



## Shanto Iyengar

William Robertson Coe Professor and Professor of Political Science and of Communication

 Curriculum Vitae available Online

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### Bio

#### BIO

Shanto Iyengar is a Professor of Political Science and Director of the Political Communication Laboratory. Iyengar's areas of expertise include the role of mass media in democratic societies, public opinion, and political psychology. Iyengar's research has been supported by grants from the National Science Foundation, the National Institutes of Health, the Ford Foundation, the Pew Charitable Trusts, and the Hewlett Foundation. He is the recipient of several professional awards including the Philip Converse Award of the American Political Science Association for the best book in the field of public opinion, the Murray Edelman Lifetime Achievement Award, and the Goldsmith Book Prize from Harvard University. Iyengar is author or co-author of several books, including *News That Matters* (University of Chicago Press, 1987), *Is Anyone Responsible?* (University of Chicago Press, 1991), *Explorations in Political Psychology* (Duke University Press, 1995), *Going Negative* (Free Press, 1995), and *Media Politics: A Citizen's Guide* (Norton, 2011).

#### ACADEMIC APPOINTMENTS

- Professor, Political Science
- Professor, Communication

#### ADMINISTRATIVE APPOINTMENTS

- Member, American Academy of Arts and Sciences, (2014- present)
- Visiting Distinguished Fellow, Sage Center for the Study of the Mind, University of California - Santa Barbara, (2007-2007)

#### HONORS AND AWARDS

- Goldsmith Book Award, Kennedy School of Government, Harvard University (1996)
- Murray Edelman Lifetime Achievement Award, American Political Science Association (1999)
- Philip Converse Book Award, American Political Science Association (2004)
- Distinguished Alumni Award, University of Iowa (2006)
- Book Award, American Association for Public Opinion Research (2009)

#### BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Editor, Political Communication (2007 - present)
- President, Experimental Research Section, American Political Science Association (2012 - 2012)

#### LINKS

- Political Communication Lab: <http://pcl.stanford.edu/>

## Teaching

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### COURSES

#### 2023-24

- Campaigns, Voting, Media, and Elections: AMSTUD 162B, COMM 162, COMM 262, POLISCI 120B (Win)
- Party Polarization: POLISCI 424C (Spr)

#### 2022-23

- Campaigns, Voting, Media, and Elections: AMSTUD 162B, COMM 162, COMM 262, POLISCI 120B (Win)
- Topics in American Political Behavior: POLISCI 420B (Aut)
- Workshop in American Politics: POLISCI 422 (Aut, Win, Spr)

#### 2021-22

- Campaigns, Voting, Media, and Elections: COMM 162, COMM 262, POLISCI 120B (Win)
- Topics in American Political Behavior: POLISCI 420B (Aut)

#### 2020-21

- Campaigns, Voting, Media, and Elections: COMM 162, COMM 262, POLISCI 120B (Aut)
- Party Polarization: POLISCI 424C (Win)

### STANFORD ADVISEES

#### Doctoral Dissertation Reader (AC)

Ruth Elisabeth Appel

#### Postdoctoral Faculty Sponsor

Derek Holliday, Marc Jacob

#### Master's Program Advisor

Jake Beber-Frankel, Hunter Musi, Ethan Ng

#### Doctoral (Program)

Chris Flores, Abhinav Ramaswamy, Kasey Rhee, Kesley Townsend, Shun Yamaya

## Publications

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### PUBLICATIONS

- **Campaign Contributions, Independent Expenditures, and the Appearance of Corruption: Public Opinion vs. the Supreme Court's Assumptions** *ELECTION LAW JOURNAL*  
DeBell, M., Iyengar, S.  
2021
- **Partisan selective exposure in online news consumption: evidence from the 2016 presidential campaign** *POLITICAL SCIENCE RESEARCH AND METHODS*  
Peterson, E., Goel, S., Iyengar, S.  
2021; 9 (2): 242–58
- **Partisanship as a Social Identity: Implications for Polarization** *POLITICAL BEHAVIOR*  
West, E. A., Iyengar, S.  
2020
- **Partisan Gaps in Political Information and Information-Seeking Behavior: Motivated Reasoning or Cheerleading?** *AMERICAN JOURNAL OF POLITICAL SCIENCE*

