

## **SETH K. GOLDMAN**

Honors Associate Professor of Communication  
University of Massachusetts Amherst  
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Faculty Affiliate  
UMass Amherst Computational Social Science Institute  
University of Pennsylvania Institute for the Study of Citizens and Politics

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### ***POSITIONS HELD***

Honors Associate Professor (with tenure), Department of Communication and Commonwealth Honors College, University of Massachusetts Amherst (fall 2019 – present)

Honors Assistant Professor, Department of Communication and Commonwealth Honors College, University of Massachusetts Amherst (fall 2013 – summer 2019)

### ***EDUCATION***

Ph.D., Communication, University of Pennsylvania, 2010.

M.A., Communication, University of Pennsylvania, 2007.

B.A., Political Communication, George Washington University, Summa Cum Laude, 2004.

### ***HONORS AND AWARDS***

Fellowship, UMass-Amherst Institute for Social Science Research Scholars Program (2023)

Joan Shorenstein Fellowship, Shorenstein Center on Media, Politics and Public Policy, Kennedy School of Government, Harvard University (fall 2022)

Honorable Mention, Political Ties Award for Best Paper published in the last year, Political Networks, American Political Science Association, “How White is the Global Elite?” (2022)

The 2015 Frank Luther Mott – Kappa Tau Alpha Journalism and Mass Communication Research Award for *The Obama Effect: How the 2008 Campaign Changed White Racial Attitudes* (Russell Sage Foundation, 2014)

UMass College of Social and Behavioral Sciences Instructional Innovation Fellowship (2014 – 2015)

George Gerbner Postdoctoral Fellow, Annenberg School for Communication, University of Pennsylvania (fall 2011 – summer 2013)

Postdoctoral Research Fellow, Institute for the Study of Citizens and Politics, University of Pennsylvania (winter 2011 – summer 2011)

Research Fellowship, Face Value Project and Carr Center for Human Rights Policy, John F. Kennedy School of Government, Harvard University (spring 2011 – spring 2013)

Top Student Paper, Political Communication, International Communication Association Annual Meeting, "Effects of the 2008 Obama Presidential Campaign on White Racial Prejudice" (2011)

Dissertation Research Fellowship, Annenberg School for Communication, University of Pennsylvania (2009 – 2010)

Graduate Student Summer Research Fellowship, Annenberg School for Communication, University of Pennsylvania (2009)

Graduate Student Summer Research Fellowship, Annenberg School for Communication, University of Pennsylvania (2008)

Graduate Student Summer Research Fellowship, Annenberg School for Communication, University of Pennsylvania (2007)

Graduate Student Summer Research Fellowship, Annenberg School for Communication, University of Pennsylvania (2006)

Certificate of Special Honors in Political Communication, School of Media and Public Affairs, George Washington University (2004)

Phi Beta Kappa (2003)

Presidential Academic Scholar, George Washington University (2000 – 2004)

Enosinian Scholar, George Washington University (2003 – 2004)

J.B. and Maurice C. Shapiro Public Service Award, George Washington University (2002)

George Gamow Undergraduate Research Fellow, George Washington University (Spring 2002 – Spring 2003)

### ***RESEARCH SUPPORT***

Principal Investigator. Russell Sage Foundation Grant for \$74,663: "How People of Color Respond to Narratives of Rising Diversity," (with Yuen Huo, Tatishe Nteta, Efren Pérez, and Linda Tropp), (2023)

Principal Investigator. UMass Institute for Diversity Sciences Grant for \$15,000: "How People of Color Respond to Narratives of Rising Diversity," (with Tatishe Nteta and Linda Tropp), (2023)

Principal Investigator. UMass SBS Research Support Grant for \$14,000: "How People of Color Respond to Narratives of Rising Diversity," (with Tatishe Nteta and Linda Tropp), (2023)

UMass-Amherst CJLS/SBS RISE Mentoring Grant for \$5,000 to support an undergraduate summer research fellow (2023)

Principal Investigator. UMass Faculty Research Grant for \$20,000: “The Multiracial Democracy Study: Understanding How People of Color Respond to Increasing Diversity”, (with Tatishe Nteta) (2022)

UMass Faculty Research Grant for \$8,469: “Networks of Organizational Leadership: Mapping Race and Gender Diversity Change among Elites,” (with Kevin Young and Brendan O’Connor) (2019)

UMass Institute for Diversity Sciences Grant for \$9,059: “Networks of Organizational Leadership: Measuring Race, Gender, and Color Diversity among Elites,” (with Kevin Young and Brendan O’Connor), (2019)

