

## CURRICULUM VITAE

### MILTON LODGE

Department of Political Science  
State University of New York at Stony Brook  
Stony Brook, N. Y. 11794-4392  
(631) 632-7663  
EMAIL: [MILTON.LODGE@STONYBROOK.EDU](mailto:MILTON.LODGE@STONYBROOK.EDU)  
<http://www.sunysb/polsci/>

#### EDUCATION

B.A., Washington Square College, New York University, 1960  
M.A., Political Science, New York University, 1962  
Ph.D., Political Science, University of Michigan, 1967

#### PROFESSIONAL EXPERIENCE

##### Principal Appointments

Senior Fellow, Netherlands Institute for Advanced Study, Royal Netherlands  
Senior Fulbright Scholar, Central University, Kathmandu, Nepal. September,  
2001-August, 2002  
Distinguished University Professor of Political Science, Stony Brook University,  
September 1998 --.  
Professor, Department of Political Science, Stony Brook University, September,  
1978  
Director, Laboratory for Political Research, SUNY at Stony Brook, 1972--2014.  
Research Fellow, Psychophysiology Laboratory, Harvard Medical School,  
September, 1970-August, 1971.  
Associate Professor, University of Iowa, September, 1968-August, 1970.  
Assistant Professor, University of Iowa, September, 1966-August, 1968.  
Instructor, University of Michigan, June, 1965-August, 1965.

##### Courses Taught

###### Undergraduate

Introduction to Statistical Methods & Reasoning; Political Psychology  
Political Information Processing; Persuasion and Propaganda

## Graduate

Political Psychology; Political Cognition; Persuasion and Propaganda  
Experimentation and Laboratory Methods; Political Beliefs and Judgments  
Foundations of Political Science: Political Behavior

## Memberships, Activities & Awards

2014 Robert E. Lane Book Award, American Political Science Association Best Book Award, Political Psychology. *The Rationalizing Voter*

2014 Best Book Award from the Experimental Research Section of American Political Science Association *The Rationalizing Voter*

Fellow, Russell Sage Foundation, 2012-2013.

Guest Specialist, *Political Psychology*, 1995 Summer Institute, Ohio State University, June, 2012

Fellow, American Academy of Arts and Sciences, 2008-

Fellow Netherlands' Institute for Advanced Studies, Wassenaar, Netherlands, 2004-2005

Lasswell Life-Time Achievement Award. Society of Political Psychology, 2005

Fulbright Senior Research Scholar, Nepal, 2002-2003.

Obermann Fellow, Center for Advanced Studies, University of Iowa, June-July, 1991.

President: Midwest Political Science Association, 1999-2000.

University Teaching Merit Award: 1996

Paul Lazarsfeld Best Paper Award. Political Communications, American political Science Association, 2000

Guest Specialist, *Political Psychology*, 1995 Summer Institute, Ohio State University, July, 1995.

Guest Specialist, *Political Psychology*, 2012 Summer Institute, Stanford University, August 1-2, 2012

Co-Chair: Shambaugh Conference on Political Cognition, University of Iowa, October 12 - 15, 1988

Editorial Board, *American Journal of Political Science*, 2001 --

Co-Editor: *The Political Psychologist*, 1999-2000

Executive Committee: Political Psychology Section, APSA, 1996 -- 1997

Editorial Board, *American Political Science Review*, 1985-1988

American Political Science Association

Midwest Political Science Association

American Psychological Association

International Society of Political Psychology

## PROFESSIONAL SERVICE AND ACTIVITIES

### University

University Self-Evaluation, 1975

Search Committee for Director of the Economic Research Bureau, 1976-1977

Committee for Research Administration, 1978--1981.