Peterson, E., Iyengar, S.  
2020

- **Political sectarianism in America.** *Science (New York, N.Y.)*  
Finkel, E. J., Bail, C. A., Cikara, M. n., Ditto, P. H., Iyengar, S. n., Klar, S. n., Mason, L. n., McGrath, M. C., Nyhan, B. n., Rand, D. G., Skitka, L. J., Tucker, J. A., Van Bavel, et al  
2020; 370 (6516): 533–36
- **Economic and Cultural Drivers of Immigrant Support Worldwide** *BRITISH JOURNAL OF POLITICAL SCIENCE*  
Valentino, N. A., Soroka, S. N., Iyengar, S., Aalberg, T., Duch, R., Fraile, M., Hahn, K. S., Hansen, K. M., Harell, A., Helbling, M., Jackman, S. D., Kobayashi, T.  
2019; 49 (4): 1201–26
- **Ethnocentrism versus group-specific stereotyping in immigration opinion: cross-national evidence on the distinctiveness of immigrant groups** *JOURNAL OF ETHNIC AND MIGRATION STUDIES*  
Konitzer, T. B., Iyengar, S., Valentino, N. A., Soroka, S., Duch, R. M.  
2019; 45 (7): 1051–74
- **Scientific communication in a post-truth society** *PROCEEDINGS OF THE NATIONAL ACADEMY OF SCIENCES OF THE UNITED STATES OF AMERICA*  
Iyengar, S., Massey, D. S.  
2019; 116 (16): 7656–61
- **The Origins and Consequences of Affective Polarization in the United States** *ANNUAL REVIEW OF POLITICAL SCIENCE, VOL 22*  
Iyengar, S., Lelkes, Y., Levendusky, M., Malhotra, N., Westwood, S. J., Levi, M., Rosenblum, N. L.  
2019; 22: 129–46
- **Scientific communication in a post-truth society.** *Proceedings of the National Academy of Sciences of the United States of America*  
Iyengar, S., Massey, D. S.  
2018
- **Robert Edwards Lane, APSA President (1970-1971) In Memoriam** *PS-POLITICAL SCIENCE & POLITICS*  
Hochschild, J., Aberbach, J., Iyengar, S., Shapiro, I.  
2018; 51 (4): 885–88
- **The Home as a Political Fortress: Family Agreement in an Era of Polarization** *JOURNAL OF POLITICS*  
Iyengar, S., Konitzer, T., Tedin, K.  
2018; 80 (4): 1326–38
- **The tie that divides: Cross-national evidence of the primacy of partyism** *EUROPEAN JOURNAL OF POLITICAL RESEARCH*  
Westwood, S. J., Iyengar, S., Walgrave, S., Leonisio, R., Miller, L., Strijbis, O.  
2018; 57 (2): 333–54
- **Partisanship as Social Identity; Implications for the Study of Party Polarization** *FORUM-A JOURNAL OF APPLIED RESEARCH IN CONTEMPORARY POLITICS*  
Iyengar, S., Krupenkin, M.  
2018; 16 (1): 23–45
- **The Strengthening of Partisan Affect** *POLITICAL PSYCHOLOGY*  
Iyengar, S., Krupenkin, M.  
2018; 39: 201–18
- **Locus of Control and Anti-Immigrant Sentiment in Canada, the United States, and the United Kingdom** *POLITICAL PSYCHOLOGY*  
Harell, A., Soroka, S., Iyengar, S.  
2017; 38 (2): 245-260
- **The Hostile Audience: The Effect of Access to Broadband Internet on Partisan Affect** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Lelkes, Y., Sood, G., Iyengar, S.  
2017; 61 (1): 5-20
- **POLARIZATION IN LESS THAN THIRTY SECONDS Continuous Monitoring of Voter Response to Campaign Advertising** *POLITICAL COMMUNICATION IN REAL TIME: THEORETICAL AND APPLIED RESEARCH APPROACHES*  
Iyengar, S., Jackman, S., Hahn, K., Schill, D., Kirk, R., Jasperson, A. E.

