

Dr. Jody C Baumgartner

Thomas Harriot College of Arts & Sciences Distinguished Professor

Dept. Political Science, East Carolina University

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EDUCATION

Ph.D.: Miami University, 1998, Political Science. Areas of concentration, American and comparative politics; dissertation title, *Comparative Presidential Selection: An Organizational Approach* (Dr. Ryan J. Barilleaux, committee chair)

- M.A.: Miami University, 1995, Political Science
- B.A.: University of Maine at Farmington, 1994, International Studies: Political Science and Russian Language

ACADEMIC APPOINTMENTS

- 2017-present: Thomas Harriot College of Arts & Sciences Distinguished Professor, East Carolina University
- 2014-17: Professor, East Carolina University
- 2009-14: Associate Professor, East Carolina University
- 2006-09: Assistant Professor, East Carolina University
- 2003-06: Visiting Assistant Professor, East Carolina University
- 2002-03: Adjunct Instructor, Florida Metropolitan University (Fall); Adjunct Instructor, University of Tampa (Spring); Adjunct Instructor, St. Petersburg College (Fall); Visiting Assistant Professor, Miami University (Spring); Visiting Instructor, American University Armenia (Summer)
- 1999-2001: Instructor, International College of Beijing
- 1998-99: Adjunct Instructor, St. Petersburg College
- 1994-98: Teaching Assistant, Teaching Fellow, Miami University

PUBLICATIONS: BOOKS

2024. *Modern Political Caricatures: "I Can See Russia from My House* (Palgrave MacMillan).

2019. *Conventional Wisdom and American Elections: Exploding Myths, Exploring Misconceptions*. Fourth Edition. Lanham, MD: Rowman & Littlefield (with Peter L. Francia).

2015. *The Vice Presidency: From the Shadow to the Spotlight*. Lanham, MD: Rowman & Littlefield.

2014. *Politics Is a Joke!: How TV Comedians Are Remaking Political Life*. Boulder, CO: Westview (with S. Robert Lichter and Jonathan Morris).

2006. *The American Vice Presidency Reconsidered*. Westport, CT: Praeger.

2000. *Modern Presidential Electioneering: An Organizational and Comparative Approach*. Westport, CT: Praeger.

PUBLICATIONS: EDITED BOOKS

2023. *Political Marketing and the Election of 2020*, Routledge (with Bruce Newman, eds.)

2022. *The Internet and the 2020 Presidential Campaign*, Lexington (with Terri Towner, eds.).

2019. *American Political Humor: Masters of Satire and Their Impact on U.S. Policy and Culture* (2 Volume Encyclopedia). ABC-CLIO (11 substantive chapters contributed).

2018. *Political Humor in a Changing Media Landscape: A New Generation of Research*. Lexington (with Amy B. Becker, eds.).

2017. *The Internet and the 2016 Presidential Campaign*, Lexington (with Terri Towner, eds.).

2008. *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge (edited with Jonathan S. Morris).

2003. *Checking Executive Power: Presidential Impeachment in Comparative Perspective*. Westport, CT: Praeger (edited with Naoko Kada).

PUBLICATIONS: JOURNAL ARTICLES

2024. "The Rise and Fall of Political Comedy on Late-Night TV," *The Communication Review*. 27(3): 242-55.

2024. "A New Age of Political Humor." Introductory essay for special issues of *The Communication Review*.

2023. "Public Support for Vice Presidential Reform," *Presidential Studies Quarterly*. 53(1): 19-28.

2022. "The Complex Reality of Vice Presidential Selection in the Modern Era," *Presidential Studies Quarterly* (with Baekwan Park). 52(3): 671-91.

