

Sean Aday

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Education

The Annenberg School for Communication, University of Pennsylvania, Post-Doctoral fellowship, May 1999 to May 2000.

The Annenberg School for Communication, University of Pennsylvania, Ph.D., May 1999.

The Annenberg School for Communication, University of Pennsylvania, MA, 1995.

The Medill School of Journalism, Northwestern University, BSJ, Journalism and History, 1990. Member, Kappa Tau Alpha, journalism honor society.

Professional Experience

Academic

The George Washington University, School of Media and Public Affairs, Associate Professor, 2000-present. Joint appointment with **Elliot School of International Affairs**.

The George Washington University, School of Media and Public Affairs, Adjunct Professor, Department of Political Science, 2000.

American University, Adjunct Professor, Department of Communication, 1999-2000.

Industry

Journalism

Gadflyer.com, Senior Editor for start-up progressive internet news magazine, 2004-2006.

Greenville News, general assignment reporter for South Carolina daily newspaper (circulation 90,000), 1991-1992.

Milwaukee Journal, general assignment reporter, summer 1991.

Kansas City Star, general assignment reporter, winter 1989.

Industry and Interest Group

The White House Project, Lead Researcher, Analysis of Gender-Bias in News Coverage of 2000 Presidential Race, 2000.

Policy Institute of the National Gay and Lesbian Task Force, Lead Researcher, Newspaper Representation of Gays and Lesbians Project, 1998.

Center for School Study Councils, Lead Researcher, Issue Forum Panel Study, 1995-1996. Directed three-wave panel design study exploring the effects of participation in a town-hall style issue forum.

Steinberg and Burton, market researcher, conducted national telephone surveys on technology issues, 1992-1993.

Other Research Experience

Annenberg Public Policy Center

The Philadelphia Compact, Senior Researcher, 1999-2000. Large-scale project monitoring mayoral races in three cities through fall of 1999 under a grant from the Pew Foundation.

Newspapers and Children's Television Project, Senior Researcher, 1996-1997. Analysis of media coverage of policy issues relating to children's television under a grant from the Robert Wood Johnson Foundation.

Annenberg School for Communication

Research Assistant, part of three person team helping Dr. Elihu Katz prepare forthcoming book exploring the place of Gabriel Tarde in theories of public space, 1996.

Senior Researcher, Covering the Cities Project, two-year study of local reporting in six cities, 1994-1995.

Research Assistant, Robert Wood Johnson Health Care Reform Study implementing large scale, national field experiment and content analysis exploring the effects of different news structures on audience cognition, 1995. This research formed the basis of Cappella and Jamieson's book, *Spiral of Cynicism: The Press and the Public Good* (Oxford University Press, 1997).

Research Assistant for *Los Angeles Times* political correspondent Robert Shogan during the writing of his book *Hard Bargain: How FDR Twisted Churchill's Arm, Evaded the Law, and Changed the Role of the American Presidency* (Scribner, 1995).

