

# MONICA C. SCHNEIDER

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## EDUCATION

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UNIVERSITY OF MINNESOTA – TWIN CITIES, Ph.D. Candidate, Expected Spring 2007

Major Fields: American Politics and Methodology

Minor Field: Political Psychology

Dissertation Title: *Gender Bending: Candidate Strategy and Voter Response in a Marketing Age*

Committee: James N. Druckman (Advisor), John L. Sullivan, Kathryn L. Pearson, Christopher M. Federico

Dissertation Summary: Have marketing and the new media age changed the nature of descriptive representation? An ever growing number of women are running for office, many of whom do not fit traditional stereotypes. For example, more and more women emphasize their leadership skills (rather than their empathy) and competence on issues such as defense (rather than education). How do such candidates campaign? How do voters make sense of these candidates? In my dissertation, I address these issues by combining content analyses of campaign material – specifically candidate websites and direct mail – with an experimental study of how voters evaluate candidates who contradict pre-existing perceptions. I find that candidates employ strategies based on whether or not they match stereotypes. For example, candidates inconsistent with gender stereotypes tend to have more interactive websites, perhaps as a way to distract voters from inconsistencies. I also find that voters react positively to candidate rhetoric when it is consistent with stereotypes, regardless of the candidate's party. However, they are unconvinced by inconsistent rhetoric, which, in fact, sometimes damages perceptions of the candidate. In sum, stereotypes play a powerful role in shaping voters' evaluations throughout a campaign and, as a result, descriptive representation remains a powerful force in voters' choices.

UNIVERSITY OF MINNESOTA – TWIN CITIES, M.A. in Political Science, May 2004

Passed comprehensive written and oral exams in American Politics and Methodology

NORTHWESTERN UNIVERSITY, B.A. in Psychology with Honors, Minor in Statistics, June 1998

Departmental Honors Thesis: *The Gender Gap in Candidate Preferences*

## PUBLICATIONS AND MANUSCRIPTS

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Federico, C. & Schneider, M.C. (in press). Political expertise and the use of ideology: Moderating effects of evaluative motivation. *Public Opinion Quarterly*.

Eagly, A. H., Diekmann, A. B., Schneider, M. C., & Kulesa, P. (2003). Experimental tests of an attitudinal theory of the gender gap in voting. *Personality and Social Psychology Bulletin*, 29(10), 1245-1258.

- Schneider, Monica C. & Joanne M. Miller. (2005). "Satisficing." In *Polling America: An Encyclopedia of Public Opinion*, ed. Samuel Best and Benjamin Radcliff. Westport, CT: Greenwood Press.
- Parkin, Michael and Schneider, Monica C. (2006). Conditioning the Cost of Political Indiscretions: How gender stereotypes affect the public's reaction to scandal. Anticipated Submission, October 2006.

## **FELLOWSHIPS**

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- DOCTORAL DISSERTATION FELLOWSHIP, University fellowship including tuition and stipend awarded to 50 outstanding final-year Ph.D. candidates, Fall 2006-Spring 2007, \$21,000
- VERNIE WOLFSBERG SCHOLARSHIP, Awarded to women graduate students, Summers 2003-2005, \$9,000
- HUMPHREY FELLOWSHIP, Summer 2002, \$3000
- CLARA UELAND FELLOWSHIP, Full year departmental fellowship including tuition and stipend awarded each year to strongest woman graduate student, Fall 2001-Spring 2002

## **HONORS AND AWARDS**

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- DOCTORAL DISSERTATION RESEARCH GRANT, University grants to support dissertation research Spring 2006, \$1450
- AMERICAN POLITICS SPRING COLLOQUIUM COORDINATOR, WITH JUSTIN WEDEKING, Two outstanding Graduate Students in American Politics are honored by faculty and invited to arrange a speaker in American Politics, Spring 2006
- CENTER FOR THE STUDY OF POLITICAL PSYCHOLOGY, Research grants for dissertation research, 2005-2006, Total: \$2195
- PEO FOUNDATION AWARD NOMINEE, Nominated by local women's fraternal organization to apply for nationwide scholarship, Fall 2004
- GOLDEN KEY NATIONAL HONOR SOCIETY, Inducted Fall 1997
- LINCOLN LAUREATE AWARD NOMINEE, Fall 1997

## **RESEARCH AND TEACHING INTERESTS**

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*SUBSTANTIVE:* AMERICAN POLITICS, POLITICAL PSYCHOLOGY, PUBLIC OPINION, CAMPAIGNS AND ELECTIONS, MEDIA AND POLITICS, SOCIAL IDENTITY, GENDER AND POLITICS, RACE AND POLITICS.