2022. "Critic or Cheerleader? Editorial Cartoons during the 2020 Coronavirus Pandemic," *Newspaper Research Journal* 43(4): 448-66 (with Hanna Kassab).
2022. "Introduction: Political Marketing and the 2020 Election," *Journal of Political Marketing*. 21:3-4, 219-220
2021. "Is It Funny if No One is Watching? Public Response to Late Night Political Satire." *Comedy Studies*. 12(1): 15-28.
2019. "Research Note: Negative News and Late-Night Comedy about Presidential Candidates," *Humor* . 32: 605-17 (with S. Robert Lichter and Jonathan Morris).
2018. "Maybe it is More than a Joke: Satire, Mobilization and Political Participation." *Social Science Quarterly*. 99(3): 1060-74 (with Brad Lockerbie).
2018. "Did the "Road to the White House Run Through" Letterman? Chris Christie, Letterman, and Other-Disparaging Versus Self-Deprecating Humor." *Journal of Political Marketing*. 17(3): 282-300 (with Jonathan S. Morris and Jeffrey Michael Coleman).
2017. "Under the Radar: Public Support for Vice Presidents." *Presidential Studies Quarterly*. 47: 777-88.
2017. "The Vice Presidency in the 21st Century." *Pepperdine Law Review*. 44: 561-81.
2016. "Rejecting More of the Same? The 2016 Veepstakes." *PS: Politics and Political Science*. 49: 775-81.
2014. "'The "Crossfire Approach": Attracting Political Science Majors in Large Lecture Sections of Introductory Courses." *PS: Politics and Political Science*. 48: 612-16 (with Jonathan S. Morris).
2014. "'It's Just a Joke!'... Or is it? The Promise and Pitfalls of Political Humor in an Age of Polarized Politics." *Extensions*. Winter, 2014 (with Jonathan S. Morris).
2013. "Internet Political Ads in 2012: Can Humor Mitigate Unintended Effects of Negative Campaigning?" *Social Science Computer Review*, 31(5): 601-613.
2013. "No Laughing Matter? Young Adults and the 'Spillover Effect' of Candidate-centered Political Humor." *HUMOR: International Journal of Humor Research*. 26(1): 23-43.
2012. "The Post-Palin Calculus: The 2012 Republican Veepstakes." *PS: Politics and Political Science*. 45(4): 605-09.

2012. "Vice Presidential Selection in the Convention Era: Experience or Electoral Advantage?" *Congress and the Presidency*. 39:297-315.
2012. "Research Note: The 2008 Presidential Primaries and Differential Effects of 'The Daily Show' and 'The Colbert Report' on Young Adults." *Midsouth Political Science Review*. 12: 87-102 (with Jonathan S. Morris).
2012. "The Fey Effect: Young Adults, Political Humor, and Perceptions of Sarah Palin in the 2008 Presidential Election Campaign." *Public Opinion Quarterly*. 76: 95-104 (with Jonathan S. Morris and Natasha L. Walth).
2010. "MyFaceTube Politics: Social Networking Websites and Political Engagement of Young Adults." *Social Science Computer Review*. 28: 24-44 (with Jonathan S. Morris).
2009. "Back to Blue? Shifting Tides of Red and Blue and The Dole-Hagan Senate Race in North Carolina." *American Review of Politics*. 30: 213-28 (with Peter L. Francia, Brad Lockerbie, and Jonathan S. Morris).
2009. "Constitutional Design of the Executive: Vice Presidencies in Comparative Perspective." *Congress and the Presidency*. 36:148-63 (with Rhonda Evans Case).
2008. "Scoundrel or Über-Lieutenant? The Vice Presidency of Dick Cheney." *American Review of Politics*. 29: 235-52.
2008. "One 'Nation' Under Stephen? The Effects of The Colbert Report on American Youth." *Journal of Broadcasting and Electronic Media*. 52: 622-43 (with Jonathan S. Morris).
2008. "Is it Really Red Versus Blue? Politics, Religion, and the Culture War Within," *American Review of Politics*. 29: 1-18 (with Peter L. Francia, Jonathan S. Morris, and Carmine Scavo).
2008. "Editorial Cartoons 2.0: The Effects of Digital Political Satire on Presidential Candidate Evaluations." *Presidential Studies Quarterly*. 38: 735-58.
2008. "The Veepstakes: Forecasting Vice Presidential Selection in 2008." *PS: Politics and Political Science*. 41 (October): 765-72.

2008. "Jon Stewart Comes to Class: The Learning Effects of America (The Book) in Introduction to American Government Courses," *Journal of Political Science Education* 4: 169-186 (with Jonathan S. Morris).

2008. "A Clash of Civilizations? Evangelical Christian Opinion on U.S. Foreign Policy," *Political Research Quarterly* 61: 161-79 (with Peter L. Francia, and Jonathan S. Morris).

2007. "Hard and Soft New Media Effects on Presidential Candidate Name Recall: A Case Study." *Journal of Political Science* 35: 1-29 (with Jonathan S. Morris).

2007. "Humor on the Next Frontier: Online Political Humor and Its Effects on Youth." *Social Science Computer Review* 29:319-38.

2006. "The Second-best Choice? Vice-presidential Candidate Qualifications in the Traditional and Modern Eras." *White House Studies* 6:179-95.

2006. "Victim or Victor of the Culture War? How Cultural Issues Affect Support for George W. Bush in Rural America." *American Review of Politics*, 26:349-367 (with Peter L. Francia).

