

VITA
WILLIAM GEORGE JACOBY

Michigan State University Address:

Department of Political Science
Michigan State University
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Current Research Interests:

Mass-level belief systems and ideology; values and public opinion; the sources of issue attitudes; issue framing; the cognitive and perceptual foundations of public opinion; attitude change during election campaigns; measurement theory; scaling strategies for political phenomena; statistical graphics; public policy in the American states.

Teaching Interests:

Substantive: Public opinion; voting and elections; political participation; mass political behavior; political parties; political psychology; interest groups and social movements; American government.

Methodological: Scaling and dimensional analysis; statistical graphics; regression analysis and linear models; structural equation models; introductory statistics; general research design and methods.

Education:

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| B.A. | 1975 | University of Delaware (with Honors, Phi Beta Kappa)
Major — Political Science |
| M.A. | 1978 | University of North Carolina at Chapel Hill (Political Science)
Thesis: Liberal-Conservative Identifications and
the Perception of Help Sources for Problems
(Directed by George Rabinowitz) |
| Ph.D. | 1983 | University of North Carolina at Chapel Hill (Political Science)
Dissertation: Party Identification and Cognitive
Structure: An Unfolding Analysis
(Directed by James Prothro) |

Publications— Books and Monographs:

The American Voter Revisited. (with Michael S. Lewis-Beck; Helmut Norpoth; Herbert F. Weisberg). 2008. Ann Arbor, MI: University of Michigan Press.

Statistical Graphics for Visualizing Multivariate Data. 1998. Newbury Park, CA: Sage Publications

Statistical Graphics for Visualizing Univariate and Bivariate Data. 1997. Newbury Park, CA: Sage Publications.

Data Theory and Dimensional Analysis. 1991. Newbury Park, CA: Sage Publications.

Publications— Refereed Articles:

“Ideology and Vote Choice in the 2004 Election.” 2009. *Electoral Studies*. Forthcoming. Available online at: <http://dx.doi.org/10.1016/j.electstud.2009.05.021>.

“Public Opinion During a Presidential Campaign: Distinguishing the Effects of Environmental Evolution and Attitude Change.” 2009. *Electoral Studies* 28: 422-463.

“A New Measure of Policy Spending Priorities in the American States” (with Sandra K. Schneider). 2008. *Political Analysis*. 17:1-24.

“Comment: The Dimensionality of Public Attitudes Toward Government Spending.” 2008. *Political Research Quarterly* 61: 158-161.

“Reconsidering the Linkage between Public Assistance and Public Opinion in the American Welfare State” (with Sandra K. Schneider). 2007. *British Journal of Political Science* 37: 555-566.

“Value Choices and American Public Opinion.” 2006. *American Journal of Political Science* 50: 706-723.

“Elite Discourse and American Public Opinion: The Case of Welfare Spending” (with Sandra K. Schneider). 2005. *Political Research Quarterly* 58: 367-379.

“Public Attitudes Toward the Policy Responsibilities of the National and State Governments: Evidence from South Carolina” (with Sandra K. Schneider). 2003. *State Politics & Policy Quarterly* 3: 246-269.

“A Culture of Dependence? The Relationship Between Public Assistance and Public Opinion” (with Sandra K. Schneider). 2003. *British Journal of Political Science* 33: 213-231.

“Variability in State Policy Priorities: An Empirical Analysis” (with Sandra K. Schneider). 2001. *Journal of Politics* 63: 544-568.

“Issue Framing and Public Opinion on Government Spending.” 2000. *American Journal of Political Science* 44: 750-767.

“Loess: A Nonparametric, Graphical Tool for Depicting Relationships Between Variables.” 2000. *Electoral Studies* 19: 577-613.

“Levels of Measurement and Political Research: An Optimistic View.” 1999. *American Journal of Political Science* 43: 271-301.

Publications— Refereed Articles (Continued):

“The Structure of Bureaucratic Decisions in the American States” (with Sandra K. Schneider and Jerrell D. Cogburn). 1997. *Public Administration Review* 57: 240-249.

“Influences on Bureaucratic Policy Initiatives in the American States” (with Sandra K. Schneider). 1996. *Journal of Public Administration Research and Theory* 6: 495-522.

“Testing the Effects of Paired Issue Statements on the Seven-Point Issue Scales.” 1996. *Political Analysis, Volume 5, 1993-1994*. Ann Arbor, MI: University of Michigan Press.