Publications

Refereed Journal Articles

- “Taking the State Out of State-Media Relations Theory: How Transnational Advocacy Networks are Rewriting (Some) of the Rules about What We Think We Know about News and Politics.” Sean Aday and Steven Livingston (in press). *Media, War, and Conflict*.
- “Selective Attention to Online Political Information.” Joe Graf and Sean Aday (in press). *Journal of Broadcasting and Electronic Media*.
- “The Framesetting Effects of News: An Experimental Test of Advocacy versus Objectivist Frames.” Sean Aday (2007). *Journalism and Mass Communication Quarterly* 83(4), 767-784.
- “As Goes the Statue, So Goes the War: The Emergence of the Victory Frame in Television Coverage of the Iraq War.” Sean Aday, John Cluverius and Steven Livingston. (2005.) *Journal of Broadcasting and Electronic Media*, 49(3), 314-331.
- “Embedding the Truth: A Cross-Cultural Analysis of Objectivity and Television Coverage of the Iraq War.” Sean Aday, Steven Livingston and Maeve Hebert. (2005). *Harvard International Journal of Press/Politics*, 10(1), 3-21.
- “Do Americans Trust Other Nations? A Panel Study.” Paul Brewer, Sean Aday, and Kim Gross. (2005). *Social Science Quarterly*, 86(1), 36-51.
- “A Panel Study of Media Effects on Political and Social Trust After September 11th.” Kim Gross, Sean Aday, and Paul Brewer. (2004). *Harvard International Journal of Press/Politics*, 9(4), 49-74.
- “International Trust and Public Opinion About World Affairs.” Paul Brewer, Kim Gross, Sean Aday, and Lars Willnat. (2004). *American Journal of Political Science*, 48(1), 93-110.
- “A Cross-Cultural Test of the Spiral of Silence Theory in Singapore and the United States.” Waipeng Lee, Benjamin H. Detenber, Lars Willnat, Sean Aday, and Joe Graf. (2004). *Asian Journal of Communication*, 14(2), pp. 205-227.
- “The Scary World in Your Living Room and on Your Neighborhood: Using Local Broadcast News, Neighborhood Crime Rates, and Personal Experience to Test Agenda Setting and Cultivation Hypotheses.” Kim Gross and Sean Aday. (2003). *Journal of Communication*, 53(3), 411-426.
- “Are We Being Mugged by Local News? Television News and the Cultivation of Fear of Crime.” Dan Romer, Kathleen Hall Jamieson, and Sean Aday. (2003). *Journal of Communication*, 53 (1), 88-104.
- “Style Over Substance: Newspaper Coverage of Elizabeth Dole’s Presidential Bid.” Sean Aday and James Devitt. (2001). *Harvard Journal of Press and Politics*, 6(2), 52-73.

“Newspaper Coverage of Kids’ TV.” Sean Aday. (1998). *The Annals of the American Academy of Political and Social Science*, 557, 96-104.

“When Is Presidential Behavior Public and When Is It Private?” Kathleen Hall Jamieson and Sean Aday. (1998). *Presidential Studies Quarterly*, 28(4), 856-861.

Refereed Articles in Books

“The Real War Will Never Get on Television: An Analysis of Casualty Imagery in American Television Coverage of the Iraq War.” Sean Aday (2005). In Phil Seib, Ed., *Media and Conflict in the 21st Century*, Palgrave, 141-156. (Reprinted in Doris Graber, Ed., *Media Power in Politics 5th Edition* (2007), CQ Press, 56-65.

Other Book Chapters

“Rally round the flag: The dynamics of system support.” Paul Brewer, Sean Aday, and Kim Gross. (2003.) In Norris, P., Kern, M., and Just, M. (Eds.). *Framing Terrorism* (229-255), Routledge, New York.

“How Does Reporting of Poll Results Affect Campaign Coverage?” Kathleen Hall Jamieson and Sean Aday. (2000). In Jamieson, K.H. (Ed.) *Everything You Think You Know About Politics and Why You’re Wrong* (206-210), Basic Books.

“Framing Politics: The Role of the Press in Covering Elections, Policy Making and Political Crises.” Kathleen Hall Jamieson, Sean Aday. (2000.) *Oxford Companion to Politics of the World*, 2nd Edition, Oxford University Press, New York.

Non-Refereed Publications

Review of James David Ballard’s *Terrorism, Media, and Public Policy: The Oklahoma City Bombing*. Sean Aday (In press.) In *Political Communication*.

Review of Marc J. Heatherington's *Why Trust Matters: Declining Political Trust and the Demise of American Liberalism*. Sean Aday (In press.) In *Public Opinion Quarterly*.

“Remembering a Mentor: Kathleen Hall Jamieson.” Sean Aday (2003). In Michael D. Murray and Roy L. Moore (Eds.). *Mass Communication Education* (78-81), Ames, IA: Iowa State Press.

"Issue Advocacy Advertising During the Early 1999-2000 Election Cycle." Sean Aday. (2000). *Annenberg Public Policy Center Reports*, University of Pennsylvania.

“Newspaper Coverage of Children’s Television: A 1997 Update.” Sean Aday. (1997). *Annenberg Public Policy Center Reports*, University of Pennsylvania.

“Newspaper Coverage of Children’s Television.” Sean Aday. (1996). *Annenberg Public Policy Center Reports*, University of Pennsylvania.

