

SETH K. GOLDMAN

Honors Associate Professor of Communication
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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)

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)

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.

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). [Awarded the 2015 Frank Luther Mott - Kappa Tau Alpha Journalism and Mass Communication Research Award].

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

Refereed Journal Articles and Book Chapters

Goldman, Seth K., and Stephen Warren. Accepted. "Debating How to Measure Media Exposure in Surveys." In B. Grofman, E. Suhay, and A. Trechsel (Eds.), *Oxford Handbook of Electoral Persuasion* (pp. 1-33).

Goldman, Seth K., and Daniel J. Hopkins. Accepted. "Past Place, Present Prejudice: The Impact of Adolescent Racial Context on White Racial Attitudes." *Journal of Politics* (pp. 1-55).

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](#).

Research Support, Honors and Awards

UMass-Amherst Faculty Research Grant/Healy Endowment Grant Program: "Networks of Organizational Leadership: Mapping Race and Gender Diversity Change among Elites," (with Kevin Young and Brendan O'Connor), \$8,469 (2019)

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

UMass-Amherst Flex Grant: \$500 (2019)

UMass-Amherst Grant: “Changing Diversity in the Power Elite: Networks, Evolution, and Constraint,” (with Kevin Young and Brendan O’Connor), \$17,108 (SBS Dean’s Research Council: \$13,875; CICS: \$3,233) (2018)

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

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)

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)

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

Top Student Paper, Political Communication division, International Communication Association (2011)

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

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 in Progress

Diversity at the Commanding Heights: Race, Gender, and Color of Organizational Leadership around the World. (with Kevin Young and Brendan O'Connor).

Mechanisms of Mediated Intergroup Contact: Empathy, Media Effects, and Anti-Gay Prejudice. (with Patrick Egan and Renee Richardson Gosline).

Polarization and the Courts: How Attacking "Activist Judges" in Election Referenda about Gay Marriage Undermines Support for the Judiciary.

Fear of Gender Favoritism, Sexism, and the 2016 Presidential Election.

Change in Black Racial Attitudes during and after the 2008 Obama Presidential Campaign. (with Diana Mutz).

Conference Papers and Invited Presentations

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.

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

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.

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.

Teaching

Comm797A: Race, Media and Politics, Graduate

Comm791: Political Communication, Graduate

Comm621: Quantitative Research Methods, Graduate

Comm325H: Race, Media, and Politics, Honors Undergraduate

Comm494XI: Mass Media and Prejudice, Undergraduate

Comm209H: LGBT Politics and the Media, Honors Undergraduate

Professional Service

Academic conferences:

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 Psychology Quarterly

Grant proposal reviewer:

German Research Foundation
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