“BOOTSREG: A SAS/IML Language Program for Bootstrapping Linear Regression Models” (with Xitao Fan). 1995. *Educational and Psychological Measurement* 55: 764-769.

“The Structure of Ideological Thinking in the American Electorate.” 1995. *American Journal of Political Science* 39: 314-335.

“Public Attitudes Toward Government Spending.” 1994. *American Journal of Political Science* 38: 336-361.

“A SAS/IML Macro for Calculating the Line-of-Sight Measure of Interobject Dissimilarity.” 1993. *Psychometrika* 58: 511-512.

“I’d Rather Switch Than Fight: Lifelong Democrats and Converts to Republicanism Among Campaign Activists” (With John Clark, John Bruce, John Kessel). 1991. *American Journal of Political Science* 35: 577-597.

“Ideological Identification and Issue Attitudes.” 1991. *American Journal of Political Science* 35: 178-205.

“Variability in Issue Alternatives and American Public Opinion.” 1990. *Journal of Politics* 52: 579-606.

“The Sources of Liberal-Conservative Thinking.” 1989. *Political Behavior* 10: 316-332.

“The Impact of Party Identification on Issue Attitudes.” 1988. *American Journal of Political Science* 32: 643-661.

“Inconsistent Preferences and the Multidimensional Unfolding Model.” 1988. *Political Methodology* 11: 201-220 (Date on journal volume is 1985).

“Levels of Conceptualization and Reliance on the Liberal-Conservative Continuum.” 1986. *Journal of Politics* 48: 423-432.

“Scaling Legislative Decision-Making: A Methodological Exercise” (with Wayne Francis). 1985. *Political Behavior* 7: 285-303.

“Intra-Party Cleavage in the British House of Commons: Evidence from the 1974-1979 Parliament” (with David Wood). 1984. *American Journal of Political Science* 28: 203-223.

“Unfolding the Party Identification Scale: Improving the Measurement of an Important Concept.” 1982. *Political Methodology* 8: 33-60.

“Salience as a Factor in the Impact of Issues on Candidate Evaluation” (with George Rabinowitz and James Prothro). 1982. *Journal of Politics* 44: 41-63.

Publications— Book Chapters:

- “Is a Liberal-Conservative Identification an Ideology?” 2008. In Barbara Norrander and Clyde Wilcox (Editors), *Understanding Public Opinion (Third Edition)*. Washington, D.C.: Congressional Quarterly. (Forthcoming).
- “The American Voter.” 2008. In Jan E. Leighley (Editor), *The Oxford Handbook of American Elections and Political Behavior*. Oxford, UK: Oxford University Press. (Forthcoming).
- “Citizen Influences on State Policy Priorities: The Interplay of Public Opinion and Interest Groups” (with Sandra K. Schneider). 2006. In Jeffrey E. Cohen (Editor), *Public Opinion in State Politics*. Stanford, CA: Stanford University Press.
- “Is It Really Ambivalence? Public Opinion Toward Government Spending.” 2005. In Stephen C. Craig and Michael D. Martinez (Editors), *Ambivalence and the Structure of Public Opinion*. New York: Palgrave Macmillan.
- “Ideology in the 2000 Election: A Study in Ambivalence.” 2004. In Herbert F. Weisberg and Clyde Wilcox (Editors), *Models of Voting in Presidential Elections: The 2000 Election*. Stanford, CA: Stanford University Press.
- “Core Values and Political Attitudes.” 2002. In Barbara Norrander and Clyde Wilcox (Editors), *Understanding Public Opinion (Second Edition)*. Washington, D.C.: Congressional Quarterly.
- “Liberal-Conservative Thinking in the American Electorate.” 2002. In Michael X. Delli Carpini, Leonie Huddy, Robert Y. Shapiro (Editors), *Research in Micropolitics: Political Decision Making, Participation, and Deliberation, Volume Six*. Greenwich, CT: JAI Press.
- “Public Opinion and Economic Policy in 1992.” 1996. In Barbara Norrander and Clyde Wilcox (Editors), *Understanding Public Opinion*. Washington, D.C.: Congressional Quarterly.

