

# David E. Broockman

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## CONTACT INFORMATION

University of California, Berkeley  
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Berkeley, CA 94720

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Google Scholar: <http://bit.ly/2MeE5VS>

## ACADEMIC APPOINTMENTS

**University of California, Berkeley**  
Associate Professor, Political Science, January 2020 - Present  
Director, [Berkeley Center for American Democracy](#), September 2022 - Present

### **Stanford University, Graduate School of Business**

Associate Professor, Political Economy, July 2019 - December 2019  
Assistant Professor, Political Economy, July 2015 - June 2019

## EDUCATION

### **University of California, Berkeley**

Ph.D., *Political Science*, May 2015  
★ Dissertation Cmte.: Eric Schickler (Chair), Jasjeet Sekhon, Laura Stoker, and Sarah Anzia  
★ Fields: American Politics (with distinction), Political Behavior, Political Methodology

### **Yale University**

B.A., *Political Science*, 2011

## JOURNAL ARTICLES

38. **Broockman, David E.** and Joshua L. Kalla. 2024. [Selective Exposure and Echo Chambers in Television News Consumption: Evidence from Linked Viewership, Administrative, and Survey Data](#). Forthcoming, *American Journal of Political Science*.
37. **Broockman, David E.** and Joshua L. Kalla. 2024. [Consuming cross-cutting media causes learning and moderates attitudes: A field experiment with Fox News viewers](#). Forthcoming, *Journal of Politics*.
36. **Broockman, David E.**, Joshua L. Kalla, Christian Caballero, and Matthew Easton. [Political practitioners poorly predict which messages persuade the public](#). Forthcoming, *Proceedings of the National Academy of Sciences*.
35. Hewitt, Luke, **David E. Broockman**, Alexander Coppock, Ben M. Tappin, James Slezak, Valerie Coffman, Nathaniel Lubin, and Mohammad Hamidian. 2024. [How experiments help campaigns persuade voters: evidence from a large archive of campaigns' own experiments](#). Forthcoming, *American Political Science Review*.
34. **Broockman, David E.**, Joshua Kalla, Nicholas Ottone, Erik Santoro, and Amanda Weiss. 2024. [Shared Demographic Characteristics Do Not Reliably Facilitate Persuasion in Interpersonal Conversations: Evidence from Eight Experiments](#). Forthcoming, *British Journal of Political Science*.
33. **Broockman, David E.**, Aaron Kaufman, and Gabriel S. Lenz. 2024. [Heuristic Projection: Why Interest Group Cues May Fail to Help Citizens Hold Politicians Accountable](#). *British Journal of Political Science*, 54(1): 69-87.
32. **Broockman, David E.** and Joshua L. Kalla. 2024. [Candidate Ideology and Vote Choice in the 2020 US Presidential Election](#). *American Politics Research* 52(2): 83-96.

31. **Broockman, David E.** and Joshua L. Kalla. 2023. [When and Why Are Campaigns' Persuasive Effects Small? Evidence from the 2020 US Presidential Election.](#) *American Journal of Political Science*, 67(4): 833-849.
30. **Broockman, David E.**, Joshua L. Kalla, and Sean J. Westwood. 2023. [Does Affective Polarization Undermine Democratic Norms or Accountability? Maybe Not.](#) *American Journal of Political Science*, 67(3): 808-828.
29. Kalla, Joshua L. and **David E. Broockman.** 2023. [Which narrative strategies durably reduce prejudice? Evidence from field and survey experiments supporting the efficacy of perspective-getting.](#) *American Journal of Political Science*, 67(1): 185-204.
28. Santoro, Erik and **David E. Broockman.** 2022. [The promise and pitfalls of cross-partisan conversations for reducing affective polarization: Evidence from randomized experiments.](#) *Science Advances*: 8(25): 1-16.
27. Kalla, Joshua L. and **David E. Broockman.** 2022. [Voter outreach campaigns can reduce affective polarization among implementing political activists.](#) *American Political Science Review*, 116(4): 1516-1522.
26. Kalla, Joshua L. and **David E. Broockman.** 2022. ["Outside Lobbying" Over the Airwaves: Randomized Field Experiment on Televised Issue Ads.](#) *American Political Science Review* 116(3): 1126-1132.
25. Kalla, Joshua L., Adam S. Levine, and **David E. Broockman.** 2022. [Personalizing Moral Reframing in Interpersonal Conversation: A Field Experiment.](#) *Journal of Politics* 84(2): 1239-1243.
24. **Broockman, David E.**, Nicholas Carnes, Melody Crowder-Meyer, and Christopher Skovron. 2021. [Why Local Party Leaders Don't Support Nominating Centrists.](#) *British Journal of Political Science*, 51(2): 724-749.
23. **Broockman, David E.**, Joshua L. Kalla, Alexander Guerrero, Mark Budolfson, Nir Eyal, Nicholas P. Jewell, Monica Magalhaes, and Jasjeet S. Sekhon. 2021. [Broad cross-national public support for accelerated COVID-19 vaccine trial designs.](#) *Vaccine*, 39(2): 309-316.
22. **Broockman, David E.** and Evan J. Soltas. 2020. [A Natural Experiment on Discrimination in Elections.](#) *Journal of Public Economics*, 188 (August).
21. Kalla, Joshua L. and **David E. Broockman.** 2020. [Reducing Exclusionary Attitudes through Interpersonal Conversation: Evidence from three field experiments.](#) *American Political Science Review*, 114(2): 410-425.
20. **Broockman, David E.** and Neil Malhotra. 2020. [What Do Partisan Donors Want? Heterogeneity by Party and Policy Domain.](#) *Public Opinion Quarterly*, 84(1): 104-118.
19. **Broockman, David E.**, Gregory Ferenstein, and Neil Malhotra. 2019. [Predispositions and the Political Behavior of American Economic Elites: Evidence from Technology Entrepreneurs.](#) *American Journal of Political Science*, 63(1): 212-233.
18. **Broockman, David E.** and Christopher Skovron. 2018. [Bias In Perceptions of Public Opinion Among Political Elites.](#) *American Political Science Review*, 112(3): 542-563.
17. Ahler, Douglas J. and **David E. Broockman.** 2018. [The Delegate Paradox: Why Polarized Politicians Can Represent Citizens Best.](#) *Journal of Politics*, 80(4): 1117-1133.

