

Robert Kirby Goidel

Education:

B.S., magna cum laude, James Madison University, 1989;
M.A. (in pursuit), American Government, University of Kentucky, 1992.
Ph.D., American Government, University of Kentucky, 1993.

Experience

Co-Editor, *Survey Practice* (American Association of Public Opinion Research), 2012-present (w/ Kumar Rao from Nielsen Media).

Professor & Fellow
Department of Communication
Public Policy Research Institute
Texas A&M University
2014-present

Scripps Howard Professor, Director of the Public Policy Research Lab
Director of the Louisiana Survey
Manship School of Mass Communication & Department of Political Science
Louisiana State University, 2002 – 2014

Political Communication Area Head
Manship School of Mass Communication
Louisiana State University, 2003-2006

Chair, Department of Political Science
Indiana State University, 2001-2002

Interim Chair, Department of Political Science
Indiana State University, 2000-2001

Associate Professor of Political Science
Indiana State University, 1999-2002.

Assistant Professor of Political Science
Indiana State University, 1995-1999.

Assistant Professor of Political Science
University of Southwestern Louisiana, 1993-95.

Books

Kirby Goidel, Craig Freeman, and Brian Smentkowski. 2015. *Misreading the Bill of Rights: Top Ten Myths Concerning Your Rights and Liberties*. Praeger Publishing.

Kirby Goidel. 2014. *America's Failing Experiment: How Too Much Democracy Undermines Our National Leaders*. Rowman & Littlefield.

Donald K. Gross and **Robert K. Goidel**. 2003. *The States of Campaign Finance Reform*, Ohio State University Press. *This book was the subject of an authors' roundtable at the 2004 annual meeting of the Midwest Political Science Association.

Goidel, Robert K., Donald K. Gross, and Todd G. Shields. 1999. *Money Matters: Consequences of Campaign Finance Reform in United States House Elections* Rowman & Littlefield.

Edited Book

Goidel, Kirby. *Political Polling in the Digital Age: The Challenge of Measuring and Understanding Public Opinion*. 2011. Louisiana State University Press.

Journal Articles

Johnson, Martin., **Kirby Goidel** and Michael Climek. 2014. "The Decline of Daily Newspapers and the Third-Person Effect," *Social Science Quarterly* 95: 1245–1258,

Turcotte, Jason, & **Kirby Goidel**. 2014. "Political knowledge and exposure to the 2012 U.S. presidential debates. Does debate format matter?" *PS: Political Science & Politics* 47: 449-453.

Goidel, Kirby, Ashley Kirzinger, Margaret DeFleur, and Jason Turcotte. 2013. "Difficulty in Seeking Information about Health Care Quality and Costs," *Social Science Journal* 50: 418-425.

Dunaway, Johanna, **Kirby Goidel**, Ashley Kirzinger, and Betina Wilkinson. 2011. "Rebuilding or Intruding? News Media Coverage and Public Opinion on Immigration in Louisiana." *Social Science Quarterly* 92(4): 917-937

Goidel, Kirby, Wayne Parent, and Bob Mann. 2011 "Race, Racial Resentment, Attentiveness to the News Media, and Public Opinion Toward the Jena Six." *Social Science Quarterly* 94: 20-34.

Goidel, Robert K., Steven Procopio, Dek Terrell, and H. Denis Wu. 2010 "Sources of Economic News and Economic Expectations." *American Politics Research* 38: 759-777.

Miller, Andrea and **Kirby Goidel**. 2009. "News Organizations and Information Gathering During a Natural Disaster: Lessons from Hurricane Katrina." *Journal of Contingencies and Crisis Management* 17 (4): 266-273.

Jas Sullivan, Lisa Major Hatley, **Robert K. Goidel**, and David Kurpius. 2009. "The Role of an African American Candidate on Psychological Engagement and Political Discussion in a Local Election," *Politics and Policy* 37 (2): 289-308.

Goidel, Robert K., Craig Freeman, Stephen Procopio, and Charles Zewe. 2008. "Who Participates in the Public Square and Does It Matter?" *Public Opinion Quarterly* 72: 792-803.

Goidel, Robert K., Stephen Procopio, Douglas Schwalm, and Dek Terrell. 2007. "Implications of the Medicaid Undercount in a High-Penetration Medicaid State." *Health Services Research*

Nisbet, Matthew and **Robert K. Goidel**. 2007. "Understanding Citizen Perceptions of Science Controversy: Bridging the Ethnographic-Survey Research Divide." *Public Understanding of Science* 16: 421-440.

Goidel, Robert K. and John Maxwell Hamilton. 2006. Strengthening Higher Education Through Gridiron Success? Public Perceptions of the Impact of National Football Championships on Academic Quality. *Social Science Quarterly* 87: 851-862.

Goidel, Robert K. and Matthew Nisbet. 2006. "Exploring the Roots of Public Participation in the Controversies of Embryonic Stem Cell Research and Cloning." *Political Behavior* 28: 175-192.