Publications— Nonrefereed Articles and Reports:

- “Are Repeated Conference Papers Really a Problem?” (with Sandra K. Schneider). 2008. *PS: Political Science and Politics* 61: 307-308.
- “Content Coding of the Levels of Conceptualization in the 2000 CPS National Election Study” (with Robert Moore). 2006. Ann Arbor, MI: Center for Political Studies, American National Election Studies.
- “The Dot Plot: A Graphical Display for Labeled Quantitative Values.” 2006. *The Political Methodologist* 14 (Number 1): 6-14.
- “Issue Framing.” 2005. In Benjamin Radcliff and Samuel Best (Editors), *Polling America: An Encyclopedia of Public Opinion*. Philadelphia, PA: Westview Press.
- “Writing for the General Journals in Political Science” (With Kim Quaille Hill, Jan Leighley, Lee Sigelman). 2004. *Step Ahead: Newsletter of the Science, Technology, and Environmental Policy Section, American Political Science Association* 2 (Fall). Pages 2-4.
- “Local Regression” and “Scaling.” 2003. In Michael S. Lewis-Beck, Alan Bryman, Tim Futing Liao (Editors), *Encyclopedia of Research Methods for the Social Sciences*. Newbury Park, CA: Sage.
- “Report on Values and Presdispositions Items in the 1998 National Election Study.” 1998. ANES Technical Report Series, No. nes010752. Ann Arbor, MI: Center for Political Studies, American National Election Studies.

Publications— Book Reviews:

Review of *Tides of Consent: How Public Opinion Shapes American Politics* (by James A. Stimson, 2004, Cambridge University Press). 2006. *Perspectives on Politics* 4: 202-203.

Review of *Regression Graphics: Ideas for Studying Regressions through Graphics* (by R. Dennis Cook, 1998, John Wiley). 2000. *Chance: A Magazine of the American Statistical Association* 13:.

Review of *Muffled Echoes: Oliver North and the Politics of Public Opinion* (by Amy Fried, 1997, Columbia University Press). 1998. *Journal of Politics* 60: 1268-1269.

Editorial Activities:

Editor, *The Journal of Politics* (2001-2004 Term).

Editor, *Votes & Opinions*, the Newsletter of the American Political Science Association Organized Section on Elections, Public Opinion, and Voting Behavior (1993-2000).

Current member, Editorial Boards of *The Journal of Politics*, *Political Analysis* (founding Board member), and *Political Behavior*.

Former member, Editorial Boards of *Structural Equation Modeling* (1994-2003), *American Politics Quarterly* (1998-2001), *PS: Political Science & Politics* (1998-2000), *American Journal of Political Science* (1992-1994).

Grants:

“2006 Cooperative Congressional Election Study” (with Richard Hula and Sandra K. Schneider). \$15,000 grant from the Michigan State University Institute for Public Policy and Social Research. May 2006 through November 2006.

“Value Choices in the Mass Public: Testing for Framing Effects and Hierarchical Structure.” Internet survey data collection supported by Time-Sharing Experiments in the Social Sciences program, December 2004.

“Incorporating Dynamic, Interactive, Statistical Graphics into Research Methodology Courses in Political Science.” \$5000 Provost’s Instructional Innovation Grant from the University of South Carolina. July, 1997 through December, 1997.

“Statistical Graphics for Model Revision in Multiple Regression and Factor Analysis.” Research and Productive Scholarship \$2400 Grant from the University of South Carolina. March, 1996 through September, 1996.

“The Impact of the Political Environment on Public Opinion.” Research and Productive Scholarship \$2600 Grant from the University of South Carolina. January, 1990 through June, 1990.

“Presidential Parties in the 1988 Election” (with John H. Kessel). National Science Foundation \$111,000 Grant for June, 1988 through June, 1990.

Awards:

1998 American Society for Public Administration Mosher Award for Best Academic Article published in *Public Administration Review* During 1997: "The Structure of Bureaucratic Decisions in the American States" (with Sandra K. Schneider and Jerrell D. Cogburn).

Award for Best Paper Presented at the 1980 Annual Meetings of the Southern Association for Public Opinion Research: "Unfolding the Party Identification Scale."

1978 Chastain Award for Best Paper Presented by a Graduate Student at the 1977 Annual Meetings of the Southern Political Science Association.

Recent Conference Papers:

"Policy Attitudes, Ideology, and Voting Behavior in the 2008 Election." Paper presented at the 2009 Annual Meetings of the American Political Science Association.

"Individual Value Choices: Hierarchical Structure versus Ambivalence and Indifference." Paper presented at the 2009 Annual Meetings of the Midwest Political Science Association.

"Testing for Hierarchical Structure Among Individual Value Choices." Paper presented at the 2008 Annual Meetings of the American Political Science Association."