UMass SBS and CICS Grant for \$17,108: “Changing Diversity in the Power Elite: Networks, Evolution, and Constraint,” (with Kevin Young and Brendan O’Connor) (2018)

Module awarded for the American National Election Studies 2016 Pilot Survey for “Fear of Gender Favoritism and Opposition to Women Candidates”

Honors Curricular and Faculty Development Grant, Commonwealth Honors College, University of Massachusetts Amherst, \$2,000 (2014)

Winner, Special Competition for Young Investigators, Time-Sharing Experiments for the Social Sciences, National Science Foundation, Data Collection Grant (2013)

Co-Principal Investigator. Russell Sage Foundation Grant for \$35,000: "Obama as Exemplar: Effects of Mediated Intergroup Contact," (with Diana Mutz), (2010)

### **BOOK**

Goldman, Seth K. and Diana C. Mutz. 2014. *The Obama Effect: How the 2008 Campaign Changed White Racial Attitudes*. New York, NY: Russell Sage Foundation (pp. 1-184).

Press: Edsall, Thomas. Feb. 27, 2013. “How Much Does Race Still Matter?” [New York Times](#).

### **ARTICLES AND BOOK CHAPTERS**

Young, Kevin L., Seth K. Goldman, Brendan O’Connor, and Tuugi Chuluun. 2021. “How White is the Global Elite? An Analysis of Race, Gender and Network Structure.” *Global Networks* 21(2): 365-392.

Goldman, Seth K., and Stephen Warren. 2020. “Debating How to Measure Media Exposure in Surveys.” In B. Grofman, E. Suhay, and A. Trechsel (Eds.), *Oxford Handbook of Electoral Persuasion* (pp. 998-1015). Oxford, UK: Oxford University Press.

Goldman, Seth K., and Daniel J. Hopkins. 2020. “Past Place, Present Prejudice: The Impact of Adolescent Racial Context on White Racial Attitudes.” *Journal of Politics* 82(2): 529-542.

Goldman, Seth K., and Daniel J. Hopkins. 2019. “When Can Exemplars Shape White Racial Attitudes? Evidence from the 2012 U.S. Presidential Campaign.” *International Journal of Public Opinion Research* 31 (4): 649-668.

Goldman, Seth K. 2018. “Fear of Gender Favoritism and Vote Choice during the 2008 Presidential Primaries.” *Journal of Politics* 80 (3): 786-799.

Goldman, Seth K. 2017. "Explaining White Opposition to Black Political Leadership: The Role of Fear of Racial Favoritism." *Political Psychology* 38 (5): 721-739.

Goldman, Seth K., Diana C. Mutz, and Susanna Dilliplane. 2013. "All Virtue is Relative: A Response to Prior." *Political Communication* 30 (4): 635-653.

Dilliplane, Susanna, Seth K. Goldman, and Diana C. Mutz. 2013. "Televised Exposure to Politics: New Measures for a Fragmented Media Environment." *American Journal of Political Science* 57 (1): 236-248.

Goldman, Seth K. 2012. "Effects of the 2008 Obama Presidential Campaign on White Racial Prejudice." *Public Opinion Quarterly* 76 (4): 663-687.

Goldman, Seth K., and Diana C. Mutz. 2011. "The Friendly Media Phenomenon: A Cross-National Analysis of Cross-Cutting Exposure." *Political Communication* 28 (1): 42-66.

Mutz, Diana C., and Seth K. Goldman. 2010. "Mass Media." In J.F. Dovidio, M. Hewstone, P. Glick, and V.M. Esses (Eds.), *The Sage Handbook of Prejudice, Stereotyping and Discrimination* (pp. 241-257), Thousand Oaks, CA: Sage.

Goldman, Seth K., and Paul R. Brewer. 2007. "From Gay Bashing to Gay Baiting: Public Opinion and News Media Frames for Gay Marriage." In M. Strasser (general Ed.), M. Dupuis & W. Thompson (vol. III Eds.), *Defending Same-Sex Marriage, Volume III: The Freedom-to-Marry Movement: Education, Advocacy, Culture, and the Media* (pp. 103-128), Westport, CT: Praeger.

### ***OTHER PUBLICATIONS***

Goldman, Seth K. 2016. "Perceptions of Gender Favoritism in the 2016 ANES Pilot Study." American National Election Studies (ANES) Pilot Study Report (pp. 1-36).

