

December, 1979

CURRICULUM VITAE

W. Russell Neuman

Education:

B.A., Cornell University, 1967
M.A., University of California, Berkeley, 1969, Department of Sociology
Ph.D., University of California, Berkeley, 1975, Department of Sociology

Research and Teaching Experience:

1964 J.A. Ward, Marketing and Opinion Research, New York.
1964-1967 Human Ecology Project, Cornell University, Ithaca, New York.
1967 The Brookings Institution, Washington, D.C.
1969-1970 Department of Sociology, University of California, Berkeley:
Teaching Assistant.
1971-1975 Social Indicators Project, Survey Research Center, Berkeley:
Research Assistant.
1972-1975 Mass Communications Project, University of California,
Berkeley: Research Specialist.
1975- Department of Sociology, Yale University, New Haven,
Connecticut: Assistant Professor.

Professional Associations:

American Sociological Association
American Political Science Association
American Association for Public Opinion Research
International Institute of Communications
International Association for Mass Communications Research

Ph.D. Dissertation:

"Political Sophistication and Political Beliefs in Mass Publics,"
University of California, Berkeley, 1975.

Published Work:

"The Stability of Support for the Political System: The Impact of
Watergate," (with Sniderman, Citrin, McClosky and Shanks),
American Politics Quarterly, Vol. 3, Number 4, October, 1975.

"Patterns of Recall Among Television News Viewers," Public Opinion Quarterly, Vol. 40, Number 1, Spring, 1976.

"The Year in Television Research" in TV Annual 1978-79, Macmillan, 1979.

"Differentiation and Integration: Two Dimensions of Political Thinking" American Journal of Sociology, in press.

Convention Papers:

"Developing Social Indicators of Political Alienation," American Sociological Association Annual Conference, 1972.

"Political Knowledge: A Comparison of the Impact of Print and Broadcast Media," American Association of Public Opinion Research Annual Conference, 1974.

"Political Sophistication and Public Opinion," American Association of Public Opinion Research Annual Conference, Buck Hill Falls, Pennsylvania, May, 1977.

"The Knowledgeable Voter," American Political Science Association, Annual Conference, Washington, D.C., September, 1977.

"Social Class and Political Sophistication," American Sociological Association Annual Conference, Chicago, Illinois, September, 1977.

"The Comparative Analysis of National Communication Systems: Social Control and Social Change," International Sociological Association Conference, Uppsala, Sweden, August, 1978.

"Differentiation and Integration: Two Dimensions of Political Thinking," American Sociological Association Annual Conference, Boston, August, 1979.

"The Mass Media and the Changing American Voter," (with Patricia Ewick) American Sociological Association Annual Conference, Boston, August, 1979.

"Candidates and Issues in the Mass Media: A Trend Analysis of Media Content and Public Opinion, 1952 to 1976." American Political Science Association Annual Conference, Washington, D.C., August, 1979.
[substantially revised as "Image and Reflection: Comparing the Media and Public Perceptions of Political Issues and Candidates"]

Other Reports:

"The Visual Impact of Presidential Television: A Study of the First Ford-Carter Debate," [under review]

The Mass Media in American Society (edited)
Compendia for Mass Communications Group, Yale University Institution
for Social and Policy Studies, Fall, 1978.

"Mass Communications Research: The State of the Art"
"The Control Structure of American Mass Communications"
"Analysis of Technology and Media Content"
"The Audience for Mass Communications"
"The Effects of Mass Communication"
"Major Actors in the Communications Policy Arena"

"Communications Policy Research: Strategies of Inquiry,"
commissioned study for the Markle Foundation, May, 1979.

"New Perspectives on Audience Research," report to the Office of
Research, Corporation for Public Broadcasting, December, 1979.

Grants:

Ford Foundation Faculty Research Grant, Yale University Concilium
on International and Area Studies: "Comparative Analysis of Mass
Communications Systems," March, 1977.

Markle Foundation: "Communications Research and Communications
Policy," January, 1980.