Instructional Networked Computer Project, 1983--88

University Committee on Research Involving Human Subjects, 1985-1988  
Committee on Sponsored Research in the Social Sciences 1985-1988  
Senate Committee on Research, 1990-1993  
University Faculty Senate, 1991--  
University Committee: Distinguished Lecture Series, 1994-95  
University Search Committee for Vice President for Research, 1996-97

#### Departmental

Director, Laboratory for Political Research, 1971-present  
Graduate Director, Doctoral Program, September, 1974-1979  
Director, Graduate Political Psychology Program, 1980-1988  
Acting Chairperson, May, 1983-August, 1983  
Teaching Mentor for graduate students teaching political statistics. 1996-2002

#### MAJOR RESEARCH GRANTS

Principal Investigator: National Science Foundation, "Cross-Modal Analysis of Political Attitudes and Behavior," January 1974-December 1975.

Principal Investigator: National Science Foundation, "Cross-Modal Analysis of Political Judgment," January 1976-December 1977.

Principal Investigator: National Science Foundation, "The Experimental Analysis of Political Concepts," January 1978-December 1980.

Principal Investigator: National Science Foundation, "The Measurement and Structural Modeling of Electoral Behavior," January 1981-December 1982.

Principal Investigator: National Science Foundation, "Modeling Stereotyping and Rationalization Effects on the Evaluation of Political Candidates," January, 1989 - December, 1990.

Co-Principal Investigator: National Science Foundation, [with G.R.Boynton, University of Iowa]: "The Dynamics of Candidate Evaluation." July, 1990 -June, 1991.

Co-Principal Investigator: National Science Foundation [with Patrick Stroh, Carnegie-Mellon University]. "Voters as Goal-Directed information Processors: Candidate Traits as Prospective, Performance-Oriented Judgments, July, 1991-June, 1993.

Co-Principal Investigator: National Science Foundation [with Charles Taber and Marco Steenbergen]. "Computational Experiments in Candidate Evaluation and Vote Choice," July 1, 1993 - June 30, 1995.

Co-Principal Investigator: National Science Foundation [with Charles Taber]. "Experiments in Motivated Reasoning," July 1, 1999 - June 30, 2001.

Co-Principal Investigator, National Science Foundation [with Charles Taber]. Primacy of Affect in Automatic and Deliberative Processes, July, 2003-2005.

#### Graduate Student NSF Dissertation Grants:

Patrick Stroh. "Candidate Ambiguity and Voter Projections, 1992

Karen Callaghan. "Racial Inferencing and Candidate Evaluation: Source Cues from Campaign Messages." 1993.

Cristina Ling. "The Political Implication of Motivation to Control Racial Prejudice Reactions." 1999

Sung-youn Kim. "A Computational Model of Candidate Evaluation." 2005

Daniel Cassino. An On-Line Model of the Integration of Political information, 2006

## PUBLICATIONS

### Books

- Lodge, M. *Soviet Elite Attitudes since Stalin*. New York: Charles E. Merrill Books, 1969.
- Beck, K. F.J. Fleron, Jr., M. Lodge, D.J. Waller, W.A. Welsh, and M.G. Zaninovich, *Comparative Communist Political Leadership*. New York: David McKay Co., Inc. 1973.
- Lodge, M. *Magnitude Scaling of Social Psychological Judgments*. Beverly Hills, California: Sage Publications, Series on Quantitative Applications in the Social Sciences, 1982.
- Lodge, M. and K. McGraw (Eds.). *Political Judgment: Structure and Process*. University of Michigan Press, 1995.
- Lodge, M. and C. Taber, *The Rationalizing Voter*. Cambridge University Press, 2013.