Goldman, Seth K., and Diana C. Mutz. Nov. 20, 2013. "Election Coverage Tempered Racism." [New York Times](#).

### ***WORKS IN PROGRESS***

Principal Investigator. American Multiracial Panel Study (AMPS): A three-wave nationally representative panel survey with large samples of Asian, Black, Latino, White, and Multiracial Americans investigating responses to demographic change. Co-PIs: Yuen Huo, Tatishe Nteta, Efrén Pérez, and Linda Tropp.

Pérez, Efrén, Seth K. Goldman, Yuen Huo, Tatishe Nteta, and Linda Tropp. Are Solidarity and Identification as People of Color Distinct Concepts? Validating New Measures Across Asian, Black, Latino, & Multiracial Americans.

Goldman, Seth K., Patrick J. Egan, and Renee Richardson Gosline. The Victim Paradox: How Narratives of Outgroup Suffering Impact Emotional Response, Prejudice, and Policy Views.

Goldman, Seth K. Understanding the Evolution of Anti-Gay Rhetoric: How Attacks on Activist Judges Ushered in a New Era of Subtle Appeals.

Goldman, Seth K., Tatishe Nteta, Yuen Huo, Efrén Pérez, and Linda Tropp. The Foundations of Public Opinion about Racial Population Projections: Evidence from the American Multiracial Panel Study.

Goldman, Seth K. and Diana C. Mutz. Black Attitudes toward Whites: A Missing Element in Studies of Race Relations. (Presented at the 2020 meetings of the American Political Science Association)

The Distinctive Effects of Fear of Gender Favoritism and Sexism in the 2016 Presidential Election.

***CONFERENCE PAPERS AND INVITED PRESENTATIONS***

Invited Presentation, the Nieman Foundation, Harvard University: “The Victim Paradox: Media, Empathy, Prejudice and Policy.” Sept. 27, 2022.

Invited Speaker for Roundtable, Media and Politics under Biden: Seeking Accountability at a ‘Time for Healing’?, Department of Communication, UMass Amherst, Jan. 21, 2021.

Goldman, Seth K., and Diana C. Mutz. 2020. “Understanding Change in Public Opinion among Black Americans.” Paper presented at the 2020 Annual Meeting of the American Political Science Association (virtual), Sept. 9-13.

Goldman, Seth K. 2019. “Politicizing the Courts: Attacking ‘Activist Judges’ in the Debate over Gay Marriage Referenda.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 4-7.

Goldman, Seth K., and Daniel J. Hopkins. 2017. “The 2012 Obama Effect and White Racial Prejudice: The Role of Mediated Intergroup Contact.” Paper presented at the annual meeting of the International Communication Association, San Diego, CA, May 25-29.

Goldman, Seth K. 2016. “Fear of Gender Favoritism and Support for Hillary Clinton during the 2008 Presidential Primaries.” Paper presented at the annual meeting of the American Political Science Association, Philadelphia, PA, Sept. 2.

Goldman, Seth K., and Daniel J. Hopkins. 2015. “The 2012 Obama Effect and Intergroup Contact: How Exposure to Obama Reduced White Racial Prejudice.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 16-19.

Invited Presentation. The Victim Paradox: How Portrayals of Suffering Affect Attitudes about Gay People and Gay Rights, Center for Public Policy and Administration, University of Massachusetts-Amherst, Dec. 7, 2015

Invited Speaker for Roundtable at Social Equity Leadership Conference, Racism in the Age of Obama, University of Pittsburgh, May 28-30, 2014.

Goldman, Seth K., Patrick J. Egan, and Renee Richardson Gosline. 2014. “The Victim Paradox: How Portrayals of Suffering Affect Attitudes about Gay People and Gay Rights.” Paper presented at the annual meeting of the International Communication Association, Seattle, WA, May 22-26.

Goldman, Seth K. and Daniel J. Hopkins. 2014. “Past Threat, Present Prejudice: The Impact of Early-Life Racial Context on White Racial Attitudes.” Paper presented at the annual meeting of the American Political Science Association, Washington, DC, Aug. 28-31.

Goldman, Seth K. and Diana C. Mutz. 2014. “The Obama Effect: How the 2008 Campaign Changed White Racial Attitudes.” Presented at the annual meeting of the American Political Science Association, Washington, DC, Aug. 28-31.

Goldman, Seth K. 2014. "Painting the White House Black: The Measurement and Effects of White Fear of Racial Favoritism." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 3-6.

Invited Speaker for Roundtable, "Race and the Race for the Presidency," George Washington University, April 18, 2013.

