. Bloomsbury Academic Press, 2011.

Laboratory experiments in political science, in J. Druckman et al. eds., Handbook of Experimentation in Political Science, Cambridge University Press, 2011.

Online panels and the future of political communication research, (with Lynn Vavreck), in Holli Semetko and Margaret Scammell eds., Handbook of Political Communication Research. Sage Publishers, 2011.

Experimental designs for political communication research: From shopping malls

to the Internet, in E. P. Bucy & R. L. Holbert eds., *Sourcebook for Political Communication Research: Methods, Measures, and Analytical Techniques*. NY: Routledge: 2010.

Absence of diversity: Market-based journalism, vote-seeking candidates, and racial cues in broadcast media programming, in H. Markus & P. Moya eds., *Race and Culture in the 21st Century*. NY: W. W. Norton, 2010.

History versus media management as determinants of presidential popularity, (with Kyu Hahn) in D. Lacorne & J. Vasse eds., *La Présidence Impériale. De Franklin D. Roosevelt à George W. Bush*. Parise: Odile Jacob, 2007.

Looking behind the scenes of political coverage, (with Jennifer McGrady & William Woo), *Nieman Reports*. Fall, 2005, 85-89.

Super-predators or victims of societal neglect? Framing effects in juvenile crime coverage, (with Franklin Gilliam), in Karen Callaghan & Frauke Schnell (eds.) *Framing American Politics*. University of Pittsburgh, 2005.

Political persuasion in the era of mass media, (with Jennifer McGrady), in Timothy Brock & Melanie Green eds., *Persuasion: Psychological Insights and Perspectives*. Thousand Oaks: Sage Publications, 2005.

Engineering consent: The renaissance of mass communications research in politics, in J. T. Jost, M. R. Banaji, & D. Prentice (eds.) *The Yin and Yang of Social Cognition: Perspectives on the Social Psychology of Thought Systems*. American Psychological Association, 2004.

Giving advertising a bad name? The effect of political ads on commercial advertising, (with Markus Prior) in: B. Norrander & C. Wilcox (eds.) *Understanding Public Opinion*. CQ Press, 2003.

New perspectives and evidence on political communication and campaign effects, (with Adam Simon) in J. T. Spence (ed.), *Annual Review of Psychology*, Volume 51. Annual Reviews Press, 2000.

Media effects paradigms for the analysis of local news, in A. Costain (ed.) *Democracy, Deliberation, and the Media*. Boulder, CO.: Rowman, Littlefield, 2000.

Who said what? Source credibility as a mediator of campaign advertising, (with Nicholas Valentino) in A. Lupia, M. McCubbins, & S. Popkin (eds.), *Elements of Reason*, Cambridge University Press, 2000.

Basic rule voting: The impact of campaigns on party and approval-based voting (with John Petrocik), in J. Thurber & C. Nelson (eds.) *Crowded Airwaves*:

Campaign Advertising in Modern Elections. Washington, D.C.: Brookings Institution Press, 2000.

To be or not to be? Campaigning as a woman, (with Nicholas Valentino & Stephen Ansolabehere) in P. Norris (ed.), *Women, the Media and Politics*. Oxford University Press, 1996.

Perspectives on campaign communication, (with Adam Simon & Stephen Ansolabehere) in P. Washburn ed. *Research in Political Sociology, Volume 7*. JAI Press, 1995.

Campaigning through the media: was 1992 really different? in B. Jones (ed.), *The New American Politics*. Westview Press, 1995.

Winning through advertising; it's all in the context, (with Stephen Ansolabehere) in C. Nelson & J. Thurber (eds.), *Campaigns and Elections*. Westview Press, 1995.

The craft of political advertising, (with Stephen Ansolabehere) in D. Mutz, P. Sniderman & R. Brody (eds.), *Political Persuasion and Attitude Change*. University of Michigan Press, 1995.

The cognitive perspective in political psychology, (with Victor Otatti) in T. Srull & R. Wyer Jr. (eds.), *Handbook of Social Cognition (2nd ed.)*. Hillsdale, N.J.: Lawrence Erlbaum Associates, 1994.

Agenda-setting and beyond: television news and the strength of political issues, in W. Riker (ed.), *Agenda Formation*. Ann Arbor: University of Michigan Press, 1993.

Information and electoral attitudes: a case of judgment under uncertainty (with Stephen Ansolabehere), in S. Iyengar & W. J. McGuire (eds.), *Explorations in Political Psychology*. Durham: Duke University Press, 1993.

Shortcuts to political knowledge: selective attention and the accessibility bias, in J. Ferejohn & J. Kuklinski (eds.) *Information and Democratic Processes*. Champaign: University of Illinois Press, 1990.