### Chapters in Books

- Tursky, G., Lodge, M., and Cross, D. "A Bio-behavioral Framework for the Analysis of Political Behavior." In A. Somit (Ed.), *Biology and Politics: Recent Explorations*. Paris: Mouton Press, 1976, 59-86.
- Lodge, M., and Tursky, B. "The Social-psycho-physical Scaling of Political Opinion." In B. Wegener (Ed.), *Social Attitudes and Psychophysical Measurement*. Hillsdale, NJ: Lawrence Erlbaum, 1982, 177-198.
- Hamill, R., and Lodge, M. "Cognitive Consequences of Political Sophistication." In R. Lau and D. Sears (Eds.), *Political Cognition*. Hillsdale, NJ: Lawrence Erlbaum, 1985, 69-93.
- Lodge, M., and Patrick Stroh, "Inside the Mental Voting Booth: An Impression-Driven Process Model of Candidate Evaluation." In Shanto Iyengar and James McGuire (Eds.) *Explorations in Political Psychology*, Durham, NC: Duke University Press, 1993, pp. 225-263.
- Boynton, G.R., and Lodge, M. "Voters' Images of Candidates." In A. Miller and B. Gronbeck (Eds.) *Presidential Campaigning and American Self Images*, Westview Press, 1994, pp. 176-189. .
- Lodge, M. "Toward a Procedural Model of Candidate Evaluation." In M. Lodge and K. McGraw (Eds.). *Political Judgment: Structure and Process*. University of Michigan Press, 1995.
- Taber, C., M. Lodge, and J. Glather "The Motivated Construction of Political Judgments." In J. Kuklinski [ed.] *Political Psychology*, Cambridge University Press forthcoming, 1998.
- Lodge, M. and C. Taber. "Three Steps Toward a Theory of Motivated Reasoning." In A. Lupia, M. McCubbins, and S. Popkin [Eds.] *Elements of Political Reason: Understanding and Expanding the Limits of Rationality*. Cambridge University Press, 2000.
- Meffert, M., M. Gue, and M. Lodge. "Good, Bad, Indifferent and Ambivalent: The Consequences of Multidimensional Political Attitudes. In Willem Saris and Paul Sniderman (Eds.). *Studies in Public Opinion: Attitudes, Nonattitudes, Measurement Error, and Change*. Princeton University Press, 2004, 63-92..
- Steenbergen, Marco & Milton Lodge [2003]. "Process Matters: Cognitive Models of Candidate Evaluation." *Electoral Democracy*. University of Michigan Press. 125-171.
- Lodge, M., C. Taber, & C. Weber. "First Steps toward a Dual-Process Accessibility Model of Political Beliefs, Attitudes, and Behavior." In David Redlawsk [Ed.] *Feeling Politics: Emotion in Political Information Processing*. Palgrave Macmillan, N.Y., N.Y. 2006, 11-30.
- Cassio, D., & M. Lodge. "The Primacy of Affect in Political Evaluations." In W. Russell Newman, George Marcus, Ann Crigler, & Michael MacKuen (Eds.). *The Affect Effect: Dynamics*

*of Emotion in Political Thinking and Behavior*. University of Chicago Press. 2007, 101-124.

Lodge, Milton, Charles Taber, and Brad Verhulst. "Conscious and Unconscious Processing with Implications for Experimental Political Science." In James Druckman, Donald Green, James Kuklinski, and Arthus Lupia. (Eds.). *Cambridge Handbook of Experimental Political Science*. 2011. New York, Cambridge University Press, 155-170.

Kraft, Patrick, Milton Lodge, and Charles Taber, "Why People 'Don't Trust the Evidence': Motivated Reasoning and Scientific Beliefs." *The Annals of the American Academy of Political and Social Science*. Sage, Vol 658, March 2015: 121-135

### Peer Reviewed Journal Articles

Lodge, M. "Soviet Elite Participatory Attitudes in the Post Stalin Period." *American Political Science Review*, 1968, 62, 827-839. Reprinted in R. Kanet (Ed.), *The Behavioral Revolution and Communist Studies*. The Free Press, 1969. Reprinted in S. Hendel (Ed.), *The Soviet Crucible*. Belmont, California: Duxburg Press, 1973.

Lodge, M. "Groupism in the Post Stalin Period." *American Journal of Political Science*, 1968, 12, 330-351. Reprinted in F. Fleron, Jr., (Ed.), *Communist Studies and the Social Sciences: Essays on Methodology Techniques, and Empirical Theory*. Chicago, Illinois: Rand McNally, 1969.