2006. "The 'Daily Show Effect': Candidate Evaluations, Efficacy, and the American Youth." *American Politics Research*, 34:341-67 (with Jonathan S. Morris).

2004. "Victims or Rogues: The Impeachment of Presidents Bill Clinton and Boris Yeltsin in Comparative Perspective." *White House Studies*, 4:281-299 (with Ryan Barilleaux).

2001. "Pardon Power: A Comparative Examination of the United States and Russia." *Politics and Policy*, 29:209-237 (with Mark H. Morris).

PUBLICATIONS: BOOK CHAPTERS

2025. "Of Red Waves, Election Deniers, Candidate Quality and Other Issues: Political Cartoons During the 2022 Midterm Elections," in John Hendricks and Dan Schill, eds., *Media Messages in the 2022 Midterm Election: Division, Deniers, Dobbs, and the Donald*. Routledge (with Hanna Kassab).

2024. "Political Humor," in *De Gruyter Handbook of Humor Studies*, eds., Thomas Ford, Władysław Chłopiczki, and Giseline Kuipers (DeGruter).

2023. "Introduction," and, "Afterward: Political Marketing, the 2022 Midterms and Future Campaigns" (with Bruce Newman), in Jody Baumgartner and Bruce Newman, eds., *Political Marketing and the Election of 2020*. Routledge.

2022. "Political Humor and Its Effects," in Sandy Maisel, ed., *Oxford Bibliographies in Political Science*. Oxford University Press.
2022. "The Management Of Political Campaigns," in Bruce I. Newman and Todd P. Newman, eds., *A Research Agenda for Political Marketing*. Cheltenham, UK: Edward Elgar.
2022. "Introduction," in Jody C Baumgartner and Terri Towner, eds., *The Internet and the 2020 Presidential Campaign*, Lexington (with Terri Towner, eds.).
2021. "Political Humor," in Thomas Ford and Madelijn Strick, eds., *The Social Psychology of Humor*. Routledge (pp. 20-38).
2018. "Political Humor and its Effects: A Review Essay," in Jacqueline Benavides, ed., *Humor y Política: Una Perspectiva Transcultural*. Bogotá: Ediciones Universidad Cooperativa de Colombia. Pp. 3-39.
2018. "Introduction: Still Good for a Laugh? Political Humor in a Changing Media Landscape," in Jody C Baumgartner & Amy B. Becker, eds., *Political Humor in a Changing Media Landscape: A New Generation of Research*, Lexington.
2018. "The Limits of Attitude Change: Political Humor during the 2016 Campaign," in Jody C Baumgartner & Amy B. Becker, eds., *Political Humor in a Changing Media Landscape: A New Generation of Research*, Lexington.
2018. "Conclusion: Looking Ahead to the Future: Why Laughing Will Matter Even More in the Decade to Come," in Jody C Baumgartner & Amy B. Becker, eds., *Laughing (Still) Matters: The Next Generation of Political Humor Research*, Lexington (with Amy B. Becker).
2017. "Late Night Talk Moves Online: Political Humor, YouTube, and the 2016 Presidential Election," in Jody C Baumgartner & Terri Towner, eds. *The Internet and the 2016 Presidential Campaign*, Lexington (pp. 245-63).
2016. "The Anatomy of a Presidential Election Campaign," in Randal W. Summers, ed., *Social Psychology: How Other People Influence Our Thoughts and Actions* (Greenwood/Praeger, with Peter L. Francia).