Beyond "minimal consequences;" a review of media political effects, (with Silvio Lenart) in S. Long (ed.), *Research in Micropolitics: Volume 3*. Boulder: Westview Press, 1989.

New directions for agenda-setting research, in J. Anderson (ed.), *Communication Yearbook: Volume 11*. Beverly Hills: Sage Publications, 1988.

More than meets the eye: television news, priming, and public evaluations of the president, (with Donald Kinder) in G. Comstock (ed.), Public Communication and Behavior, Volume 1. New York: Academic Press, 1986.

Psychological accounts of media agenda-setting, (with Donald Kinder) in S. Kraus & R. Perloff (eds.), *Mass Media and Political Thought*. Beverly Hills: Sage Publications, 1985.

Refereed Papers:

Non-verbal Cues as a Test of Gender and Race Bias in Politics: the Italian Case. *Italian Journal of Political Science*, in press. (with Mauro Barisione).

Who is Less Welcome? The Impact of Individuating Cues on Attitudes towards Immigrants. *Journal of Ethnic and Migration Studies*, 41, 2015, 239-259 (with Kees Aarts, Sedef Turper, and Minna van Gerven),

Fear and Loathing across Party Lines: New Evidence on Group Polarization. *American Journal of Political Science*, 2015, in press (with Sean Westwood).

Not All News Sources Are Equally Informative: A Cross-National Analysis of Political Knowledge in Europe. *International Journal of Press/Politics*, 19, 2014, 275-294 (with Marta Fraile).

Who Deserves Citizenship? An Experimental Study of Japanese Attitudes toward Immigrant Workers, *Social Science Japan Journal*, 18, 2015, 3-20. (with Tetsuro Kobayashi and Christian Collett).

Reconsidering 'Virtuous Circle' and 'Media Malaise' Theories of the Media: An 11-Nation Study. *Journalism*, 20, 2014, 2-19 (with James Curran et al.).

Sources in the News: A Comparative Study. *Journalism Studies*, 2014, 15, 374-91 (with David Rowe et al).

Internet Revolution Revisited: A Comparative Study of Online News. *Media, Culture and Society*, 35, 2013, 880-897 (with James Curran et al.)

Do Attitudes About Immigration Predict Willingness to Admit Individual Immigrants? A Cross-National Test of the Person-Positivity Bias. *Public Opinion Quarterly*, 2013, 77, 641-665 (with Simon Jackman et al.).

Auntie knows best? Public Broadcasters and Current Affairs Knowledge. *British Journal of Political Science* 2013, 43, 719-39 (with Stuart Soroka et al.).

International television news, foreign affairs interest, and public knowledge: A comparative Study of 11 countries. *Journalism Studies* 2013, 14, 387-406 (with Toril Aalberg, et al.).

The impact of economic and cultural cues on support for immigration in Canada and the US. *Canadian Journal of Political Science*, 2013, 45, 499-530 (with Stuart Soroka, Allison Harrell and Nicholas Valentino).

Affect, not ideology: A social identity perspective on polarization. *Public Opinion Quarterly*, 2012, 76, 405–431 (with Gaurav Sood and Yphtach Lelkes).

Who is a deserving immigrant? An experimental study of Norwegian attitudes. *Scandinavian Political Studies*, 2012, 97-116 (with Toril Aalberg and Solomon Messing).

Cross-national versus individual-level differences in political information: A media systems perspective, *Journal of Elections, Public Opinion, and Parties*, 2010, 20, 291-310 (with James Curran, Kyu Hahn, Anker Lund and Sharon Coen).

Media systems, public knowledge and democracy: A comparative study. *European Journal of Communication*, 2009, 24, 5-26 (with James Curran, Anker Lund and Inka Moring).

Red media, blue media: Evidence of ideological selectivity in media use, *Journal of Communication*, 59, 2009, 19-39 (with Kyu Hahn).

Dark areas of ignorance revisited, (with K. Hahn, H. Bonfadelli, & M. Marr) *Communication Research*, 36, 2009, 341-58.

A new era of minimal effects? Changing foundations of political communication, *Journal of Communication*, 58, 2008, 707-31 (with Lance Bennett).

Facial similarity between voters and candidates causes influence, *Public Opinion Quarterly*, 2008, 935-61 (with Jeremy Bailenson, Nick Yee, & Nathan Collins).

Selective exposure to campaign communication: The role of anticipated agreement and issue public membership, *Journal of Politics*, 2008, 186-200 (with Jon Krosnick, Kyu Hahn, and John Walker).

Facial similarity as a political cue: A preliminary investigation, *Political Psychology*, 2006, 373-86 (with Jeremy Bailenson & Nick Yee).

Speaking of values: The framing of American politics, *The Berkeley Electronic Forum*. 2005, 1-7.