Goidel, Robert K., Craig Freeman, and Steven Procopio. 2006. The Impact of Television Viewing on Perceptions of Juvenile Crime. *Journal of Broadcasting and Electronic Media* 50: 119-139.

Chambers, Michael and **Robert K. Goidel**. 2004. "The Post-Cold War Presidency and Public Opinion Beyond the Water's Edge." *White House Studies* 4: 31-47.

Maule, Linda S. and **Robert K. Goidel**. 2003. "Adultery, Drugs, and Sex: An Experimental Investigation of Individual Reactions to Unethical Political Behavior by Public Officials," *Social Science Journal* 40 (2003): 65 -78.

Gross, Donald A., **Robert K. Goidel**, and Todd G. Shields. 2002. "State Campaign Finance Regulations and Electoral Competition," *American Politics Research* 30: 143-165.

Gross, Donald A. and **Robert K. Goidel**. 2001. "The Impact of State Campaign Finance Laws." *State Politics & Policy Quarterly*. 1: 453 -623.

Shields, Todd G. and **Robert K. Goidel**. April 2000. "Who Contributes? Checkbook Participation, and the Impact of Legal Reforms, 1952-1994." *American Politics Quarterly* 28: 216-234.

Shields, Todd G. and **Robert K. Goidel**. 1998. "Taking Credit and Avoiding Blame: Good News, Spin Control, and Democratic Accountability." *Political Communication* 15: 99-116.

Shields, Todd G. and **Robert K. Goidel**. 1997. "Participation Rates, Socioeconomic Class Biases, and Congressional Elections: A Cross-Validation, 1958-1994." *American Journal of Political Science* 41: 683-691.

Goidel, Robert K., Todd G. Shields, and Mark Peffley. 1997. "Priming Theory and RAS Models: Toward an Integrated Perspective of Media Influence." *American Politics Quarterly* 25: 287-318.

Goidel, Robert K. and Todd G. Shields. 1997. "Partisan Differences and Candidate Mobilization Efforts in Midterm House Elections." *Midsouth Journal of Political Science* 1: 47

Gross, Donald A., **Robert K. Goidel**, and Todd G. Shields. 1997. "Campaign Finance Reform and the 1994 Congressional Elections." *Policy Studies Journal* 25: 215-234.

Goidel, Robert K., Todd G. Shields, and Ronald E. Langley. 1997. "The New Economy, The End of the Cold War, and Presidential Evaluations." *Southeastern Political Review* 25: 487-500.

Shields, Todd G. and **Robert K. Goidel**. 1996. "Television News Coverage of the National Debt 1990-1993: The President Versus Congress as a Source for National News." *Polity* 18:401-411.

Goidel, Robert K. and Todd G. Shields. 1996. "Political Mobilization and Voter Turnout in the 1990 Midterm House Elections: An Aggregate Level Analysis." *Southeastern Political Review* 24: 99-115.

Goidel, Robert K. and Donald A. Gross. 1996. "Reconsidering the 'Myths and Realities' of Campaign Finance Reform." *Legislative Studies Quarterly*.

Goidel, Robert K. and Ronald E. Langley. 1995. "Uncovering Evidence of Indirect Media Effects: News Coverage of the Economy and the 1992 Presidential Elections." *Political Research Quarterly* 48: 313-328.

Shields, Todd G., **Robert K. Goidel**, and Barry Tadlock. 1995. "The Net Impact of Media Exposure on Individual Voting Decisions in United States Senate and House Elections." *Legislative Studies Quarterly* 20: 415-430.

Peffley, Mark, Ronald Langley, and **Robert K. Goidel**. 1995. "Public Responses to Presidential Uses of Military Force: A Panel Analysis." *Political Behavior*

Goidel, Robert K. and Donald A. Gross. 1994. "A Systems Approach to Campaign Finance in United States House Elections." *American Politics Quarterly* 22: 125-153.

Goidel, Robert K. and Donald A. Gross. 1994. "Strategic Calculations and Quality Challengers in United States House Elections, 1986-1990." *Southeastern Political Review* 22: 203-222. -1990." *Southeastern Political Review* 22: 203-222.

Goidel, Robert K. and Todd G. Shields. 1994. "The Vanishing Marginals, the Mass Media, and the Bandwagon," *Journal of Politics*.

Non-Peer Reviewed Article

Moore, David and **Kirby Goidel**. 2012. What Really Keeps People From Using Broadband? *Broadband Communities* May/June: 94-96.

Book Chapters

Goidel, Robert K. 2011. "Public Opinion Polling" in Robert Mann & David Perlmutter (eds), *The Manship Guide to Political Communication*, Louisiana State University Press.

Goidel, Robert K. 2011. "An Introduction to Public Opinion Polling in a Digital Age: Meaning and Measurement," in Robert Goidel (ed.), *Political Polling in the Digital Age: The Challenge of Measuring and Understanding Public Opinion*, Louisiana State University Press.