*METHODS:* INTRODUCTION TO QUANTITATIVE METHODS, REGRESSION ANALYSIS, MAXIMUM LIKELIHOOD ESTIMATION, SURVEY RESEARCH METHODS, MEASUREMENT, GAME THEORY, EXPERIMENTAL DESIGN AND ANALYSIS, QUALITATIVE METHODS.

## TEACHING EXPERIENCE

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INSTRUCTOR, *Quantitative Methods*, University of Minnesota, Fall 2005

TEACHING ASSISTANT, *Quantitative Methods*:

Instructor Jon Peterson, University of Minnesota, Spring 2006

Professor James Druckman, University of Minnesota, Spring 2005

Professor Samantha Luks, University of Minnesota, Fall 2004

ADVISOR TO LUCY IBURG, Supervised and instructed student in “hands on” research as part of her research methods course, Spring 2005

GUEST LECTURES:

- PUBLIC OPINION, CONGRESS, SUPREME COURT, *Introduction to American Politics*, Professor Joe Peschek, Hamline University, Spring 2006
- EXPERIMENTS, *Political Research and Analysis*, Professor Alina Oxendine, Hamline University, Spring 2006
- CANDIDATE STRATEGIES: MEN, WOMEN AND ELECTED OFFICE, *Psychology of Advertising*, Professor Brian Southwell, University of Minnesota, Summer 2004
- GENDER STEREOTYPES, *Political Psychology*, Instructor Alina Oxendine, University of Minnesota, Summer 2003
- MARKET RESEARCH, *Consumer Behavior*, Professor Amanda Diekman, Purdue University, Fall 2000

## RESEARCH EXPERIENCE

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RESEARCH ASSISTANT, Summers 2005 and 2006

*Professor Kathryn Pearson*

- Performed data manipulation for projects related to the study of Congress and congressional behavior

RESEARCH ASSISTANT, September 2001-August 2002

*GrandNet Project with Professors John L. Sullivan and Eugene Borgida*

- Assisted with coding and data analysis for project designed to understand how communities with varying degrees of social capital have chosen different methods of providing information technology to their citizens

RESEARCH ASSISTANT, Fall 1996 – Spring 1998

*Professor Alice Eagly, Northwestern University*

- Participated in questionnaire design, data collection, and data analysis on projects researching impressions of gender characteristics over time, stereotypes of the gender gap, and memory and attitudes

## CONFERENCE PAPERS AND PARTICIPATION

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Bos, Angela and Schneider, Monica C. (February 2007). "Pitfalls of the Research Process." Proposal submitted for the APSA Teaching and Learning Conference, Charlotte, NC.

Schneider, Monica C. (August 2006). "Gender Bending: Effects of Strategies in Candidate Websites." Paper presented at the Annual Meeting of the American Political Science Association, Philadelphia, PA.

Discussant. (April 2006). Workshop on Multi-level Studies of Civic Engagement, University of Minnesota.

Schneider, Monica C. (April 2006). "Gender-based Strategies in Candidate Websites." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL.

Parkin, Michael and Schneider, Monica C. (July, 2003). "Conditioning the Cost of Political Indiscretions: How gender stereotypes affect the public's reaction to scandal." Paper presented at the Annual Meeting of the International Society of Political Psychology, Boston, MA.

Parkin, Michael and Schneider, Monica C. (April, 2003). "Conditioning the Cost of Political Indiscretions: How gender stereotypes affect the public's reaction to scandal." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL.

Federico, C. and Schneider, Monica C. (April, 2003). "When does Political Expertise Imply Ideological Sophistication? The Interactive Effects of Knowledge and the Need to Evaluate on Attitude Consistency." Paper presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL.

Borgida, Eugene, John L. Sullivan, Melinda S. Jackson, Alina Oxendine, and Monica C. Schneider. (September, 2002). "Rural Community Electronic Networks and Political Capital." Paper presented at the Conference on the Prospects for Electronic Democracy, Institute for the Study of Information Technology and Society, Carnegie Mellon University.

