

PROMOTION RECOMMENDATION  
The University of Michigan  
College of Literature, Science, and the Arts

Ted Brader, assistant professor of political science, College of Literature, Science, and the Arts, is recommended for promotion to associate professor of political science, with tenure, College of Literature, Science, and the Arts

Academic Degrees:

1999	Ph.D.	Harvard University
1993	A.B.	Dartmouth College

Professional Record:

2000 – present	Assistant Professor, Department of Political Science, University of Michigan
2000 – present	Faculty Associate, Center for Political Studies, Institute for Social Research, University of Michigan
1999 – 2000	Lecturer, Department of Government, Harvard University

Summary of Evaluations:

Teaching – Professor Brader is a serious and committed teacher of graduate and undergraduate students. He takes particular care to connect empirical material to important normative questions. He has advised two undergraduate honors students and four graduate students, supervised a number of directed studies at the undergraduate and graduate levels, and served on four dissertation committees (all currently in progress). He has also supervised a number of undergraduate and graduate research assistants. In recognition of his care and dedication as a teacher and mentor, he recently won an award from the Department’s undergraduates.

Research – Professor Brader’s research falls broadly within the realm of mass politics, including the study of public opinion, political behavior, and elections. These are among the discipline’s most developed and essential fields. His special emphasis is on the central role of emotions in shaping how citizens react to political messages and events and in the formation and salience of identities – partisan, national, ethnic, gender, and religious – in political judgment and behavior. Overall, his new book and many articles are animated by concerns about the competence of democratic citizens to fulfill the expectations of self-government and the capacity of political communication to enhance or thwart democratic accountability by educating, motivating, and persuading the public.

Recent and Significant Publications:

“Identities, Interests, and Emotions: Symbolic vs. Material Wellsprings of Fear, Anger, and Enthusiasm,” with N.A. Valentino, in *The Political Dynamics of Feeling and Thinking*, A. Crigler, et al. (eds.), University of Chicago Press, forthcoming 2006.

*Campaigning for Hearts and Minds: How Emotional Appeals in Ads Work*, University of Chicago Press, 2005.

“Striking a Responsive Chord: How Campaign Ads Motivate and Persuade Voters by Appealing to Emotions,” *American Journal of Political Science*, 49(2), 2005, pp. 388-405.

“The Emergence of Mass Partisanship in Russia, 1993-1996,” with J. Tucker, *American Journal of Political Science* 45(1), 2001, pp. 69-83.

Service – Professor Brader has served on the departmental Executive Committee, an exceptionally time- and energy-consuming activity, as well as on the Undergraduate and Graduate Affairs Committees, and the Gender and Minority Harassment and Discrimination Committee. He has also been on the Interdepartmental Committee for the Department of Communication Studies. He is on the editorial board of *Political Psychology* and does more than his fair share of book, journal, and proposal reviewing.

External Reviews:

Reviewer (A)

“Certainly, his Chicago Press book [*Campaigning for Hearts and Minds*] must stand as one of the, possible the, centerpiece of his candidacy... I view it as a genuinely important addition to what has been, until very recently, a sparse understanding of political campaigns and their effects.”

Reviewer (B)

“I write with strong endorsement of Ted Brader for promotion to tenured Associate at Michigan. ... The strengths of Brader’s work are its originality, its high level of theoretical and empirical rigor, and its importance for understanding central questions in political behavior of substantial interest to the discipline and beyond.”

Reviewer (C)

“Considering that Professor Brader is accumulating a distinguished research and publication record, that he has earned numerous distinctions including a large NSF grant, and that he has done justice to his teaching and service obligations in the department, I believe he would move very easily and rapidly through the promotion process at my institution.”

Reviewer (D)

“Ted has long struck me as a smart and energetic scholar who would one day take ownership of the topic, ‘What is the causal role of emotions in campaign communication?’ His book manuscript signals that this time has arrived.”

Reviewer (E)

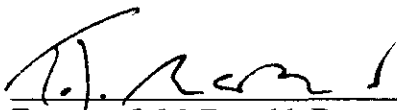
“...Ted is the scholar of his generation that I expect to make the greatest contributions as this [sic] effort to understand how emotions impact on politics goes forward.”

Reviewer (F)

“Brader’s expertise is political psychology, particularly the role of emotion in political advertising. The effects of emotion-laden messages upon attitudes and behavior is a growth area and Brader is ahead of the pack. In the next years his findings will be built upon in political psychology, voting and media studies.”

Summary of Recommendation:

Professor Brader's research is theoretically ambitious, methodologically sophisticated, and very well-regarded by a wide range of senior scholars. He is also a good teacher and a fine colleague. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Assistant Professor Ted Brader be promoted to the rank of associate professor of political science, with tenure.



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Terrence J. McDonald, Dean  
College of Literature, Science, and the Arts

May 2006