“Covering the City: An Analysis of News Coverage in Four Cities.” Sean Aday, Kiersten Stewart and Chris Ferris. (1996). *Report prepared for U.S. Conference of Mayors.*

Articles Under Review

“Chasing the Bad News: An Analysis of 2005 Iraq and Afghanistan War Coverage on NBC and Fox News Channel.” Sean Aday. Submitted for review to *Journal of Communication.*

“My Lying Eyes: Media, Elite Cues, and Emotion in Public Support for War.” Sean Aday. Submitted for review to *Journal of Communication.*

“NGOs as Intelligence Agencies: The Empowerment of Transnational Advocacy Networks and the Media by Commercial Remote Sensing.” Sean Aday and Steve Livingston. Submitted for review to *Geoforum.*

“Trust and Emotions After September 11th, 2001.” Paul Brewer, Kim Gross, and Sean Aday. In revise and resubmit stage at *Political Behavior.*

Other Scholarly Work In Progress

Doomed to Repeat: Media and War from Vietnam to Iraq. Sean Aday, Robert Entman, and Steven Livingston.

“In the Iron Grip of Fear: Authoritarianism, Emotion, Media Use, and Foreign Policy Attitudes since 2000.” Sean Aday. To be submitted to *Political Communication* November 2007.

“On the Opening and Closing of Framing Windows: The relative power of elites and events to shape public opinion about use of force.” Sean Aday. To be presented at the Annual Meeting of the International Studies Association, San Francisco, CA, March 2008.

“Testing the Victory Frame: An experimental test of Gelpi, Feaver, and Reifler’s hypothesis.” Sean Aday. To be presented at the Annual Meeting of the International Communication Association, Montreal, May 2008.

“Mediated Victories: How media coverage of wars in Afghanistan and Iraq help explain the re-election of George W. Bush.” Sean Aday. To be presented to the Annual Meeting of the American Political Science Association, Boston, August 2008.

“Analogizing War: An experimental test of historical framing in the Iraq War.” Sean Aday and Jennie Kim. To be presented at the Annual Meeting of the American Political Science Association, Boston, August 2008.

Scholarly Talks

Refereed Conference Papers

"Chasing the Bad News" An Analysis of 2005 Iraq and Afghanistan War Coverage on NBC and Fox News Channel." Presented at the Annual Meeting of the International Communication Association, San Francisco, California May 2007.

"In the Iron Grip of Fear: Authoritarianism, Emotion, Media Use, and Foreign Policy Attitudes since 2000." Presented at the Media, War, and Conflict conference, Milwaukee, WI April 11, 2007.

"NGOs as Intelligence Agencies: The Empowerment of Transnational Advocacy Networks and the Media by Commercial Remote Sensing." To be presented at the International Geographers Conference, San Francisco, CA April 2007.

"My Lying Eyes: Media, Elite Cues, and Emotion in Public Support for War." Presented at the Annual Meeting of the International Communication Association, Dresden, Germany June 2006.

"Be Careful What You Wish For: An Analysis of 2005 Iraq War Coverage on NBC and Fox News Channel." Paper presented at the Annual Meeting of the International Studies Association, San Diego, CA March 2006.

"It's the War Stupid." Sean Aday. Presented at the annual convention of the American Political Science Association, Washington DC, September 2005.

"Trust in Government and Emotional Responses to 9/11." Paul Brewer, Kim Gross, and Sean Aday. Presented at the annual convention of the American Political Science Association, Washington DC, September 2005.

"Trust and Emotional Response After September 11, 2001." Paul Brewer, Kim Gross, and Sean Aday. Presented at the annual convention of the Midwest Political Science Association, in Chicago, April 2005.

"The Effects of Casualty and Battle Images in News Stories on Support for Military Intervention and Internationalism: An Experimental Test." Sean Aday. Presented at the annual convention of the International Studies Association, in Honolulu, HI, March 2005.

"The Hidden Face of Battle: An Analysis of Casualty Imagery in American Television Coverage of the Iraq War." Sean Aday. Presented at the annual meeting of the American Political Science Association, Chicago, IL., September 2004.