Research in Progress:

"Press Freedom and Political Stress: International Trends"

"Television as a Mass Medium"

"Agenda-Setting in American Presidential Politics"

"Political News in the American Media: The Grand Consensus"

Public Opinion and Political Sophistication (book manuscript, a
revision and extension of my thesis; under review, pending revision)

Communication and Society (book manuscript)

Courses Taught:

"Mass Communications"
"Analysis of Communication Content"
"Research Methods"
"Perspectives on Liberal Education"
"Public Opinion"

References:

Professors Kurt and Gladys Lang
Department of Sociology
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Professor Paul M. Hirsch
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Education:

- B.A. Cornell University, 1967, Department of Government
- M.A. University of California, Berkeley, 1969, Department of Sociology
- Ph.D. University of California, Berkeley, 1975, Department of Sociology (Ford Special Career Fellow, NIMH Fellow)

Research and Teaching Experience:

- 1964 J. A. Ward, Marketing and Opinion Research, New York, Analyst
- 1964-67 Cornell University, Human Ecology Project, Programmer
- 1967 The Brookings Institution, Washington, DC, Programmer
- 1969-70 University of California, Berkeley, Department of Sociology, Teaching Assistant
- 1971-75 Survey Research Center, Berkeley, Social Indicators Project, Research Assistant
- 1972-75 University of California, Berkeley, Mass Communications Project, Research Staff
- 1975-80 Yale University, Department of Sociology, Assistant Professor
- 1980- Massachusetts Institute of Technology, Department of Political Science and Research Program on Communications Policy, Assistant Professor
- 1984-85 Harvard University, Program on Information Resources Policy, Visiting Scholar
- 1985-88 Massachusetts Institute of Technology, Department of Political Science and Media Laboratory, Associate Professor; Research Program on Communications Policy, Director
- 1988- Massachusetts Institute of Technology, Media Laboratory and Department of Political Science, Communications Group, Director

Books:

The Social Impact of Television: A Research Agenda for the 1980s.
(edited), Aspen Institute/ University Press of America, 1981.

The Paradox of Mass Politics: Knowledge and Opinion in the American Electorate. Cambridge: Harvard University Press, 1986.

The Future of the Mass Audience. Cambridge: Harvard University Press, 1989.

The Nexus of Public Communication. (with Ann Crigler and Marion Just), forthcoming.

The Politics of Networks: Technology and Power in the Information Age. (with Marvin Sirbu and Charles Jonscher), forthcoming.

Articles and Chapters:

"The Stability of Support for the Political System: The Impact of Watergate," (with Sniderman, Citrin, McClosky and Shanks), American Politics Quarterly, Volume 3, Number 4, October, 1975.

"Patterns of Recall Among Television News Viewers," Public Opinion Quarterly, Volume 40, Number 1, Spring, 1976.

"The Year in Television Research," TV Annual, Macmillan, 1979.

"Differentiation and Integration: Two Dimensions of Political Thinking," American Journal of Sociology, Volume 86, Number 6, May 1981.

"The Ebb and Flow of Social Research on Television," pp. 5-23 in The Social Impact of Television, NY: Aspen Institute, 1981.

"The Global Village Revisited: New Media and Cultural Diversity," Unesco Courier, July, 1982.

"Television and American Culture," Public Opinion Quarterly, Volume 46, Number 4, Winter, 1982.

"Politics as Usual," in Franklin J. Havlicek (ed.), Election Communications and the Election of 1992. Washington, DC: American Bar Association, 1984.

"Patterns of Political Cognition: An Exploration of the Public Mind," (with Ann Crigler Fryling) in Sidney Kraus and Richard Perloff (eds.), Mass Media And Political Thought. Beverly Hills: Sage, 1985.

"The Media Habit," in Martin Greenberger (ed.), Electronic Publishing Plus. White Plains NY: Knowledge Industries Press, 1985.

"The Flow of Information Into the Home" (with Ithiel de Sola Pool), in Sandra J. Ball-Rokeach and Muriel G. Cantor (eds.), Media, Audience and Social Structure. Beverly Hills: Sage Publications, 1986.

"Programming Diversity and the Future of Television," in Stuart Oskamp (ed.) Applied Social Psychology Annual, Volume 8. Newbury Park CA: Sage Publications, 1987.

"Parallel Content Analysis: Old Paradigms and New Proposals," in George Comstock (ed.) Public Communication and Behavior, Volume 2. Orlando FL: Academic Press, 1988.