- \* Winner of the [Joseph L. Bernd Award](#) for the best paper published in the *Journal of Politics* in 2018.
16. Kalla, Joshua L. and **David E. Broockman**. 2018. [The Minimal Effects of Campaign Contact in General Elections: Evidence from 49 Field Experiments](#). *American Political Science Review*, 112(1): 148-166.
  15. **Broockman, David E.**, Joshua L. Kalla, and Jasjeet S. Sekhon. 2017. [The Design of Field Experiments With Survey Outcomes: A Framework for Selecting More Efficient, Robust, and Ethical Designs](#). *Political Analysis*, 25(4): 435-464.  
 \* Also adapted as Kalla, Joshua L., **David E. Broockman**, and Jasjeet S. Sekhon. 2021. [Field Experiments with Survey Outcomes](#), in James N. Druckman and Donald P. Green, eds., *Advances in Experimental Political Science*.
  14. **Broockman, David E.** and Daniel M. Butler. 2017. [The Causal Effects of Elite Position-Taking on Voter Attitudes: Field Experiments with Elite Communication](#). *American Journal of Political Science*, 61(1): 208-221.  
 \* Winner of the Best Paper award from the APSA Experimental Research section.  
 \* Featured in *AJPS* 'highly cited articles' collection.
  13. **Broockman, David E.** and Joshua L. Kalla. 2016. [Durably reducing transphobia: a field experiment on door-to-door canvassing](#). *Science*, 352(6282): 220-224.  
 \* Winner of the [Cialdini Prize](#) from the Society for Personality and Social Psychology.
  12. **Broockman, David E.** and Timothy J. Ryan. 2016. [Preaching To The Choir: Americans Prefer Communicating To Copartisan Elected Officials](#). *American Journal of Political Science* 60(4): 1093-1107.
  11. Kalla, Joshua L. and **David E. Broockman**. 2016. [Campaign Contributions Facilitate Access to Congressional Officials: A Randomized Field Experiment](#). *American Journal of Political Science* 60(3): 545-558.
  10. **Broockman, David E.** 2016. [Approaches to Studying Policy Representation](#). *Legislative Studies Quarterly* 41(1): 181-215.
  9. **Broockman, David E.** and Daniel M. Butler. 2015. [How Do Committee Assignments Facilitate Legislative Party Power? Evidence from a Randomized Lottery in the Arkansas State Legislature](#). *Journal of Experimental Political Science*, 2(2): 152-163.
  8. **Broockman, David E.** 2014. [Distorted Communication, Unequal Representation: Constituents Communicate Less To Representatives Not Of Their Race](#). *American Journal of Political Science*, 58 (2): 307-321.
  7. **Broockman, David E.** 2014. [Can the Presence of Additional Female Politicians and Candidates Empower Women to Vote or Run For Office? A Regression Discontinuity Approach](#). *Electoral Studies*, 34 (June): 190-204.  
 \* Honorable Mention, 2011 Catt Prize for Research on Women and Politics
  6. **Broockman, David E.** and Donald P. Green. 2014. [Do Online Advertisements Increase Political Candidates' Name Recognition or Favorability? Evidence from Randomized Field Experiments](#). *Political Behavior* 36 (2): 263-289.
  5. **Broockman, David E.** 2014. [Mobilizing Candidates: Political Actors Strategically Shape the Candidate Pool with Personal Appeals](#). *Journal of Experimental Political Science*, 1 (2): 104-119.