2017: 171-195

- **Attitudes toward Work, Motherhood, and Parental Leave in Canada, the United States, and the United Kingdom**  
Harell, A., Soroka, S., Iyengar, S., Lapointe, V., Thomas, M., Bittner, A.  
UNIV BRITISH COLUMBIA PRESS.2017: 247-67
- **Race, prejudice and attitudes toward redistribution: A comparative experimental approach** *EUROPEAN JOURNAL OF POLITICAL RESEARCH*  
Harell, A., Soroka, S., Iyengar, S.  
2016; 55 (4): 723-744
- **Why Are "Others" So Polarized? Perceived Political Polarization and Media Use in 10 Countries** *JOURNAL OF COMPUTER-MEDIATED COMMUNICATION*  
Yang, J., Rojas, H., Wojcieszak, M., Aalberg, T., Coen, S., Curran, J., Hayashi, K., Iyengar, S., Jones, P. K., Mazzoleni, G., Papathanassopoulos, S., Rhee, J. W., Rowe, et al  
2016; 21 (5): 349-367
- **The End of Framing as we Know it . . . and the Future of Media Effects** *MASS COMMUNICATION AND SOCIETY*  
Cacciatore, M. A., Scheufele, D. A., Iyengar, S.  
2016; 19 (1): 7-23
- **E PLURIBUS PLURIBUS, OR DIVIDED WE STAND FOREWORD** *PUBLIC OPINION QUARTERLY*  
Iyengar, S.  
2016; 80: 219-224
- **Fear and Loathing across Party Lines: New Evidence on Group Polarization** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Iyengar, S., Westwood, S. J.  
2015; 59 (3): 690-707
- **Non-verbal cues as a test of gender and race bias in politics: the Italian case** *ITALIAN POLITICAL SCIENCE REVIEW-RIVISTA ITALIANA DI SCIENZA POLITICA*  
Iyengar, S., Barisione, M.  
2015; 45 (2): 131-157
- **Who is Less Welcome?: The Impact of Individuating Cues on Attitudes towards Immigrants** *JOURNAL OF ETHNIC AND MIGRATION STUDIES*  
Turper, S., Iyengar, S., Aarts, K., van Gerven, M.  
2015; 41 (2): 239-259
- **Who Deserves Citizenship? An Experimental Study of Japanese Attitudes Toward Immigrant Workers** *SOCIAL SCIENCE JAPAN JOURNAL*  
Kobayashi, T., Collet, C., Iyengar, S., Hahn, K. S.  
2015; 18 (1): 3-22
- **Reconsidering 'virtuous circle' and 'media malaise' theories of the media: An 11-nation study** *JOURNALISM*  
Curran, J., Coen, S., Soroka, S., Aalberg, T., Hayashi, K., Hichy, Z., Iyengar, S., Jones, P., Mazzoleni, G., Papathanassopoulos, S., Rhee, J. W., Rojas, H., Rowe, et al  
2014; 15 (7): 815-833
- **Not All News Sources Are Equally Informative: A Cross-National Analysis of Political Knowledge in Europe** *INTERNATIONAL JOURNAL OF PRESS-POLITICS*  
Fraile, M., Iyengar, S.  
2014; 19 (3): 275-294
- **SOURCES IN THE NEWS A comparative study** *JOURNALISM STUDIES*  
Tiffen, R., Jones, P. K., Rowe, D., Aalberg, T., Coen, S., Curran, J., Hayashi, K., Iyengar, S., Mazzoleni, G., Papathanassopoulos, S., Rojas, H., Soroka, S.  
2014; 15 (4): 374-391
- **Sources in the News: A Comparative Study** *Journalism Studies*  
Iyengar, S., et al  
2014; 15 (4): 374-391
- **Auntie Knows Best? Public Broadcasters and Current Affairs Knowledge** *BRITISH JOURNAL OF POLITICAL SCIENCE*  
Soroka, S., Andrew, B., Aalberg, T., Iyengar, S., Curran, J., Coen, S., Hayashi, K., Jones, P., Mazzoleni, G., Rhee, J. W., Rowe, D., Tiffen, R.