Goldman, Seth K., Patrick J. Egan, and Renee Richardson Gosline. 2013. "Victims or Heroes?: How Media Portrayals of Anti-Gay Bullying Influence Attitudes toward Gays and Support for Gay Rights." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 11-14.

Goldman, Seth K. 2012. "Obama as Exemplar: Explaining the "Obama Effect" on White Racial Prejudice." Paper accepted for presentation at the annual meeting of the American Political Science Association, New Orleans, LA, Aug. 30-Sept. 2.

Goldman, Seth K., Patrick J. Egan, and Renee Richardson Gosline. 2012. "Victims or Heroes?: How Media Portrayals of Anti-Gay Bullying Influence Attitudes toward Gays and Support for Gay Rights." Paper accepted for presentation at the annual meeting of the American Political Science Association, New Orleans, LA, Aug. 30-Sept. 2.

Goldman, Seth K. and Diana C. Mutz. 2011. "Effects of the 2008 Obama Campaign on White Racial Prejudice." Paper presented at the New York Area Political Psychology Meeting, Nov. 5.

Goldman, Seth K. 2011. "Effects of the 2008 Obama Presidential Campaign on White Racial Prejudice." Paper presented at the annual meeting of the International Communication Association, Boston, MA, May 26-30.

Goldman, Seth K. 2011. "Effects of the 2008 Obama Presidential Campaign on White Racial Prejudice." Paper presented at the annual meeting of the American Political Science Association, Seattle, WA, Sept. 1-4.

Goldman, Seth K. 2011. "Effects of the 2008 Obama Presidential Campaign on White Racial Prejudice." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, March 31-April 3.

Dilliplane, Susanna, Seth K. Goldman, and Diana C. Mutz. 2010. "Measuring Televised Exposure to Politics: Evaluating a New Approach." Paper presented at the annual meeting of the American Association for Public Opinion Research, Chicago, IL, May 13-16.

Goldman, Seth K. and Diana C. Mutz. 2009. "Promoting Participatory and Deliberative Democracy: The Roles of Newspapers and Television News." Paper presented at the annual meeting of the International Communication Association, Chicago, IL, May 21-25.

Goldman, Seth K. 2009. "Politicizing the Courts: Attacking 'Activist Judges' in the Debate over Election Referenda about Gay Marriage." Paper presented at the annual meeting of the American Political Science Association, Toronto, Canada, Sept. 3-6.

Mutz, Diana C. and Seth K. Goldman. 2009. "Effects of Mass Media on Stereotyping and Prejudice." Paper presented at Diversity and Democratic Politics: Canada in Comparative Perspective, Kingston, Ontario, May 7-8.

Goldman, Seth K. 2008. "Effects of Social Desirability on Expressions of Anti-Gay Attitudes: Reevaluating the Role of Education in Reducing Prejudice." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 3-6.

Mutz, Diana C., Seth K. Goldman, and Susanna Dilliplane. 2008. "Expectations and Preferences in the 2008 Democratic Primaries." Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, IL, April 3-6.

Goldman, Seth K. and Diana C. Mutz. 2007. "Principle or Ploy? Attacking 'Activist Judges' in the Debate over Election Referenda on Gay Marriage." Paper presented at the annual meeting of the American Political Science Association, Chicago, IL, Aug. 30-Sept. 2.

Goldman, Seth K. and Diana C. Mutz. 2007. "Social Desirability, Elite Discourse, and Expressions of Anti-Gay Prejudice." Paper presented at the Cooperative Congressional Election Study "Flash Findings" conference, Lake Arrowhead, CA, March 9-11.

Goldman, Seth K. and Paul R. Brewer. 2006. "Implicit Influence in Communication: The Case of Gay Marriage." Paper presented at the annual meeting of the American Political Science Association, Philadelphia, PA, Aug. 31-Sept. 3.

Goldman, Seth K. 2006. "Framing Effects, Elite Competition, and the Debate over Gay Marriage: An Experimental Test." Paper presented at the annual meeting of the International Communication Association, Dresden, Germany, June 19-23.

Gross, Kimberly and Seth K. Goldman. 2004. "Framing Hate: A Comparison of Media Coverage of Anti-Gay Hate Crime in the *Washington Post*, *New York Times* and *Washington Blade*." Paper presented at the annual meeting of the International Communication Association, New Orleans, LA, May 27-31.

Gross, Kimberly and Seth K. Goldman. 2004. "Framing Hate: The Nature and Consequences of Media Coverage of Anti-Gay Hate Crime." Paper presented at the annual meeting of the American Political Science Association, Chicago, IL, Sept. 2-5.