“Embedding the Truth: A Cross-Cultural Analysis of Objectivity and Television Coverage of the Iraq War.” Sean Aday, Steven Livingston, and Maeve Hebert. Presented at the annual convention of the International Communication Association in New Orleans, May 2004.

“As Goes the Statue, So Goes the War: The Evolution and Effects of the Victory Frame in Television Coverage of the Iraq War.” Sean Aday, John Cluverius, and Steven Livingston. Presented at the annual convention of the Broadcast Educators Association in Las Vegas, NV, April 2004. *Awarded 3rd Prize.*

“The Real War Will Never Get Televised: An Analysis of Casualty Imagery in American Television Coverage of the Iraq War.” Sean Aday. Presented at the annual convention of the International Studies Association in Montreal, Canada, March 2004.

“Guns and Butter: An analysis of media coverage and political strategy in the 2002 Midterm elections.” Sean Aday and Bryan O’Keefe. Presented at the annual convention of the American Political Science Association in Philadelphia, PA, August 2003.

“The Scary World in Your Living Room and in Your Neighborhood: Using Local Broadcast News, Neighborhood Crime Rates, and Personal Experience to Test Agenda Setting and Cultivation Hypotheses.” Kim Gross and Sean Aday. Presented at the International Communication Association Convention, Seoul, South Korea, July 2002.

“Selective Attention to Online Political News.” Joe Graf and Sean Aday. Presented at the International Communication Association Convention, Seoul, South Korea, July 2002.

“Rally round the flag: The dynamics of system support.” Paul Brewer, Sean Aday, and Kim Gross. Presented at the Association of American Public Opinion Research annual convention, St. Petersburg, FL., May 2002.

“Crisis and Confidence: A Panel of Media Effects on Trust After September 11th.” Paul Brewer, Kim Gross, Sean Aday and Lars Willnat. Presented at the Association of American Public Opinion Research annual convention, St. Petersburg, FL., May 2002.

“Style Over Substance: Newspaper Coverage of Elizabeth Dole’s Presidential Bid.” Sean Aday and James Devitt. Presented at the International Communication Association Convention, Washington, D.C., May 2001.

“Racing Toward City Hall: An Analysis of Press Coverage of the 1999 Mayoral Races in Philadelphia, Baltimore, and San Francisco.” Sean Aday. Presented at the National Communication Association Convention, Seattle, WA., November 2000.

“Are We Feeling Good Yet? Public Journalism’s Effects on Civic Capital and Institutional Confidence.” Sean Aday. Presented at the International Communication Association Convention, Acapulco, Mexico, June 2000.

“Exploring the Framesetting Effects of Conventional and Public Journalism: Merging Agenda Setting and Framing Theories.” Sean Aday. Presented at the International Communication Association Convention, San Francisco, CA., May 1999.

“Does Civic Journalism Work?” Sean Aday. Presented at the Center for Mass Communication Research’s 2nd Annual Conference, “Public Journalism: A Critical Forum,” October 11-13, 1998.

“News Agendas, Crime, and Minority Representation in Broadcast and Print Media: An Analysis of News Coverage in Four Cities.” Sean Aday. Presented at the International Communication Association Convention, Jerusalem, Israel, July 1998. *Named top student paper, Mass Media division.*

“Charting the Policy Agenda Across Various News Agendas Within a Newspaper: An Analysis of 20 Months of Newspaper Coverage of Children’s Television.” Sean Aday. Presented at the International Communication Association Convention, Jerusalem, Israel, July 1998. *Named top three paper, Communication Law and Policy division.*

“Invisible Ink: An Analysis of News Coverage of Gays and Lesbians, 1980-1994.” Aday, Sean. Presented at the International Communication Association Convention, Chicago, IL, May 1996. *Named top two paper, Gay, Lesbian and Bisexual Studies division.*

Invited Panelist

“Conference on Casualties and Warfare,” sponsored by Triangle Institute for Security Studies, Duke University, February 2006.

“Democracy in Crisis: The Demise/Rebirth of Participatory Democracy in America in the 21st Century,” sponsored by The University of Tulsa. Respondent to speeches/papers given by Michael Schudson, Roderick Hart, James Fishkin, and Kathleen Hall Jamieson, April 2001.