"Political Communication and Social Control," in Frederick T.C. Yu (ed.), The Study of International Communication and Change. Honolulu: East-West Center, in press.

Conference Papers:

"Developing Social Indicators of Political Alienation," American Sociological Association Annual Conference, 1972.

"Political Knowledge: A Comparison of the Impact of Print and Broadcast Media," American Association of Public Opinion Research Annual Conference, 1974.

"Political Sophistication and Public Opinion," American Association of Public Opinion Research Annual Conference, Buck Hill Falls, PA, 1977.

"The Knowledgeable Voter," American Political Science Association, Annual Conference, Washington, DC, September, 1977.

"Social Class and Political Sophistication," American Sociological Association Annual Conference, Chicago, IL, September 1977.

- "The Comparative Analysis of National Communication Systems: Social Control and Social Change," International Sociological Association Conference, Uppsala, Sweden, August, 1978.
- "Differentiation and Integration: Two Dimensions of Political Thinking," American Sociological Association Annual Conference, Boston, MA, August, 1979.
- "The Mass Media and the Changing American Voter" (with Patricia Ewick), American Sociological Association Annual Conference, Boston, MA, August, 1979.
- "Candidates and Issues in the Mass Media: A Trend Analysis of Media Content and Public Opinion, 1952 to 1976," American Political Science Association Annual Conference, Washington, DC, August, 1979.
- "Agenda-Setting in American Presidential Politics," American Association of Public Opinion Research Annual Conference, Cincinnati, OH, May, 1980.
- "The Evaluation Protocol: An Approach to Qualitative Ratings for Television," American Association for Public Opinion Research Annual Conference, Cincinnati, OH, May, 1980.
- "Television and American Culture: The Mass Medium and the Pluralist Audience," American Sociological Association Annual Conference, New York, NY, August, 1980.
- "Communications Technology and Cultural Diversity," American Sociological Association Annual Conference, San Francisco, CA, September, 1982.
- "The Media Habit," Electronic Publishing Plus, Washington Program of the Annenberg Schools of Communication Forum, Washington, DC, May, 1984.
- "National Problems, Media Coverage and Opinion and Policy Change," (with James R. Beniger and Ann Crigler), American Association of Public Opinion Research Annual Conference, Delavan, WI, May 1984.
- "The Flow of Communications Into the Home," (with Ithiel de Sola Pool), American Sociological Association Annual Conference, San Antonio, TX, August, 1984.
- "Stratified Pluralism in American Politics," American Political Science Association Annual Conference, Washington, DC, August, 1984.

- "The Coming Crises in Television Economics," CBS Conference in Qualitative Ratings, New York, NY, October, 1984.
- "The Evolution of Videotex," American Newspaper Publishers Association, Washington, DC, October, 1984.
- "Rethinking Deregulation," Harvard University Program on Information Resources Policy, Cambridge, MA, November, 1984.
- "Potential Inequalities of Information Distribution in the New Media Environment," Office of Technology Assessment, US Congress, Conference on Home Information Technologies, Washington, DC, January, 1985.
- "The Changing Video Environment," Advertising Research Foundation, New York, NY, March, 1985.
- "An Emerging Paradigm for Communications Effects Research," American Association for Public Opinion Research, Annual Conference, McAfee, New Jersey, May, 1985.
- "Parallel Content Analysis as a Research Strategy," Conference on Long-term Effects of Mass Media, School of Communications, University of Washington, Seattle, Washington, May, 1985.
- "The Threshold of Public Attention," American Political Science Association Annual Conference, New Orleans, August, 1985.
- "The Information Revolution," Plenary address, Information Industries Association, Annual Conference, Washington, DC, November, 1985.
- "The Future of Television: An Empty Cornucopia?" Society for the Psychological Study of Social Issues Conference: Television as a Social Issue, New York, March 1986.
- "Changing Media, Changing Audiences," (with Ann Crigler), American Association for Public Opinion Research, Annual Conference, St. Petersburg, Fl., May 1986.
- "Researching Audiences for the New Media," (with Diana Gagnon, Ann Crigler, and Lee McKnight), International Communication Association, Annual Conference, Chicago, May 1986.
- "News as Interaction: Technology, Content and Audience," (with Lee McKnight, Ann Crigler, and Diana Gagnon), International Television Studies Conference, London, July 1986.
- "Political Learning from the Mass Media," American Political Science Association, Annual Conference, Washington, August 1986.