Schneider, M.C., Diekman, A.B., & Kulesa, P. (May, 2000). The Gender Gap in Candidate Preferences. Poster presented at the Annual Meeting of the Midwestern Psychology Association, Chicago, IL

## PROFESSIONAL EXPERIENCE

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EDITORIAL ASSISTANT, *Political Psychology*, Journal of the International Society of Political Psychology, August 2002-August 2004

COORDINATED WORKSHOPS FOR JUNIOR SCHOLARS:

- “Writing Reviews,” *International Society of Political Psychology Annual Meeting*, Toronto, Canada, July 2005
- PRESENTER, “Following a Paper from Start to Finish,” *International Society of Political Psychology Annual Meeting*, Boston, MA, July 2004
- PRESENTER, “The Writing Process and Publishing in Political Psychology,” *International Society of Political Psychology Annual Meeting*, Lund, Sweden, July 2003

## RELEVANT CORPORATE EXPERIENCE

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CONSUMER ADVISORY BOARD MEMBER, *Orbitz.com*, August 2001-August 2003

SENIOR RESEARCH ANALYST, *PERT Survey Research*, July 2000-August 2001

RESEARCH ANALYST, *Analytic Resources, Inc.*, August 1998-July 2000

## PROFESSIONAL MEMBERSHIPS

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WOMEN AND POLITICS SECTION, AMERICAN POLITICAL SCIENCE ASSOCIATION, 2005 to present

INTERNATIONAL SOCIETY OF POLITICAL PSYCHOLOGY, 2001 to present

MIDWEST POLITICAL SCIENCE ASSOCIATION, 2001 to present

AMERICAN POLITICAL SCIENCE ASSOCIATION, 2001 to present

## PROFESSIONAL DEVELOPMENT

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CENTER FOR TEACHING AND WRITING: COMMENTING ON STUDENT WRITING, Summer 2006

PREPARING FUTURE FACULTY COURSE: PRACTICUM FOR FUTURE FACULTY, Spring 2006

PREPARING FUTURE FACULTY COURSE: TEACHING IN HIGHER EDUCATION, Spring 2005

SUMMER INSTITUTE IN POLITICAL PSYCHOLOGY, Successful Completion, August 2002

## PROFESSIONAL SERVICE

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JUNIOR SCHOLARS COMMITTEE CHAIR-ELECT, *International Society of Political Psychology*, 2006-2007

JUNIOR SCHOLARS COMMITTEE NEWSLETTER EDITOR, *International Society of Political Psychology*, 2005 to 2006

JUNIOR SCHOLARS COMMITTEE MEMBER, *International Society of Political Psychology*, 2004 to present

AD-HOC REVIEWER, *POLITICAL PSYCHOLOGY*

AD-HOC REVIEWER, *JOURNAL OF POLITICS*

## DEPARTMENT AND UNIVERSITY SERVICE

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GRADUATE STUDENT MENTOR, Mentor for first year graduate students, Fall 2004-Present

CHAIR OF PHD SUPPORT COMMITTEE, Graduate Student Life Committee, organized and developed programs through which senior graduate students mentored junior graduate students; organized five programs involving faculty and graduate student discussion, Fall 2004-Fall 2005

FOUNDING MEMBER, Graduate Student Life Committee, dedicated to providing programs and workshops to facilitate the process of graduate school (examples include workshops on teaching, exam preparation, relationships with faculty, social events, etc.), Fall 2001-Fall 2004

FOUNDING MEMBER, Affordable Housing Committee, committee of university officials and graduate students dedicated to assist graduate students in finding affordable housing, Fall 2002-Fall 2004

POLITICAL SCIENCE REPRESENTATIVE, Council of Graduate Students, Fall 2001-Spring 2002

## REFERENCES

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JAMES N. DRUCKMAN, Associate Professor of Political Science, Northwestern University  
847-491-7450, [DRUCKMAN@NORTHWESTERN.EDU](mailto:DRUCKMAN@NORTHWESTERN.EDU)

JOHN L. SULLIVAN, Regents Professor of Political Science, University of Minnesota  
612-624-4305, [JSULL@POLISCI.UMN.EDU](mailto:JSULL@POLISCI.UMN.EDU)

KATHRYN L. PEARSON, Assistant Professor of Political Science, University of Minnesota  
612-920-0760, [KPEARSON@POLISCI.UMN.EDU](mailto:KPEARSON@POLISCI.UMN.EDU)

CHRISTOPHER M. FEDERICO, Assistant Prof of Political Science and Psychology, U of Minnesota  
612-626-0560, [FEDERICO@UMN.EDU](mailto:FEDERICO@UMN.EDU)

JOSEPH PESCHEK, Professor of Political Science, Hamline University  
651-523-2260, [JPESCHEK@GW.HAMLIN.EDU](mailto:JPESCHEK@GW.HAMLIN.EDU)