Wahlke, J. and Lodge, M. "Psychophysiological Measures of Political Attitudes and Behavior." *American Journal of Political Science*, 1972, 16, 505-537.

Tursky, B. and M.Lodge. "Psychophysical and Psychophysiological Evaluation of the Direction, Intensity, and Meaning of Race-Related Stimuli." *Psychophysiology*, 1979, 16, 5 452-462.

Lodge, M., Cross, D., Tursky, B., and Tanenhaus, J. "The Psychophysical Scaling and Validation of a Political Support Scale." *American Journal of Political Science*, 1975, 19, 611-649. Reprinted in W.E. Saris (Ed). *Scaling in the Social Sciences. Sociometric Research Foundation*. Amsterdam: The Netherlands. 1988.

Cross, D., Tursky, B., and Lodge, M. "The Role of Regression and Range Effects in Determination of the Power Function for Electric Shock." *Perception and Psychophysics*, 1975, 18, 9-14.

Lodge, M., Cross, D., Tursky, B., Tanenhaus, J., and Reeder, R. "The Psychophysical Scaling of Political Support in the 'Real World'." *Political Methodology*, 1976, 3, 2, 159-182.

Lodge, M., Cross, D., Tursky, B., Foley, M.A., and Foley, H. "Calibration Procedures for the Production of Ratio Scales of Opinion in Survey Research." *Social Science Research*, 1976, 5, 325-347.

Tursky, B., Lodge, M., Foley, M.A., Reeder, R., and Foley, H. "Evaluation of the Cognitive Component of Political Issues by Use of Classical Conditioning," *Journal of Personality and Social Psychology*. 1976, 34, 5, 865-873.

Lodge, M. and Tursky, B. "Comparisons Between Category and Magnitude Scaling of Public Opinion Employing SRC/CPS Items." *American Political Science Review*, March, 1979, 73, 1, 50-66. Reprinted in W.E. Saris (Ed). *Scaling in the Social Sciences. Sociometric Research Foundation*. Amsterdam: The Netherlands. 1988.

Tursky, B., Lodge, M., and Reeder, R. "Psychophysical and Psychophysiological Evaluation of the Direction, Intensity, and Meaning of Race-related Stimuli." *Psychophysiology*, 1979, 16, 5, 452-462.

Bastedo, R. and Lodge, M. "The Meaning of Party Labels." *Political Behavior*, 1980, 2,

3, 287-308.

Lodge, M. and Tursky, B. "Workshop on the Magnitude Scaling of Political Opinion." *American Journal of Political Science*, May, 1981, 25, 2:376-419.

Lodge, M. and Wahlke, J. "Politicos, Apoliticals, and the Processing of Political Information." *International Political Science Review*, 1982, 16, 1, 131-150.

Andrus, D.C. and Lodge, M. "Measuring Political Stimuli: a Comparison of Category, 'Thermometer,' and Magnitude Scaling." *Political Methodology*, 1982, 8, 3, 111-126.

Van Doorn, L., Saris, W.E., and Lodge, M. "Discrete or Continuous Measurement: What Difference Does it Make?" *Kwantitatieve Methoden*, 1983, 10, 104-120.

Sharp, C. and Lodge, M. "Partisan and Ideological Belief Systems: Do They Differ?" *Political Behavior*, 1985, Vo.7, No.2, 147-166.

Norpoth, H. and Lodge, M. "The Difference Between Attitudes and Non-attitudes in the Mass Public: Just Measurement?" *American Journal of Political Science*, 1985, 29, 2:109-123.

Hamill, R., Lodge, M., and Blake, F. "The Breadth, Depth and Utility of Class, Partisan, and Ideological Schemata." *American Journal of Political Science*, 1985, 29, 4: 850-870.