2013; 43: 719-739

- **DO ATTITUDES ABOUT IMMIGRATION PREDICT WILLINGNESS TO ADMIT INDIVIDUAL IMMIGRANTS? A CROSS-NATIONAL TEST OF THE PERSON-POSITIVITY BIAS** *PUBLIC OPINION QUARTERLY*

Iyengar, S., Jackman, S., Messing, S., Valentino, N., Aalberg, T., Duch, R., Hahn, K. S., Soroka, S., Harell, A., Kobayashi, T.

2013; 77 (3): 641-665

- **INTERNATIONAL TV NEWS, FOREIGN AFFAIRS INTEREST AND PUBLIC KNOWLEDGE: A comparative study of foreign news coverage and public opinion in 11 countries** *JOURNALISM STUDIES*

Aalberg, T., Papathanassopoulos, S., Soroka, S., Curran, J., Hayashi, K., Iyengar, S., Jones, P. K., Mazzoleni, G., Rojas, H., Rowe, D., Tiffen, R.

2013; 14 (3): 387-406

- **AFFECT, NOT IDEOLOGY A SOCIAL IDENTITY PERSPECTIVE ON POLARIZATION** *PUBLIC OPINION QUARTERLY*

Iyengar, S., Sood, G., Lelkes, Y.

2012; 76 (3): 405-431

- **The Impact of Economic and Cultural Cues on Support for Immigration in Canada and the United States** *CANADIAN JOURNAL OF POLITICAL SCIENCE-REVUE CANADIENNE DE SCIENCE POLITIQUE*

Harell, A., Soroka, S., Iyengar, S., Valentino, N.

2012; 45 (3): 499-530

- **Who is a 'Deserving' Immigrant? An Experimental Study of Norwegian Attitudes** *SCANDINAVIAN POLITICAL STUDIES*

Aalberg, T., Iyengar, S., Messing, S.

2012; 35 (2): 97-116

- **Shifting Contours in Political Communication Research** *INTERNATIONAL JOURNAL OF COMMUNICATION*

Moy, P., Bimber, B., Rojecki, A., Xenos, M. A., Iyengar, S.

2012; 6: 247-254

- **A typology of media effects** *Oxford Handbook of Political Communication*

Iyengar, S.

edited by Jamieson, K., Kenski, K.

Oxford University Press.2012

- **The state of framing research: A call for new directions** *Oxford Handbook of Political Communication*

Sheufele, D., Iyengar, S.

edited by Jamieson, K., Kenski, K.

Oxford University Press.2012

- **Theorizing and Conducting Research of Glocal Phenomena** *INTERNATIONAL JOURNAL OF COMMUNICATION*

Rojas, H., Tsftati, Y., Popescu, M., Maurer, M., Reinemann, C., Iyengar, S.

2012; 6: 232-240

- **The Media Game: New Moves, Old Strategies** *FORUM-A JOURNAL OF APPLIED RESEARCH IN CONTEMPORARY POLITICS*

Iyengar, S.

2011; 9 (1)

- **The state of media effects research** *Media and Society*

Iyengar, S.

edited by Curran, J.

Bloomsbury Academic Press.2011

- **Experimental Designs for Political Communication Research Using New Technology and Online Participant Pools to Overcome the Problem of Generalizability** *SOURCEBOOK FOR POLITICAL COMMUNICATION RESEARCH: METHODS, MEASURES, AND ANALYTICAL TECHNIQUES*

Iyengar, S., Bucy, E. P., Holbert, R. L.

2011: 129-148

- **What does information technology imply for media effects research?** *MEDIA PERSPECTIVES FOR THE 21ST CENTURY*

Iyengar, S., Papathanassopoulos, S.