- "The Paradox of Mass Politics," Barone Center for the Study of Press, Politics and Public Policy, Harvard University, November, 1986
- "Media Innovation and the New Technologies," Marketing Science Institute, Boston, November, 1986
- "Broadcasting and Narrowcasting in the New Media," American Association for Public Opinion Research, Annual Conference, Hershey PA, May 1987.
- "The Economics of Narrowcasting" Plenary Paper, Airlie Telecommunications Policy Research Conference, Airlie VA, September, 1987.
- "Three Questions About the Telecommunications Revolution" MIT Symposium on World Telecommunications Policy, January, 1988.
- "The Mass Audience Looks at HDTV: An Early Experiment" National Association of Broadcasters Annual Conference, Las Vegas, April 1988.
- "Broadband Services" Towards a Universal Broadband Infrastructure Conference, Bell Communications Research, Salt Lake City UT April 1988
- "The Nature of the New Media" International Communications Association Annual Conference, New Orleans LA, May 1988.
- "Understanding Issues in the News" (with Marion Just, Ann Crigler, Jacqueline O'Connell and Deborah Campbell) American Association of Public Opinion Research Annual Conference, Toronto Canada, May 1988.
- "Knowledge, Opinion and the News" (with Ann Crigler and Marion Just) American Political Science Association Annual Conference, Washington DC, September, 1988.

Other Reports and Publications:

- "The Visual Impact of Presidential Television," Yale University, 1976.

The Mass Media in American Society, (edited).

Compendia for Mass Communications Group, Yale University,
Institution for Social and Policy Studies, 1978.

"Mass Communications Research: The State of the Art"

"The Control Structure of American Mass Communications"

"Analysis of Technology and Media Content"

"The Audience for Mass Communications"

"The Effects of Mass Communication"

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"Communications Policy Research: Strategies of Inquiry,"
commissioned report for the Markle Foundation, May, 1979.

"New Perspectives on Audience Research," report to the Office of
Research, Corporation for Public Broadcasting, December, 1979.

"Putting the Communications Revolution in Perspective," MIT
Research Program on Communications Policy Report, September,
1981.

"Communications Flow and the Mass Audience: A Commentary on
Measurement Strategy," National Science Foundation Workshop
on Measurement of Communications Flow, July, 1982.

"Radio and Television Broadcasting," Funk and Wagnalls New
Encyclopedia, 1983.

"Interactive Video" (with Teresa Cader), MIT Future of the Mass
Audience Project, 1984.

"Television and Quality Time," Adweek, August, 1984.

"Report on Preliminary Focus Group Interviews," Audience Research
Group, Advanced Television Research Project, MIT, 1984.

"Photographic Pilot Study of Visual Discrimination and Preference,"
Audience Research Group, Advanced Television Research Project,
MIT, 1984.

"Study of Audio Discrimination: Digital vs. Analog," Audience
Research Group, Advanced Television Research Project, MIT, 1984.

"The Future of the National Telecommunications System," (with
Charles Jonscher and Marvin Sirbu), MIT Research Program on
Communications Policy Annual Report, 1985.

"Communications as a Core Discipline," Media Laboratory Summer
Study, 1986

"The Home Media Center" (with Lee McKnight and Shawn O'Donnell)
MIT Media Laboratory, Audience Research Facility, 1987

"Modeling Information Flows" (with Roger Hurwitz) Report for AT&T
Communications Inc., 1987

"The Shape of Things to Come" (with Lee McKnight, Shawn O'Donnell,
Steven Schnieder and Mark Reynolds) MIT Media Laboratory,
Advanced Television Research Program, 1988.

"Telecommunications and Teleshopping" (with Diana Gagnon and Gail
Kosloff), MIT Media Laboratory, Audience Research Facility, 1988

Grants and Contracts:

Comparative Analysis of Mass Communications Systems

Ford Foundation Faculty Research Grant, Yale University
Concilium in International and Area Studies, 1977.