Lodge, M. and R. Hamill. "A Partisan Schema for Political Information Processing." *American Political Science Review*, 1986, 80, 2:505-520. Reprinted in Donald Kinder and Thomas Palfrey (eds.). *Experimental Foundations of Political Science*. Ann Arbor, University of Michigan Press, 1993. Reprinted in Jeffery Friedman and Shterna Friedman (Eds.) *Political Knowledge*. Routledge, 2012, Vol 3: 233-250.

Lodge, M., K. McGraw and P. Stroh. "An Impression-Driven Model of Candidate Evaluation." *American Political Science Review*. 1989, 83, 2:399-419. Reprinted in Donald Kinder and Thomas Palfrey (eds.). *Experimental Foundations of Political Science*. Ann Arbor, University of Michigan Press, 1993. Reprinted in Jeffery Friedman and Shterna Friedman (Eds.) *Political Knowledge*. Routledge, 2012: 273-298.

McGraw, K. and M. Lodge and P. Stroh. "Order Effects in the Evaluation of Political Candidates." *Political Behavior*. 1990, 12, 1: 41-58.

Lodge, M. and P. Stroh and J. Wahlke "Black-Box Models of Evaluation." *Political Behavior*. 1990, 12, 1: 5-18.

Lodge, M. and K. McGraw. "Where is the Schema? A Critique." *American Political Science Review*. 1991, 85, 4: 1357-1364.

Lodge, M., M. Steenbergen, Shawn Brau. "The Responsive Voter: Campaign Information and the Dynamics of Candidate Evaluation." *American Political Science Review*. June, 1995, 89, 2: 309-326.

McGraw, K. and M. Lodge, "Review Essay: Political Information Processing," *Political Communication*, 1996, 13, 1 [January-March]: 131-138.

McGraw, K. M. Fischle, K. Stenner, and M. Lodge, "What's In A Word? Bias in Trait Descriptions of Political Leaders," *Political Behavior*, Vol 18, # 3, 1996.

Boynton, G.R. and M. Lodge, "J.Q.PUBLIC: A Computational Model of a Survey Respondent," *Political Communication*, 15, 1998. CD Inset to Journal.

Kathleen M. McGraw, Milton Lodge and Jeffrey M. Jones. 2002. "The Pandering Politicians of Suspicious Minds." *Journal Of Politics*, 64, 2: 362-383.

Lavine, H., M. Lodge, J. Polichak, and C. Taber [2002]. Explicating the Black Box Through Experimentation: Studies of Authoritarianism and Threat." *Political Analysis*, Vol. 10, No. 4, pp: 343-361.

Morris, James, Nancy Squires, Charles Taber, and Milton Lodge. [2003] "The activation of political attitudes: Psychophysiological evidence for the hot cognition hypothesis." *Political Psychology*, Vol 24, No. 4, 727-745.

Lavine Howard; Lodge Milton; Freitas Kate [2005] “Threat, Authoritarianism, and Selective Exposure to Information.” *Political Psychology*, 26, 2, pp: 219-244.

Lodge, Milton, and Charles Taber.[2005] “The Automaticity of Affect for Political Candidates, Parties, and Issues: Experimental Tests of the Hot Cognition Hypothesis.” *Political Psychology*, 26,3: 455-482.

Burdein, Inna, Milton Lodge, and Charles Taber [2006]. Experiments on the Automaticity of Political Beliefs and Attitudes. *Political Psychology*. 27, 3, 359-371.

Taber, Charles & Milton Lodge [2006]. “Motivated Skepticism in the Evaluation of Political Leaders.” *American Journal of Political Science*, 50, 3, 755-769. Reprinted in Donald Kinder and Thomas Palfrey (eds.). *Experimental Foundations of Political Science*. Ann Arbor, University of Michigan Press, 1993. Reprinted in *Critical Review*, 24,2: 157-184. Reprinted in Jeffery Friedman and Shterna Friedman (Eds.) *Political Knowledge*. Routledge, 2012: 348-371

Casino, Dan, Charles Taber, & Milton Lodge [2007]. “Information Processing and Public Opinion.” *Politische Vierteljahresschrift*, 48, Jahrgang, June 2007, Heft 2, 205-220.