"Citizens' Perceptions of Intergovernmental Policy Responsibilities" (with Sandra K. Schneider). Paper presented at the 2009 Annual Meetings of the Midwest Political Science Association, the 2008 Annual Meetings of the American Political Science Association, the 2008 State Politics and Policy Conference, and the 2008 Annual Meetings of the Midwest Political Science Association.

"Ideology and Vote Choice in the 2008 Election." Paper presented at the Shambaugh Conference on "The American Voter: Change or Continuity Over the Past 50 Years?" University of Iowa. May 9, 2008.

"Structure and Consistency in Individual Value Choices." Paper presented at the 2008 Annual Meetings of the Midwest Political Science Association.

"Public Opinion During a Presidential Campaign: Distinguishing the Effects of Environmental Evolution and Attitude Change." Paper presented at the Conference on Producing Better Measures by Combining Data Cross-Temporally. Nuffield College, Oxford University. November 9, 2007.

"The Formation of Issue Concepts and Partisan Change." Paper presented at the 2007 Annual Meetings of the Southern Political Science Association."

"Attitude Structure and the Problem of Ideology." Paper presented at the 2006 Annual Meetings of the American Political Science Association.

"The Linkage Between State Policy Priorities and State Program Efforts" (with Sandra K. Schneider). Paper presented at the 2006 Annual Meetings of the American Political Science Association.

"Public Policy and Political Preference." Paper presented at the 2006 Annual Meetings of the Midwest Political Science Association.

"Ideology in the 2004 Election." Paper presented at the Mershon Center Conference on "The Wartime Election of 2004" (The Ohio State University, January 12-15, 2006) and at the 2005 Annual Meetings of the American Political Science Association.

"The Structure of Value Choices in the American Public" (with Paul M. Sniderman). Paper presented at the 2006 Annual Meetings of the Southern Political Science Association.

Other Recent Conference Activities:

Chair and Discussant, panel on “Ideology” at the 2009 Annual Meetings of the American Political Science Association.

Discussant, panel on “Voting in Primaries, and Beyond” at the 2009 Annual Meetings of the Midwest Political Science Association.

Chair and Discussant, panel on “Individual Differences in Political Cognition” at the 2009 Annual Meetings of the Midwest Political Science Association.”

Participant, roundtable on “The American Voter Revisited: Lessons for 2008” at the 2009 Annual Meetings of the Southern Political Science Association.

Participant, roundtable on “*The American Voter Revisited: What We Know Now*” at the 2008 Annual Meetings of the American Political Science Association.

Chair, roundtable on “Racial Attitudes and Voting in the 2008 Election” at the 2008 Annual Meetings of the American Political Science Association.

Chair, panel on “What Does the Public Really Know?” 2008 Annual Meetings of the Midwest Political Science Association.

Chair and Discussant, panel on “Campaigns, Elections, and Public Opinion.” 2008 Annual Meetings of the Midwest Political Science Association.

Chair and discussant, panel on “Ideology, Values, and Sophistication” at the 2007 Annual Meetings of the American Political Science Association.

Chair and participant, roundtable on “*The American Voter Revisited: Multidisciplinary Perspectives*” at the 2007 Annual Meetings of the American Political Science Association.

Chair and Discussant, panel on “Values: Content, Causes, and Consequences” at the 2007 Annual Meetings of the Midwest Political Science Association.

Participant, roundtable on “The American Voter Revisited” at the 2007 Annual Meetings of the Midwest Political Science Association.

Participant, roundtable on “Measuring Elite and Mass Preferences in the American States” at the 2007 Annual Meetings of the Southern Political Science Association.

Discussant, panel on “Immigration and Public Opinion” at the 2006 Annual Meetings of the American Political Science Association.

Discussant, panels on “Influences on Partisanship and Ideology” and “Informed Voting?” at the 2006 Annual Meetings of the Midwest Political Science Association.

Chair and Discussant, panels on “Public Opinion and Political Trust” and “Public Opinion and European Democracy” at the 2006 Annual Meetings of the Southern Political Science Association.

Discussant, panel on “The 2004 U.S. Election: Values, Issues, and Communication” at the 2005 Annual Meetings of the American Political Science Association.

Chair and Discussant, panels on “Political Preferences” and “Ideology and Values” at the 2005 Annual Meetings of the Midwest Political Science Association.

Professional Service:

Keynote speaker, 2009 Midwest Political Science Undergraduate Research Conference, Buena Vista University.

President, American Political Science Association Organized Section on Elections, Public Opinion, and Voting Behavior, 2008-2010.