Communications Research and Communications Policy

Principal Investigator, Yale University, Markle Foundation,
1980.

The Future of the Mass Audience Project

Principal Investigator, a joint project of Time, Inc., ABC,
CBS, NBC, The Washington Post Company, The New York Times,
Warner Communications, and MIT, 1982-1988.

The Audience Response to New Video Technology

Project Director, a joint project with the Advanced Television
Research Program of MIT's Media Laboratory, funded by the
Center for Advanced Television Study, 1983-current.

The MIT Audience Research Facility

Director, sponsored by The Center for Advanced Television
Study, Polaroid Corporation, and GTE Laboratories, 1985-current.

The Future of the Telecommunications Network

Principal Investigator, the Markle Foundation, 1986-1988.

Political Learning and the News Media

Co-Principal Investigator, the Spencer Foundation, 1988

Professional Associations:

American Political Science Association
American Sociological Association
American Association for Public Opinion Research
International Institute of Communications
International Association for Mass Communications Research
International Communications Association

Other Work in Progress

Interactive Media. (with Diana Gagnon)

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Education:

BA, Cornell University, June 1967, major: political science; minor:
sociology.
MA, University of California, Berkeley, Spring 1969, Department of Sociology.
Currently Ph. D. candidate at University of California, Berkeley, Department
of Sociology, degree expected Spring, 1975.

Work and Teaching Experience:

1962-63 Star Broadcasting, Rochester, N.Y.: survey interviewing.
1964 J. A. Ward, Marketing and Opinion Research: data analysis, field
work supervision.
1964-67 Human Ecology Project, Cornell Medical School: computer programming,
data analysis.
1966 Senator Robert Kennedy's office, Washington, D.C.: public opinion
research.
1967 The Brookings Institution, Washington, D.C.: computer programming.
1969-70 Department of Sociology, University of California, Berkeley:
teaching assistant in introductory sociology.
1971- Social Indicators Project, Survey Research Center, Berkeley:
research assistant.
1972- Mass Communications Project, University of California, Berkeley:
research specialist.

Professional Associations:

American Sociological Association
American Political Science Association
American Association for Public Opinion Research.

Unpublished Work:

"A Course Outline in Comparative Public Opinion" 1971
"Latency, Specificity and Affect in Attitude Research" 1969
"What Ever Happened to Mass Society Theory" 1971
"The Methodology is the Message: pluralist versus power elite interpreta-
tions of American politics" 1971
"Path Analysis...just another multivariate technique" 1970
"Public Opinion Trends and the War in Vietnam" 1969
"Probing the Liberal-Conservative Continuum" 1968

Published Work: (forthcoming)

"Exploring the Impact of Television News" (under review, Public Opinion
Quarterly)

"The Stability of Support for the Political System: the Impact of Watergate," (with Sniderman, Citrin, McClosky and Shanks), American Politics Quarterly, September, 1975.

The Sociology of News, (edited with Donald Hansen and David Gold), forthcoming.

Convention Papers:

"Developing Social Indicators of Political Alienation," American Sociological Association meetings, New Orleans, 1972.

"Political Knowledge: A Comparison of the Impact of Print and Broadcast Media," American Association of Public Opinion Research meetings, Spring 1974.

Research in Progress:

Ph.D. dissertation: "Political Sophistication and Political Beliefs in Mass Publics"

The Ideology Scale Development Project (with Herbert McClosky and Deborah Jay) research on development of a new measure of liberalism and conservatism based on special criterion samples of activists of the left and right.

Fields of Concentration:

Political Sociology, Mass Communications, Public Opinion, Survey Research Methodology.

Honors and Awards:

Jr. Honors in Political Science, Cornell University

Regents and Cornell University Scholarships

Ford Special Career Fellowship, University of California, Berkeley

National Science Foundation Traineeship, University of California, Berkeley

References:

Arthur L. Stinchcombe, Professor, Department of Sociology.

Charles Y. Glock, Professor, Department of Sociology.

Percy Tannenbaum, Director, Mass Communications Project.

Herbert McClosky, Professor, Department of Political Science.

Merrill Shanks, Director, Survey Research Center.

All of the University of California, Berkeley.