4. **Broockman, David E.** 2013. [Black Politicians Are More Intrinsically Motivated To Advance Blacks' Interests: A Field Experiment Manipulating Political Incentives.](#) *American Journal of Political Science*, 57 (3): 521-536.
  - ★ Winner of the [Lawrence Longley Award](#) for the best article on representation and electoral systems published in 2013 from the APSA Representation and Electoral Systems section.
3. **Broockman, David E.** 2012. [The 'Problem of Preferences': Medicare and Business Support for the Welfare State.](#) *Studies in American Political Development*, 26 (2): 83-106.
2. Butler, Daniel M. and **David E. Broockman.** 2011. [Do Politicians Racially Discriminate Against Their Constituents? A Field Experiment on State Legislators.](#) *American Journal of Political Science*, 55 (3): 463-477.
  - ★ Honored in *Science*.
  - ★ Among top ten most read articles in *AJPS* in 2011.
1. **Broockman, David E.** 2009. [Do Congressional Candidates Have Reverse Coattails?](#) *Political Analysis*, 17 (4): 418-434.

IN PROGRESS

["Moderates"](#) (with Benjamin Lauderdale). Revise and Resubmit, *American Political Science Review*.

[Ideology, Idiosyncrasy, and Instability in the American Electorate](#) (with Benjamin Lauderdale).

[Issue Voting in Congressional Elections: A Field Experiment](#) (with Josh Kalla).

[Reactive and Organizational Bias In Constituent Contact: Evidence from Administrative Records of Contacts to Congress](#) (with Olivia Quinn, Matto Mildemberger, Leah Stokes, and Alexander Hertel-Fernandez).

[The Symbolic Politics of Housing](#) (with Josh Kalla and Chris Elmendorf).

[Listen for a Change? A Longitudinal Field Experiment on Listening's Potential to Facilitate Persuasion](#) (with Josh Kalla, Erik Santoro, and Roni Porat).

[Discrimination Narratives and Prejudice Reduction](#) (with Josh Kalla).

[The Employment Effects of a Guaranteed Income: Experimental Evidence from Two U.S. States](#) (with Eva Vivalt, Elizabeth Rhodes, Alexander W. Bartik, and Sarah Miller).

[The Impact of Unconditional Cash Transfers on Consumption and Household Balance Sheets: Experimental Evidence from Two US States](#) (with Alexander W. Bartik, Elizabeth Rhodes, Patrick K. Krause, Sarah Miller, and Eva Vivalt).

[Does Income Affect Health? Evidence from a Randomized Controlled Trial of a Guaranteed Income](#) (with Sarah Miller, Elizabeth Rhodes, Alexander W. Bartik, Patrick K. Krause, and Eva Vivalt).

[The Causal Effects of Income on Political Attitudes and Participation](#) (with Sarah Miller, Elizabeth Rhodes, Alexander W. Bartik, Patrick K. Krause, and Eva Vivalt).

OTHER  
PUBLICATIONS

- Ascertaining Business's Interests and Political Preferences, 2019, *Studies in American Political Development*, 33(1): 26-35.
- Are politicians and activists reliably "more extreme" than voters? A skeptical perspective. in Hopkins and Sides, *Political Polarization in American Politics*.
- Irregularities in LaCour (2014). (with Joshua Kalla and Peter Aronow)  
★ Winner of 2015 Leamer-Rosenthal Prize for Open Social Science
- G.O.P. Senators Might Not Realize It, but Not One State Supports the Health Bill, *New York Times*. (with Christopher Warshaw)
- Facebook: A New Frontier for Field Experiments, *The Experimental Political Scientist*. (with Timothy Ryan)