The horserace sells (with H. Norporth & K. Hahn), *Journal of Politics*, 2004, 1357-73.

The effects of media-based campaigns on candidate and voter behavior: Implications for judicial elections, *Indiana Law Review*, 2002, 691-99.

The stealth campaign: Experimental studies of slate mail in California (with D. Lowenstein & S. Masket), *Journal of Law and Politics*, 2001, 295-332.

The method is the message: The current state of political communication, *Political Communication*, 2001, 225-29.

Prime suspects: the influence of local television news on the viewing public (with F. Gilliam), *American Journal of Political Science*, 2000, 560-73.

Replicating experiments using aggregate and survey data: the case of negative advertising and turnout, (with S. Ansolabehere & A. Simon), *American Political Science Review*, 1999, 901-10.

Crime in black and white: the violent, scary world of local news. *Harvard International Journal of Press/Politics*, 1996, 6-23 (with F. Gilliam, A. Simon, & O. Wright).

Framing responsibility for political issues. *Annals of the American Academy of Political and Social Science*, 1996, 59-70.

Can the press monitor campaign advertising?" *Harvard International Journal of Press/Politics*, 1996, 72-86 (with S. Ansolabehere).

Does negative advertising demobilize the electorate? (with S. Ansolabehere, N. Valentino & A. Simon) *American Political Science Review*, 1994, 829-38.

Riding the wave and claiming ownership over issues: the joint effects of advertising and news coverage in campaigns, (with S. Ansolabehere) *Public Opinion Quarterly*, 1994, 335-357.

Of horseshoes and horse races: experimental studies of the impact of poll results on electoral behavior, (with S. Ansolabehere) *Political Communication*, 1994, 413-429.

News coverage of the Gulf crisis and public opinion: a survey of effects, (with A. Simon) *Communication Research*, 1993, 365-383.

How television news affects voters: from setting agendas to defining standards, *Notre Dame Journal of Law, Ethics and Public Policy*, 1992, 6, 33-48.

Mass media and elections: an overview, (with S. Ansolabehere & R. Behr), *American Politics Quarterly*, 1991, 19, 109-139.

The accessibility bias in politics: television news and public opinion, *International Journal of Public Opinion*, 1990, 1-15. Reprinted in Stanley Rothman (ed.), Mass Media and Democratic Government. New York: Paragon House Press, 1991.

Framing responsibility for political issues: the case of poverty, *Political Behavior*, 1990, 19-40.

How citizens think about political issues: a matter of responsibility, *American Journal of Political Science*, 1989, 878-900. Reprinted in Jeffrey Stonecash (ed.), American State and Local Politics. N.Y.: Harcourt Brace College Publishers, 1994.

Television news and citizens' explanations of national issues, *American Political Science Review*, 81, 1987, 815-32. Reprinted in Doris Graber (ed.), Media Power in Politics. Washington, D.C.: Congressional Quarterly Press, 1989.

Television news, real-world cues, and changes in the public agenda (with R. Behr), *Public Opinion Quarterly*, 49, 1985, 38-57.

The evening news and presidential evaluations (with D. Kinder, M. Peters & J. Krosnick), *Journal of Personality and Social Psychology*, 1984, 46, 778-787. Reprinted in L. Anne Peplau, David O. Sears & Jonathan Freedman (eds.), Readings in Social Psychology: Classic and Contemporary Contributions. Englewood-Cliffs: Prentice-Hall, 1986.

Experimental demonstrations of the 'not-so-minimal' consequences of television newscasts (with M. Peters & D. Kinder), *American Political Science Review*, 76, 1982, 848-858. Reprinted in Maxwell McCombs (ed.), Agenda-Setting: Readings on Media, Public Opinion and Policy Making. Hillsdale: Lawrence Erlbaum, 1989. Charles Whitney (ed.), Mass Communication Review Yearbook. Beverly Hills: Sage Publications, 1984. Doris Graber (ed.), Media Power in Politics. Washington, D.C.: Congressional Quarterly Press, 1984. David Sears & Anne Peplau (eds.), Readings in Social Psychology. Englewood Cliffs: Prentice-Hall, 1985. Neil Kressel (ed.), Political Psychology: Classic and Contemporary Readings. New York: Paragon House, 1993. Donald Kinder & Thomas Palfrey (eds.), Experimental Foundations of Political Science. Ann Arbor: University of Michigan Press. Richard Davis (ed.), Politics and the Media. Englewood-Cliffs: Prentice Hall, 1994.

Subjective political efficacy as a measure of diffuse support, *Public Opinion Quarterly*, 44, 1980, 249-256.

Trends in public support for Egypt and Israel, 1956-1978, (with M. Suleiman), *American Politics Quarterly*, 8, 1980, 34-60. Reprinted in Michael W. Suleiman, Arabs in the Mind of America. Brattleboro, VT: Amana Books, 1988.