Chair (2008) and Member (2007), Nominations Committee, Society for Political Methodology.

Chair, 2007-2008 Southern Political Science Association Nominating Committee to Select the Editor of *The Journal of Politics*.

Instructor, short course on “Creating Powerful and Effective Graphical Displays” at the 2007 Annual Meetings of the American Political Science Association. Sponsored by the Society for Political Methodology.

Member, Program Committee, 2007 Annual Meetings of the American Political Science Association. Section Chair for Public Opinion.

Member, Southern Political Science Association Committee to select the best paper published in *The Journal of Politics* during 2006.

External Member, Program Review Committee, Department of Political Science, Louisiana State University, February 2006.

Member, Executive Council, American Political Science Association Organized Section on Elections, Public Opinion, and Voting Behavior, 2005-2007.

External reviewer for tenure and/or promotion of faculty members at Emory University, New York University, Utah State University, the University of Iowa, the College of William and Mary, Washington University in St. Louis, Louisiana State University, University of Notre Dame, Washington State University, University of Memphis, University of Mississippi, University of Florida, University of Missouri, University of California-Davis, University of Virginia, University of Pittsburgh, University of North Texas, University of North Carolina-Chapel Hill, University of Pennsylvania, Northwestern University, University of California-Santa Barbara, Texas A&M University, University of Montreal.

Program Co-Chair, 2005 State Politics and Policy Conference, American Political Science Association Organized Section on State Politics. East Lansing, MI.

Member, 2005 Nominations Committee for the Executive Council, Inter-University Consortium for Political and Social Research.

Ex officio member, Southern Political Science Association Committee to Select the Editor of *The Journal of Politics*, 2003.

Chair, Southern Political Science Association Committee to select the best paper published in *The Journal of Politics* during 2005, 2002 and 2001.

Member, Advisory Committee for Inter-University Consortium for Political and Social Research Summer Program in Quantitative Methods of Social Research, 2001-2004.

Member of the Midwest Political Science Association Executive Council, 2001-2003 Term.

Presenter, APSA Short Course on “American State Data Resources” at the 2001 Annual Meetings of the American Political Science Association.

Vice-President, American Political Science Association Organized Section on Elections, Public Opinion, and Voting Behavior, 2000-2002.

Professional Service (Continued):

Communications Director, American Political Science Association Organized Section on Elections, Public Opinion, and Voting Behavior, 1992-2000.

Section Co-Chair for Political Methodology at the 2000 Annual Meetings of the Midwest Political Science Association.

Member, Planning Committee for the 1998 American National Election Study (Center for Political Studies, Institute for Social Research, University of Michigan).

Section Head for Information Visualization, 1996 Annual Meetings of the Southeastern SAS Users Group.

Section Head for Elections, Voting Behavior, and Participation, 1996 Annual Meetings of the Midwest Political Science Association.

Employment Record:

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|------------|--|
| 2007-2009 | Director, Inter-University Consortium for Political and Social Research Summer Program in Quantitative Methods of Social Research. University of Michigan |
| 2003-2009 | Professor, Department of Political Science, Michigan State University |
| 1984-2007 | Instructor, Inter-University Consortium for Political and Social Research Summer Program in Quantitative Methods of Social Research. University of Michigan |
| 2004 | Instructor, Oxford Spring School for Quantitative Methods of Social Research. Oxford University. Oxford, England. |
| 1999-2003 | Professor, Department of Government and International Studies, University of South Carolina |
| 1991-1999 | Associate Professor, Department of Government and International Studies, University of South Carolina |
| 1996, 1998 | Instructor, Australian Consortium for Social and Political Research, Incorporated Summer Program in Quantitative Methods of Social Research. Australian National University, Canberra, ACT, Australia. |
| 1989-1991 | Assistant Professor, Department of Government and International Studies, University of South Carolina |
| 1985-1989 | Assistant Professor, Department of Political Science, The Ohio State University |
| 1983-1985 | Assistant Professor, Department of Political Science, University of Missouri-Columbia |
| 1980-1983 | Visiting Instructor, Department of Political Science, University of Missouri-Columbia |
| 1979-1980 | Research Assistant, Social Science Statistical Laboratory, Institute for Research in Social Science, University of North Carolina at Chapel Hill |
| 1979 | Graduate Instructor, Department of Political Science, University of North Carolina at Chapel Hill |
| 1975-1978 | Teaching/Research Assistant, Division of Instructional Computing and Statistics, Institute for Research in Social Science, University of North Carolina at Chapel Hill |