Other Conferences, Presentations and Publications

Conference on City Hall Communication, March 1998, Philadelphia, PA: Presented opening talk on local press reporting to 100 mayors.

“Covering Kids’ TV: A Resource Guide for Journalists.” (1998). As part of a grant from the Robert Wood Johnson foundation, wrote a guide to covering children’s television for reporters and editors. Published and distributed by the Annenberg Public Policy Center.

Annenberg Public Policy Center Children’s Television Roundtable, October 1997: Discussant on panel of researchers, print reporters, and television industry executives exploring issue of children’s television programming.

Annenberg Public Policy Center 2nd Annual Conference on Children and Television, June 9, 1997, Washington, DC: Presented findings from updated study of newspaper coverage of children’s television.

Annenberg Public Policy Center Conference on Children and Television, October 1996, Washington, DC: Presented findings from first study of newspaper coverage of children’s television.

Grants and Awards

In addition to the publications described above, I have also brought in nearly **\$630,000** in grants. These include:

- **\$539,000** from the Annenberg Public Policy Center and the Pew Charitable Trusts to field **DC Student Voices**. As the Principal Investigator, I oversaw the implementation of this three-year effort to inspire civic participation among Washington, DC high school students. The curriculum-based program also sponsored political debates for mayoral and school board races in which student panelists asked questions. Data showed participation in the program increased interest in politics, likelihood talking about politics with one's family and friends, and likelihood of voting upon turning 18 as compared with non-participating students.
- **\$55,000** from the National Science Foundation to conduct a two-wave panel study of public opinion following the September 11th terrorist attacks. This grant, which I received along with Kim Gross and Paul Brewer, represents the first NSF grant received by SMPA.
- **\$7,500** from the Russell Sage Foundation to field a third wave of the panel study begun with the NSF grant.
- **\$20,000** from the Herb Block Foundation to continue DC Student Voices in its third year.
- **\$2,500** from the Gamow Fellowship at George Washington University to conduct research on media coverage of the 2002 Congressional elections with political communication undergraduate Bryan O'Keefe.

Teaching

Introduction to Media and Public Affairs (150-200 students, freshmen/sophomores)

Journalism Theory and Practice (40 students, freshmen-juniors)

Introduction to Political Communication (40 students, freshmen-sophomores)

Campaigns and Elections (30 students, primarily upper-classmen)

Media and War (15 students, upper-classmen and graduate students)

Introduction to Media Theory (15-20 graduate students)

Theses Advised

Director, SMPA Master's Theses:

- Jennie Kim (2007). Thesis explored use of historical frames in Presidential discourse during the Iraq War.
- Daphne Kaufman (2006). Thesis applied media theory to Rosenau's notion of Turbulence.
- Lucas Robinson (2003). Thesis analyzed the functional and dysfunctional effects of mass and interpersonal communication in a Kenyan refugee camp.
- Mindy Sofen (2003). Thesis devised a new measure of quality discourse in Presidential campaigns.

- Stephanie Ricker (2002). Thesis explored the ability of entertainment media – specifically the film “Traffic” – to act as focusing events for public policy.
- Matthew Taylor (2001). Thesis analyzed the relationship between sociological functionalist theory and theories of media framing as both relate to crime coverage.

Master’s Thesis Committee Member for seven additional theses since 2000-2001.

American Studies Dissertation Committee Member for Stephanie Ricker’s 2007 dissertation on the social construction of the internet in American films and political discourse.

Director, Undergraduate Senior Honors Theses, Columbian College of Arts and Sciences:

- Lucy Kafanov (2005). Thesis analyzed media coverage and elite discourse surrounding wars in Darfur and Democratic Republic of Congo.
- Claritza Jimenez (2005). Thesis analyzed presidential campaign advertising to Hispanic voters.

Political Communication Senior Honors Thesis Committee Member for 19 additional theses since 2000-2001.

Media

Have appeared as an expert source in dozens of newspaper, radio, and television stories in a variety of international media on topics ranging from American elections and politics, to foreign policy and war coverage, to crime news.