Trust, efficacy and political reality: a longitudinal analysis of Indian high school students, *Comparative Politics*, 13, 1980, 36-51.

Television news and issue salience: a reexamination of the agenda-setting hypothesis, *American Politics Quarterly*, 7, 1979, 395-416.

Political knowledge among Indian children and adolescents: an examination of the 'mass ignorance' thesis, *Social Science Quarterly*, 60, 1979, 328-335.

Learning about the population problem: childhood attitudes toward family planning in India, *Youth and Society*, 10, 1979, 275-295.

Childhood political learning in a new nation: the impact of partisanship, *Comparative Politics*, 11, 1979, 205-223.

Testing the transfer of affect hypothesis in a new nation using panel data, *American Journal of Political Science*, 22, 1978, 905-916.

The development of political efficacy in a new nation: the case of Andhra Pradesh, *Comparative Political Studies*, 10, 1978, 337-354.

Children's partisan loyalties in a new nation, *Public Opinion Quarterly*, 42, 1978, 115-125.

Political agitation and childhood political learning: the case of Andhra Pradesh, *Journal of the Developing Areas*, 12, 1977, 3-16.

Learning to support the prime minister: political socialization in India, *Comparative Political Studies*, 9, 1977, 407-427.

Childhood learning of partisanship in a new nation: the case of Andhra Pradesh, *American Journal of Political Science*, 20, 1976, 407-423.

Assessing linguistic equivalence in multilingual surveys, *Comparative Politics*, 8, 1976, 577-589. Reprinted in Donald P. Warwick & Martin Bulmer (eds.), Social Research in Developing Countries, New York: John Wiley, 1983, pp. 173-182.

The development of political agitators: political socialization in an Indian state, *Youth and Society*, 7, 1975, 27-48.

Magnifying relationships between attitudinal variables using panel analysis, *Public Opinion Quarterly*, 38, 1974, 90-97.

The problem of response stability: some correlates and consequences, *American Journal of Political Science*, 17, 1973, 797-808.

Conference Papers (2005-2012):

2012

Shanto Iyengar and Solomon Messing, Racial Attitudes and Immigration: An Exploration Based on Cross-national Experiments in the U.S., U.K., Japan, and Korea. Midwestern Political Science Association.

Shanto Iyengar and Gaurav Sood. Fear and Loathing across Party Lines: The Polarizing Impact of Campaigns. American Political Science Association.

2010

“Polarization in Less than 30 Seconds: Continuous Monitoring of Viewer Response to Campaign Advertising,” (with Kyu Hahn and Simon Jackman), International Communication Association, 2010.

“Explicit Racial Cues in Campaign Advertising: The Case of Skin Complexion in the 2008 Campaign,” (with Kyu Hahn and Solomon Messing) Midwest Political Science Association.

“Do Explicit Racial Cues Influence Candidate Preference? The Case of Skin Complexion in the 2008 Campaign” (with Kyu Hahn and Solomon Messing), American Political Science Association, 2010.

2009

“Understanding Explicit and Implicit Attitudes: A Comparison of Racial Group and Candidate Preferences in the 2008 Election” (with Kyu Hahn, Christopher Dial and Mahzarin Banaji) American Political Science Association

2008

“Dark areas of ignorance” revisited: A comparative analysis of foreign affairs information in California and Switzerland (with Kyu Hahn), International Communication Association.

Polarization in Less than Thirty Seconds: Continuous Monitoring of Voter Response to Campaign Advertising (with Kyu Hahn and Simon Jackman), Midwestern Political Science Association.

2007

Who Said What? Issue Advertising as Campaign Strategy (with Kyu Hahn), Midwestern Political Science Association.

Red media, blue media: Evidence of ideological selectivity in media use, International Communication Association.

2006

Facial Similarity as a Voting Heuristic: Some Experimental Evidence (with Jeremy Bailenson, Nick Yee, and Nathan Collins). American Political Science Association.

The Effects of Country-specific News on American Investor Confidence: Evidence from Closed-end Country Funds (with Kyu Hahn). International Communication Association.

2005

Mobilizing young voters through information technology: A field experiment (with Alan Gerber, Donald Green, & Simon Jackman). American Political Science Association.

Deliberative public opinion in presidential primaries; Evidence from the online Deliberative Poll (with James Fishkin & Robert Luskin). American Political Science Association.

Transformed facial similarity as a facial cue: A preliminary investigation (with Jeremy Bailenson & Nick Yee). International Communication Association.

Roundtable, The future of political communication research; where we’ve been, where we’re going. American Political Science Association.

Professional Service

Editor, Political Communication (2007-2014)

President, Experimental Research Section, American Political Science
Association, 2012