2011: 55-67

- **The Emerging Media System in China: Implications for Regime Change** *POLITICAL COMMUNICATION*  
Tang, W., Iyengar, S.  
2011; 28 (3): 263-267
- **Does knowledge of hard news go with knowledge of soft news** *How Media Inform Democracy*  
Iyengar, S., Hahn, K., Aelst, P. V., Curran, J.  
edited by Aalberg, T., Curran, J.  
Routledge.2011
- **News Content, Media Consumption, and Current Affairs Knowledge** *How Media Inform Democracy*  
Curran, J., Coen, S., Iyengar, S.  
edited by Aalberg, T., Curran, J.  
Routledge.2011: 81-97
- **Online panels and the future of political communication research** *Handbook of Political Communication Research*  
Iyengar, S., Vavreck, L.  
edited by Semetko, H., Scammell, M.  
Sage Publishers.2011
- **Attacks make a better sales campaign** *The Australian*  
Iyengar, S.  
2011
- **Media Politics: A Citizen's Guide**  
Iyengar, S.  
W.W. Norton.2011
- **The future of political communication research: Online panels and experimentation** *Oxford Handbook of Public Opinion and Media Research*  
Vavreck, L., Iyengar, S.  
edited by Shapiro, R., Jacobs, L.  
Oxford University Press.2011
- **Laboratory experiments in political science** *Handbook of Experimentation in Political Science*  
Druckman, J. N., et al  
Cambridge University Press.2011
- **The Shifting Foundations of Political Communication: Responding to a Defense of the Media Effects Paradigm** *JOURNAL OF COMMUNICATION*  
Bennett, W. L., Iyengar, S.  
2010; 60 (1): 35-U71
- **Experimental designs for political communication research: From shopping malls to the Internet** *Sourcebook for Political Communication Research: Methods, Measures, and Analytical Techniques*  
Iyengar, S.  
edited by Bucy, E. P., Holbert, R. L.  
Routledge.2010
- **Cross-National versus Individual-Level Differences in Political Information: A Media Systems Perspective** *JOURNAL OF ELECTIONS PUBLIC OPINION AND PARTIES*  
Iyengar, S., Curran, J., Lund, A., Salovaara-Moring, I., Hahn, K. S., Coen, S.  
2010; 20 (3): 291-309
- **Cross#National versus Individual#Level Differences in Political Information: A Media Systems Perspective** *Journal of Elections, Public Opinion, and Parties*  
Iyengar, S., Curran, J., Lund, A. B., Salovaara-Moring, I., Hahn, K. S., Coen, S.  
2010; 20 (3): 291-309
- **Absence of diversity: Market-based journalism, vote-seeking candidates, and racial cues in broadcast media programming** *Race and Culture in the 21st Century*  
Iyengar, S., Markus, H., Moya, P.  
W. W. Norton.2010

