

THE UNIVERSITY OF MICHIGAN

Regents Communication

ACTION REQUEST

Subject: Report of Faculty Retirement

Action Requested: Adoption of Retirement Memoir

Michael W. Traugott, Ph.D., professor of communication studies and professor of political science in the College of Literature, Science and the Arts, and research professor in the Center for Political Studies, Institute for Social Research, retired from active faculty status on May 31, 2014.

Professor Traugott received his B.A. degree from Princeton University in 1965 and his M.A. and Ph.D. degrees from the University of Michigan in 1967 and 1974, respectively. Since 1965, he has held numerous positions in the Survey Research Center and the Center for Political Studies including study director, senior study director, and program director. Professor Traugott was appointed professor in 1987 and senior research scientist (now research professor) in 1998. He served as associate dean for development in the College of Literature, Science, and the Arts from 1992-94 and as chair of the Department of Communication Studies from 1998-2004.

Professor Traugott is a leading authority on survey design with special expertise in the measurement of public opinion and behavior. His research explored political communication, campaigns and elections, the use of public opinion polls to make news, and the impact of voting technology on voting behavior. More recently he critically examined the low-cost data collection methodologies that organizations use to produce news about public opinion. He has authored, co-authored, or edited numerous publications including *Presidential Polls and the News Media* (1995), *Election Polls, the News Media & Democracy* (2000), and the *Handbook of Public Opinion Research* (2008). A gifted instructor and dedicated mentor, Professor Traugott taught graduate and undergraduate courses on political communication and research methods. He has served as president of the American Association for Public Opinion Research (AAPOR), the World Association for Public Opinion Research, and the Midwest Association for Public Opinion Research. Professor Traugott received the AAPOR Award for outstanding lifetime achievement in 2010.

The Regents now salute this distinguished teacher and researcher by naming **Michael W. Traugott professor emeritus of communication studies, professor emeritus of political science, and research professor emeritus.**

Requested by:



Sally J. Churchill, J.D.
Vice President and Secretary of the University

July 2014