Kim, Sung-youn, Charles Taber, Milton Lodge. [2010] “A Computational Model of the Citizen as Motivated Reasoner: Modeling the Dynamics of the 2000 Presidential Election.” *Political Behavior*. 32 (1): 1-28.

Verhulst, Brad, Milton Lodge, and Howard Lavine. [2010]. “The Attractiveness Halo: Why Some Candidates are Perceived More Favorably than Others.” *Journal of Nonverbal Behavior*. 34, 2: 111-117.

Strickland, April, Charles Taber, and Milton Lodge. [2011]. “Motivated Reasoning and Public Opinion” *Journal of Health Politics, Policy, and Law*., 36 (6): 935- 944.

Erisen, Cengiz, Milton Lodge, and Charles Taber.[2014]. “Affective Contagion in Political Thinking.” *Political Psychology*, 35, 2: 187-206.

Charles S. Taber and Milton Lodge. [2014]. Motivated Skepticism Revisited: The Scope and Generality of Automatic Affective Biases in Political Thinking. *Critical Review*, 24, 2: 157-184.

Gibson, James L., Milton Lodge, and Benjamin Woodson. 2014. “Losing, but Accepting: Legitimacy, Positivity Theory, and the Symbols of Judicial Authority.” *Law and Society Review* 48 (#4, December): 837-866.

## PROFESSIONAL REFERENCES

Professor Richard Lau, Department of Political Science, Rutgers University, New Brunswick, NJ 08903.

Professor Kathleen McGraw, Department of Political Science, Ohio State University, Columbus, Ohio 43210

Professor Robert Huckfeldt, Department of Political Science, UC: Davis

Professor Bryan Jones, Department of Political Science, Washington University.

Shanto Iyengar, Department of Communications, Stanford University.

## RECENT RESEARCH ACTIVITY

Supported by NSF Grants in 2003 –2005 [with Charles Taber Co-Principal Investigator] I have continued work developing a dual-process model of political beliefs, attitudes, and behavior. This model essentially makes the claim that all thinking, feeling, reasoning, and action has an automatic component as well as a conscious cognitive component. I am especially interested in the impact of implicit affect on political judgments and evaluations. This research is

based on experiments employing an attitude-priming paradigm, which allows us to test three basic hypotheses

- The primacy of affect, testing [with preliminary support] the notion that affective responses to strong attitudinal objects [political leaders, groups, and issues] enter into the judgment process before any cognitive considerations that consciously define the object;
- The automaticity of affect. Affective responses to political leaders, groups, and issues can be [and are typically] activated spontaneously, that is, [1] triggered even if the individual is not consciously engaged in making an evaluation; [2] the individual is unaware of having been “primed” [as when the prime is delivered subliminally]; [3] this immediate response – whether thought, feeling, or action – once triggered is carried through without conscious monitoring, and [4] the process is carried out while expending little or no cognitive resources.
- The Affective Contagion Effect. Whereas virtually all political science models of political attitudes assume that one’s evaluation is based on the cognitive considerations that come to mind when thinking about a leader, group, or issue, we are exploring the effect of affectively congruent but semantically unrelated information has on subsequent evaluation. We find, for example, that such positive concepts as “sunshine” facilitate responding to liked candidates, groups, and issues, while such negative primes as “cancer” inhibit responses. This finding suggests that the cognitive and affect systems are at least partially independent

Taken together, these effects challenge virtually all our models of point to the need for major revisions in how we political scientists think about and model the formation and expression of political beliefs and attitudes. For example, if the primacy-of-affect hypothesis proves true it implies that the causal arrow in our models of attitudes may be pointed backwards, going from affect to cognitive considerations.