2015. "The Serious Business of Late-Night Political Humor: Foreign Policy Issue Saliency in the 2014 Mid-Term Elections," in John Allen Hendricks and Dan Schill, eds., *Communication and Mid-Term Elections: Media, Message, and Mobilization* (Palgrave, with Jonathan S. Morris).
2014. "Of Networks and Knowledge: Young Adults and the 2012 Republican Presidential Nomination Campaign," in John Allen Hendricks and Stephen F. Austin, eds., *Presidential Campaigning and Social Media: New Strategies*. Oxford University (with David S. Morris and Jonathan S. Morris).
2011. "Stoned Slackers or Super-citizens? "Daily Show" Viewing and Political Engagement of Young Adults," in Amarnath Amarasingam, ed., *The Stewart / Colbert Effect: Essays on the Real Impacts of Fake News*. Jefferson NC: McFarland & Co. (with Jonathan S. Morris).
2010. "Comparative Presidential Selection: A Cautionary Tale," in Gary Bugh, ed., *Electoral College Reform: Challenges and Possibilities*. Aldershot, UK: Ashgate (with Rhonda Evans Case).
2010. "Internet Use and Political Participation of American Youth: The Campaign of 2008," in Christopher G. Reddick, ed., *Citizens and E-Government: Evaluating Policy and Management*. Hershey, PA: IGI Global.
2010. "Who Wants to Be My Friend? Youth, Myspace, and Facebook in the 2008 Campaign," in John Allen Hendricks and Robert E. Denton, Jr., eds., *Communicator-in-Chief: A Look at How Barack Obama used New Media Technology to Win the White House*. Lanham, MD: Lexington Books (with Jonathan S. Morris).
2010. "Good Defense, Better Offense: The Dole-Hagan Senate Race in North Carolina," in Randall Adkins and David Dulio, eds., *Cases in Congressional Campaigns: Incumbents Playing Defense in 2008*. New York: Routledge (with Peter L. Francia, Brad Lockerbie, and Jonathan S. Morris).
2008. "The Internet in Election Campaigns in the United States," in Andrew Chadwick and Philip N. Howard, eds., *Handbook for Internet Politics* (New York: Routledge (with Richard Davis, Peter L. Francia, and Jonathan S. Morris).
2007. "American Youth and the Effects of Online Political Humor," in Jonathan S. Morris and Jody Baumgartner, eds., *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge.
2007. "Preface: The "Truthiness" of American Politics," in Jonathan S. Morris and Jody Baumgartner, eds., *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge (with Jonathan S. Morris).

2007. "'The Daily Show' and Attitudes Toward the News Media," in Jonathan S. Morris and Jody Baumgartner, eds., *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge (with Jonathan S. Morris).

2007. "World Wide Web Site Design and Use in Public Management," in G. David Garson, ed. *Modern Public Information Technology Systems: Issues and Challenges*. 3rd Ed. Hershey, PA: Idea Group Publishing (with Carmine Scavo).

2003. "Introduction: Comparative Presidential Impeachment," in Jody Baumgartner and Naoko Kada, eds., *Checking Executive Power: Presidential Impeachment in Comparative Perspective*. Westport, CT: Praeger.

2003. "Impeachment, Russian Style (1998-99)," in Jody Baumgartner and Naoko Kada, eds., *Checking Executive Power: Presidential Impeachment in Comparative Perspective*. Westport, CT: Praeger.

1998. "Electing Presidents and Other Potentates," in Ryan J. Barilleaux, ed., *Presidential Frontiers: Underexplored Issues in White House Politics*. Westport, CT: Praeger.

PUBLICATIONS: FORTHCOMING

"The Empirical Effects of Viewing Right-leaning Political Humor: A Modest First Step." *Comedy Studies*.

"VPs 'Don't Get No Respect': Late Night Television & Vice Presidential Caricatures," in Karine Prémont and Christopher J. Devine, eds., *Second In Command: Reevaluating The Role Of Vice Presidents And Running Mates In Modern American Politics*.

"Political Humor and Its Effects," in Alessandro Nai, ed., *Encyclopedia of Political Communication*.

PUBLICATIONS: EDITOR, SPECIAL JOURNAL ISSUES

2013. Guest Editor, *Social Science Computer Review* special issue: "Symposium—The Internet and Campaign 2012: Developments & Trends"

2018. Guest Editor, *Social Science Computer Review* special issue: "The Internet and the 2016 Campaign."

2022. Guest Editor, *Political Marketing* special issue: "Political Marketing and the Election of 2020"

2024. Guest Editor, *The Communication Review* special issue: "A New Age of Political Humor"

PUBLICATIONS: OTHER

2021. Review of *Irony and Outrage: The Polarized Landscape of Rage, Fear, and Laughter in the United States*, by Dannagal Goldthwaite Young (New York: Oxford University Press, 2020), in *Journalism and Mass Communication Quarterly*, 98(1): 317-19.

2016. Review of *The White House Vice Presidency: The Path to Significance, Mondale to Biden*, by Joel K. Goldstein (Lawrence, KS: University Press of Kansas, 2016), in *Congress & The Presidency*.

2013. Review of *Vice Presidents, Presidential Elections, and the Media: Second Fiddles in the Spotlight*, by Stacy G. Ulbig (Boulder, Lynne Reinner, 2013), in *Political Science Quarterly*, 129(2): 371-2.

2013. "The Internet and Campaign 2012: Developments and Trends." *Social Science Computer Review*, 31(3): 525-26 (special issue introduction).

2009. Review of *The Presidential Pardon Power*, by Jeffrey Crouch (Lawrence, University Kansas, 2009), in *Political Science Quarterly*, 125(2): 325-6.