- **"Dark Areas of Ignorance" Revisited Comparing International Affairs Knowledge in Switzerland and the United States** *COMMUNICATION RESEARCH*  
Iyengar, S., Hahn, K. S., Bonfadelli, H., Marr, M.  
2009; 36 (3): 341-358
- **Red Media, Blue Media: Evidence of Ideological Selectivity in Media Use** *JOURNAL OF COMMUNICATION*  
Iyengar, S., Hahn, K. S.  
2009; 59 (1): 19-U6
- **Media System, Public Knowledge and Democracy A Comparative Study** *EUROPEAN JOURNAL OF COMMUNICATION*  
Curran, J., Iyengar, S., Lund, A. B., Salovaara-Moring, I.  
2009; 24 (1): 5-26
- **A New Era of Minimal Effects? The Changing Foundations of Political Communication** *JOURNAL OF COMMUNICATION*  
Bennett, W. L., Iyengar, S.  
2008; 58 (4): 707-731
- **FACIAL SIMILARITY BETWEEN VOTERS AND CANDIDATES CAUSES INFLUENCE** *PUBLIC OPINION QUARTERLY*  
Bailenson, J. N., Iyengar, S., Yee, N., Collins, N. A.  
2008; 72 (5): 935-961
- **Selective exposure to campaign communication: The role of anticipated agreement and issue public membership** *JOURNAL OF POLITICS*  
Iyengar, S., Hahn, K. S., Krosnick, J. A., Walker, J.  
2008; 70 (1): 186-200
- **On deaf ears: The limits of the bully pulpit (Book Review)** *POLITICAL COMMUNICATION*  
Book Review Authored by: Iyengar, S.  
2007; 24 (4): 436-440
- **History versus media management as determinants of presidential popularity** *La Présidence Impériale. De Franklin D. Roosevelt à George W. Bush*  
Iyengar, S., Hahn, K.  
edited by Lacorne, D., Vasse, J.  
Odile Jacob.2007
- **Transformed facial similarity as a political cue: A preliminary investigation** *POLITICAL PSYCHOLOGY*  
Bailenson, J. N., Garland, P., Iyengar, S., Yee, N.  
2006; 27 (3): 373-385
- **Political persuasion in the era of mass media** *Persuasion: Psychological Insights and Perspectives*  
Iyengar, S., McGrady, J.  
edited by Brock, T., Green, M.  
Sage Publications.2005
- **Super-predators or victims of societal neglect? Framing effects in juvenile crime coverage** *Framing American Politics*  
Iyengar, S., Gilliam, F.  
edited by Callaghan, K., Schnell, F.  
University of Pittsburgh.2005
- **Looking behind the scenes of political coverage** *Nieman Reports*  
Iyengar, S., McGrady, J., Woo, W.  
2005: 85-89
- **Speaking of values: The framing of American politics** *The Berkeley Electronic Forum*  
Iyengar, S.  
2005: 1-7
- **Consumer demand for election news: The horserace sells** *JOURNAL OF POLITICS*  
Iyengar, S., Norpoth, H., Hahn, K. S.  
2004; 66 (1): 157-175

- **Engineering consent: The renaissance of mass communications research in politics** *The Yin and Yang of Social Cognition: Perspectives on the Social Psychology of Thought Systems*  
Iyengar, S.  
edited by Jost, J. T., Banaji, M. R., Prentice, D.  
American Psychological Association.2004
- **Giving advertising a bad name? The effect of political ads on commercial advertising** *Understanding Public Opinion*  
Iyengar, S., Prior, M.  
edited by Norrander, B., Wilcox, C.  
CQ Press.2003
- **The effects of media-based campaigns on candidate and voter behavior: Implications for judicial elections** *Indiana Law Review*  
Iyengar, S.  
2002: 691-699
- **The method is the message: The current state of political communication research** *50th Annual Meeting of the International-Communication-Association*  
Iyengar, S.  
TAYLOR & FRANCIS INC.2001: 225–29
- **The stealth campaign: Experimental studies of slate mail in California** *Journal of Law and Politics*  
Iyengar, S., Lowenstein, D., Masket, S.  
2001: 295-332
- **Prime suspects: The influence of local television news on the viewing public** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Gilliam, F. D., Iyengar, S.  
2000; 44 (3): 560-573
- **New perspectives and evidence on political communication and campaign effects** *ANNUAL REVIEW OF PSYCHOLOGY*  
Iyengar, S., Simon, A. F.  
2000; 51: 149-169
- **Who said what? Source credibility as a mediator of campaign advertising** *Elements of Reason*  
Iyengar, S., Valentino, N.  
edited by Lupia, A., McCubbins, M., Popkin, S.  
Cambridge University Press.2000
- **Basic rule voting: The impact of campaigns on party and approval-based voting** *Crowded Airwaves: Campaign Advertising in Modern Elections*  
Iyengar, S., Petrocik, J.  
edited by Thurber, J., Nelson, C.  
Brookings Institution Press.2000
- **Media effects paradigms for the analysis of local news** *Democracy, Deliberation, and the Media*  
Iyengar, S., Costain, A.  
Rowman, Littlefield.2000
- **Replicating experiments using aggregate and survey data: The case of negative advertising and turnout** *AMERICAN POLITICAL SCIENCE REVIEW*  
Ansolabehere, S. D., Iyengar, S., Simon, A.  
1999; 93 (4): 901-909
- **Do the Media Govern? Reporters, Politicians and the American People**  
edited by Iyengar, S., Reeves, R.  
Sage.1997
- **Framing responsibility for political issues** *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*  
Iyengar, S.  
1996; 546: 59-70
- **Can the press monitor campaign advertising?** *Harvard International Journal of Press/Politics*  
Iyengar, S., Ansolabehere, S.