Goidel, Robert K., Michael Xenos, and Ashley Kirzinger. 2011. "Too Much Talk, Not Enough Action? Political Expression in a Digital Age," in Robert Goidel (ed.), *Political Polling in the Digital Age: The Challenge of Measuring and Understanding Public Opinion*, Louisiana State University Press.

Goidel, Robert K. 2011. "Transitioning into a New Era of Public Opinion Research," in Robert Goidel (ed.), *Political Polling in the Digital Age: The Challenge of Measuring and Understanding Public Opinion*, Louisiana State University Press.

Goidel, Robert and Wayne Parent. 2008. "The Puzzle of Race and Gender in Cajun-Creole Louisiana: Is Louisiana the Exception the Southern Rule?" in Todd G. Shields and Shannon Davis (eds.), *New Voices in the Old South*, Florida Institute of Government.

Chambers, Michael and **Robert Goidel**. 2005. "Public Opinion, Presidential Leadership, and Foreign Policy in a Post-9-11 International System," in Glenn P. Hastedt & Anthony J. Eksterowicz (eds), *The President and Foreign Policy: Chief Architect or General Contractor?* Nova Science Publishers.

McDowell, James L. and **Robert K. Goidel**. 2002. "The Bayh-ing of Indiana Campaign Finance," in David Schultz (ed.), *Laboratories of Democracy: Money and Campaign Finance in State Elections*, Carolina Academic Press.

Goidel, Robert K. and Linda S. Maule. 2001. "Washington's Fifth Congressional District." in Sunil Ahuja & Robert Dewhirst, eds., *The Elections of 2000*.

Goidel, Robert K. 1998. "The Federal Election Campaign Act of 1974" in Sunil Ahuja & Robert Dewhirst, eds., *Government at Work*, Kendall-Hunt Publishers.

Goidel, Robert K., Todd G. Shields, and Ronald E. Langley. 1999. "The New Economy, The End of The Cold War, and Presidential Evaluations," in Anthony Eksterowicz & Glenn Hastedt eds., *The Post-Cold War Presidency*, Rowman & Littlefield Publishers.

Goidel, Robert K. and James McDowell. 1999. "Hill Defeats Leising: Indiana's Ninth Congressional District" in Sunil Ahuja & Robert Dewhirst, eds., *The Elections of 1998*, Nelson-Hall Publishers.

Goidel, Robert K. 2000. "If You Report It, Will They Care?" in Tony Eksterowicz and Robert Roberts, eds., *Public Journalism and Political Knowledge*, Rowman & Littlefield.

Selected Grants and Contracts (as PI or Co-PI)

Since 2002, I have been the PI or Co-PI on approximately \$4,000,000 in grants and contracts. Many of the grants involve interdisciplinary partnerships.

- Dallas Independent School District, \$17,000
- Texas Department of Insurance Injured Workers, \$691,670 (5 years)
- BRFSS 2013-2014, \$306,500 (Continued for 2014-2015)
- BRFSS 2012-2013, \$294,800
- 2013 Louisiana Health Insurance Survey \$483,171
- 2011 Louisiana Health Insurance Survey \$483,171
- Louisiana Division of Administration, Rural Broadband Business Survey \$49,560
- Louisiana Division of Administration, Rural Broadband Survey \$49,230
- Bright Start Early Childhood Initiative, \$147,010
- Tracking Community Resilience in the Wake of the Deepwater Horizon Disaster: \$65,974
- Developing Infrastructure for Analyzing the Impact on Coastal Communities
- BRFSS 2011-2012 (Extended through 2013), \$393,852
- BRFSS 2010-2011, \$259,961
- Model Approaches to Statewide Legal Assistance Delivery Systems 2009 \$16,895
- Workforce Needs Employer Survey \$27,839
- DHH Consumers Right to Know Survey \$28,550
- BRFSS swine flu surveys \$69,440
- BRFSS 2009/2010 \$338,500
- 2009 Louisiana Health Insurance Survey: MaxEnroll Focus Groups & GIS \$67,578
- 2009 Louisiana Health Insurance Survey \$483,171
- Louisiana Retirement Development Commission survey \$43,872
- Behavioral Risk Factor Surveillance System Survey 2008/2009 \$265,363
- LRA Road Home Customer Satisfaction and Global Satisfaction \$11,551
- LRA Road Home Customer Satisfaction Survey \$42,593
- Environmental Scan of Louisiana Health Care \$50,000
- Louisiana Health Insurance Survey 2007 \$465,851
- Louisiana Recovery Authority Citizen Survey \$44,000
- LHIS Health Insurance Survey 2005 \$409,683
- Louisiana s Business Image: An Economic Development Perspective \$77,100
- Louisiana Health Insurance Survey 2003 \$258,519
- The Training, Research, and Infrastructure Initiative in Survey Research \$101,710
Methodologies