2007. "Humor in Politics," in Lynda Lee Kaid and Christina Holtz-Bacha, eds., *Encyclopedia of Political Communication*. Sage.

2007. Review of *Presidential Leadership: From Woodrow Wilson to Harry S. Truman*, by Robert H. Ferrell (Columbia, MO: University of Missouri, 2006), in *The Historian*, 69(2): 325-6.

2006. "Primary," in Larry J. Sabato and Howard R. Ernst, eds., *Encyclopedia of American Parties and Elections*. Facts on File.

2006. "Caucus," in Larry J. Sabato and Howard R. Ernst, eds., *Encyclopedia of American Parties and Elections*. Facts on File.

2004. Review of Mark Walker, *The Strategic Use of Referendums: Power, Legitimacy, and Democracy* (New York: Palgrave, 2003), in *Political Science Quarterly*, 119(4): 694-5.

2002. *Party Politics in Armenia: A Primer*. Occasional Paper, Center for Policy Analysis, American University of Armenia.

2002. Review of Anthony Mughan, *Media and the Presidentialization of Parliamentary Elections* (Houndmills UK, Palgrave, 2000), in *Party Politics*, 8(5): 621-2.

2002. Review of Robert Moser, *Unexpected Outcomes: Electoral Systems, Political Parties, and Representation in Russia* (Pittsburgh, University of Pittsburgh, 2001), in the *Canadian Journal of Political Science*, 35(3): 660-1.

2000. "Hunker Democrats (1848)," in Ronald Hayduk, Immanuel Ness, and James Ciment, eds., *Encyclopedia of American Third Parties*. M.E. Sharpe.

(List of Professional Papers & Conference Presentations Available on Request)

SERVICE & PROFESSIONAL RECOGNITION (SELECTED)

Numerous interviews in local and national outlets regarding the vice presidency and humor and politics. Includes several dozen interviews regarding the 2006 "Daily Show Effect" with, or prominent mentions, in various outlets (e.g., *The Washington Post*, *The Toronto Star*, *The Los Angeles Times*, AP and UPI wire services, MSNBC, Fox News, NPR, and more).

North American Editor, *Journal of Political Marketing* (2017-19)

Undergraduate Director, Department of Political Science (2019-25)

Chair, Personnel Committee, Department of Political Science (2014-present)

Chair, Assessment Committee, Department of Political Science (2009-25)

Digital Media Director: East Carolina University, Department of Political Science, and North Carolina Political Science Association (2004-present)

2017 University Scholar, East Carolina University

Editorial Board, *Social Science Computer Review*.

Invited Lecture: On political humor, to Dr. Thomas Ford's (Western Carolina University) psychology class on Nov. 9, 2020.

Keynote Speaker: 2018, Oakland University, Political Humor and Civic Engagement.

Invited Speaker: 2016 Pepperdine Law Review Symposium: The United States Vice Presidency in the Twenty-First Century

Invited Speaker: 2016 Templeton Colloquium on Laughter and Humor, Notre Dame University.

Invited Expert: Dinner and discussion with Vice President Joe Biden, June, 2009, and February, 2011, at vice presidential residence.

Invited Lecture: Baylor University, September, 2009. "Presidential Selection in the U.S. & France" (Constitution Day).

Presenter, "Congress in the Classroom," Dirksen Congressional Center, August, 2004.

Faculty Advisor, North Carolina Student Legislature, East Carolina University, 2003-04.

Faculty Advisor, *Pi Sigma Alpha* (2013)

Reviewer: American Political Science Association Presidency Research Group Founders Award, Best Graduate Paper Committee.

Guest Speaker and analyst at various local (Greenville NC) venues, including Local Close Up, Barnes & Noble Books, *East* magazine, WNCT Television, League of Women Voters

Best Paper Award, North Carolina Political Science Association (3)

- "Naming Names" (2004, with Jonathan Morris)
- "Red State-Blue State Redux: A Re-Examination of Rural, Suburban, and Urban Divisions in Presidential Politics" (2005, with Peter L. Francia)
- "Victim or Victor of the Culture War? How Cultural Issues Affect Support for George W. Bush in Rural America" (2006, with Peter L. Francia)

Selected Google Scholar Citation Counts (April 2025)

- "The Daily Show Effect" (2006): 833
- "MyFaceTube Politics" (2010): 785
- "A Clash of Civilizations?" (2008): 236
- "One "Nation," under Stephen?" (2008): 248
- "The Fey Effect" (2012): 148