1996: 72-86

- **Crime in black and white: the violent, scary world of local news** *Harvard International Journal of Press/Politics*  
Iyengar, S., Gilliam, F., Simon, A., Wright, O.  
1996: 6-23
- **To be or not to be? Campaigning as a woman** *Women, the Media and Politics*  
Iyengar, S., Valentino, N., Ansolabehere, S.  
edited by Norris, P.  
Oxford University Press.1996
- **Perspectives on campaign communication** *Research in Political Sociology*  
Iyengar, S., Simon, A., Ansolabehere, S.  
edited by Washburn, P.  
JAI Press.1995
- **Going Negative: How Political Advertisements Shrink and Polarize the Electorate**  
Iyengar, S., Ansolabehere, S.  
Free Press.1995
- **The craft of political advertising** *Political Persuasion and Attitude Change*  
Iyengar, S., Ansolabehere, S.  
edited by Mutz, D., Sniderman, P., Brody, R.  
University of Michigan Press.1995
- **Winning through advertising; it's all in the context** *Campaigns and Elections*  
Iyengar, S., Ansolabehere, S.  
edited by Nelson, C., Thurber, J.  
Westview Press.1995
- **Campaigning through the media: was 1992 really different?** *The New American Politics*  
Iyengar, S.  
edited by Jones, B.  
Westview Press.1995
- **RIDING THE WAVE AND CLAIMING OWNERSHIP OVER ISSUES - THE JOINT EFFECTS OF ADVERTISING AND NEWS COVERAGE IN CAMPAIGNS** *PUBLIC OPINION QUARTERLY*  
Ansolabehere, S., Iyengar, S.  
1994; 58 (3): 335-357
- **OF HORSESHOES AND HORSE RACES - EXPERIMENTAL STUDIES OF THE IMPACT OF POLL RESULTS ON ELECTORAL-BEHAVIOR** *POLITICAL COMMUNICATION*  
Ansolabehere, S., Iyengar, S.  
1994; 11 (4): 413-430
- **The cognitive perspective in political psychology** *Handbook of Social Cognition*  
Iyengar, S., Otatti, V.  
edited by Srull, T., Wyer Jr., R.  
Lawrence Erlbaum Associates.1994; 2
- **How citizens think about political issues: a matter of responsibility** *American State and Local Politics*  
Iyengar, S.  
edited by Stonecash, J.  
Harcourt Brace College Publishers.1994
- **Experimental demonstrations of the 'not-so-minimal' consequences of television newscasts** *Politics and the Media*  
Iyengar, S., Peters, M., Kinder, D.  
edited by Davis, R.  
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- **Does negative advertising demobilize the electorate?** *American Political Science Review*  
Iyengar, S., Ansolabehere, S., Valentino, N., Simon, A.  
1994: 829-838
- **NEWS COVERAGE OF THE GULF CRISIS AND PUBLIC-OPINION - A STUDY OF AGENDA-SETTING, PRIMING, AND FRAMING** *COMMUNICATION RESEARCH*  
Iyengar, S., Simon, A.  
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- **Experimental demonstrations of the 'not-so-minimal' consequences of television newscasts** *Political Psychology: Classic and Contemporary Readings*  
Iyengar, S., Peters, M., Kinder, D.  
edited by Kressel, N.  
Paragon House.1993
- **Experimental demonstrations of the 'not-so-minimal' consequences of television newscasts** *Experimental Foundations of Political Science*  
Iyengar, S., Peters, M., Kinder, D.  
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University of Michigan Press.1993
- **Explorations in Political Psychology**  
edited by Iyengar, S., McGuire, W. J.  
Duke University Press.1993
- **Information and electoral attitudes: a case of judgment under uncertainty** *Explorations in Political Psychology*  
Iyengar, S.  
edited by Iyengar, S., McGuire, J.  
Durham: Duke University Press.1993
- **Agenda-setting and beyond: television news and the strength of political issues** *Agenda Formation*  
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