Gross, Kimberly and Seth K. Goldman. 2003. "Framing Hate: A Comparison of Media Coverage of Anti-Gay Hate Crime in the *Washington Post* and *Washington Blade*." Paper presented at the annual meeting of the American Political Science Association, Philadelphia, PA, Aug. 27-31.

### ***COURSES TAUGHT***

Comm797A: Race, Media and Politics, Graduate

Comm791: Political Communication, Graduate

Comm621: Quantitative Research Methods, Graduate

Comm494XI: Mass Media and Prejudice, Undergraduate

Comm325H: Race, Media and Politics, Honors Undergraduate

Comm209H: LGBT Politics and the Media, Honors Undergraduate

***SERVICE TO UMASS AMHERST***

Chair, Search Committee for new chair of Dept. of Communication (2022-2023)

Coordinator, Media Effects Working Group (2020-present)

Course Director, Comm 226 (2022-2023)

Spectrum Mentoring Program for undergraduate LGBTQ students (2021-2022)

Department Personnel Committee (2016-2017, 2020-2022)

Computational Social Science Institute Steering Committee (2014-2018, 2021-present)

Admissions Reviewer, UMass Amherst Phi Beta Kappa (2020-2021)

Research and Intellectual Life Committee (2020-2021)

Commonwealth Honors College Scholarship Committee (2020-2023)

Commonwealth Honors College, Reviewer, Massachusetts Undergraduate Research Conference (2019-2020)

Member, Search Committee for new chair of the Dept. of Communication (2018-2019)

Honors Program Director and Undergraduate Studies Committee (2015-2016, 2018-2019)

Commonwealth Honors College Academic Standards Committee (2017-2018)

Community, Climate, and Social Justice Committee (2017-2018, 2022-2023)

Co-Coordinator, UPride (faculty/staff network for LGBTQIA+ faculty/staff at UMass) (2016)

Department Search Committee in Computational Social Science (2015-2016)

Graduate Studies Committee and Graduate Admissions Committee (2014-2015)

Commonwealth Honors College Truman Committee (2014-2015)

***SERVICE TO THE PROFESSION***

Member, Midwest Political Science Association Committee on the Status of Gender and Sexual Minorities in Political Science (2021-2023)

Member, Walter Lippmann Award Committee for the best paper published in political communication in the past year, joint Political Communication Division of the American Political Science Association and International Communication Association (2020-21)

Section Chair, Political Communication, Midwest Political Science Association conference

Manuscript reviewer, International Communication Association conference



Panel Chair, International Communication Association conference

Panel Discussant, Midwest Political Science Association conference

Manuscript reviewer: *American Journal of Political Science*, *American Politics Research*, *American Political Science Review*, *Communication Methods and Measures*, *European Political Science Review*, *Group Processes & Intergroup Relations*, *Harvard International Journal of Press/Politics*, *Human Communication Research*, *International Journal of Communication*, *International Journal of Public Opinion Research*, *Journal of Communication*, *Journal of Homosexuality*, *Journal of Politics*, *Journalism & Mass Communication Quarterly*, *Media Psychology*, *Political Behavior*, *Political Psychology*, *Political Communication*, *Political Research Quarterly*, *Political Studies*, *Politics, Groups, & Identities*, *Politics and Religion*, *Public Opinion Quarterly*, *Scandinavian Political Studies*, *Social Problems*, *Social Psychology Quarterly*

Grant proposal reviewer for the German Research Foundation

Proposal reviewer for Time Sharing Experiments for the Social Sciences

### ***PROFESSIONAL ORGANIZATIONS***

American Association for Public Opinion Research  
American Political Science Association  
International Communication Association  
Midwest Political Science Association

### ***SELECT PROFESSIONAL EXPERIENCE***

News Researcher, Congressional Quarterly (Summer 2004)

Researcher, Factcheck.org, Annenberg Public Policy Center, University of Pennsylvania (Spring 2004 to Fall 2004)

Intern, The Committee for a Democratic Majority and Kennedy for Senate 2006 (Fall 2003)

Communications and Legislative Assistant, Gender Public Advocacy Coalition (now TrueChild) (Fall 2002 to Summer 2003) (Intern: Summer 2002)

National Promotions Intern, Evolution Project, WGBH-BOSTON (Summer 2001)

Education Intern, GLBTQ Legal Advocates & Defenders (GLAD) (Summer 2001)