AWARDS AND  
FELLOWSHIPS

- Andrew Carnegie Fellow**, Carnegie Corporation of New York, 2024-2026  
University of California, Berkeley
- **Chancellor's Award for Research in the Public Interest**, 2023
- Emerging Scholar Award**, APSA Elections, Public Opinion, and Voting Behavior Section, 2020, "Awarded to the top scholar in the field who is within 10 years of her or his Ph.D."
- Stanford Graduate School of Business
- **Amplifier Award**, Finalist, 2018, for "providing students broad and inclusive perspectives that prepare us to lead effectively in our jobs and communities"
  - **Academic Recognition Dinner** for Strongest Student Evaluations in Core Classes: 2016, 2017, 2018
  - **Spence Faculty Scholar**, 2016-7
- Joseph L. Bernd Award**, Southern Political Science Association, for the best paper published in a given year in the *Journal of Politics*, 2019
- W. Glenn Campbell and Rita Ricardo-Campbell National Fellow** and John Stauffer National Fellow in Public Policy, Hoover Institution, 2018-9
- Cialdini Prize**, Society for Personality and Social Psychology, 2017, "to recognize the publication that best explicates social psychological phenomena principally through the use of field research methods and settings"
- Best Paper Award**, APSA Experimental Research Section, 2016
- Leamer-Rosenthal Prize for Open Social Science**, Emerging Researcher Prize, Berkeley Initiative for Transparency in Social Science (BITSS), 2015
- Lawrence Longley Award**, for the best article on representation and electoral systems, APSA Section on Representation and Electoral Systems, 2013
- Honorable Mention, Catt Prize for Research on Women and Politics**, 2011
- University of California, Berkeley (During PhD)
- **Peter H. Odegard Award**, "Given every spring to doctoral students in their third year who have performed exceptionally on coursework and the preliminary examinations," 2014
  - **David M. Howard Memorial Prize**, "Awarded to an exceptionally deserving UC Berkeley graduate student conducting research in the field of American political behavior," 2012

- **Travers Fellowship**, 2011-5

**National Science Foundation Graduate Research Fellowship**, 2011

**First Prize, Award for Outstanding Undergraduate Research in African-American Politics**, TAMU Project for Equity, Representation, and Governance, 2011

Yale University

- **Frank M. Patterson Prize**, *For the Best Senior Essay on the American Political System*, 2011
- **Saslow Prize**, *For the Best Senior Essay Relevant to a Constitutional Issue*, 2011
- **Obernauer Prize**, *For the Best Senior Essay Promoting Understanding Between Groups*, 2011
- **Daniel Tyler Prize**, *“For A Distinguished Sophomore In Political Science”*, 2009

SELECTED  
MEDIA  
COVERAGE

*New York Times*, [“How Much Does How Much We Hate Each Other Matter?”](#)

*This American Life*, [“For Your Reconsideration”](#)

*New York Times Magazine*, [“How Do You Change Voters’ Minds? Have a Conversation”](#)

*New York Times*, [“Silicon Valley’s Politics”](#)

*New York Magazine* (now “The Cut”), [“The Case of the Amazing Gay-Marriage Data: How a Graduate Student Reluctantly Uncovered a Huge Scientific Fraud”](#)

*New York Times*, [“Nothing in Moderation”](#)

*New York Times*, [“A Citizen’s Guide to Buying Political Access”](#)

*New York Times*, [“No Need to Flip-Flop? An Argument for the Power of Persuasion”](#)

*Washington Post*, [“One Study Explains Why It’s Tough to Pass Liberal Laws”](#)

INVITED  
TALKS  
AND  
PRESENTATIONS

2025 National University of Singapore

2024 University of Michigan; UC Berkeley Haas; UC Berkeley Psychology; Meta Computational Social Science Seminar; Yale; Princeton; Aarhus University; University of Toronto Rotman School of Management

2023 BYU; University of Utah; Stanford Polarization Research Lab; CEPR; Yale; UCLA Anderson; University of Chicago Harris School; [Social Science Research Council Centennial Lecture, “What Conventional Wisdom Gets Wrong About Political Polarization”](#)

2022 Carlos III-Juan March Institute of Social Sciences; University of Pennsylvania; Junior Americanist Workshop Series (Discussant); Stanford University; Washington Political Economy Center Conference (Washington PECO); ITAM; Cornell University; UMass Amherst; Columbia University; University of Pittsburgh

2021 White House Office for Science and Technology Policy; University of Chicago Harris School; Columbia University; Harvard Law School; University of Michigan; Institute for Advanced Study in Toulouse; CUNY Graduate Center

- 2020 DCPEC Political Economy Webinar; Harvard University Political Economy Seminar
- 2019 Yale University; UNC-Chapel Hill; UC Berkeley Haas School of Business, Marketing Group; Stanford Department of Psychology; Aarhus University; Harvard Political Psychology and Behavior Series; Harvard Kennedy School; Facebook; Oxford University Rothermere Institute (Keynote Speaker); Bocconi University; London School of Economics; King's College; Wallis Conference, University of Rochester (Presenter)
- 2018 Brown University; Wallis Conference, University of Rochester (Discussant); Queen's University; UC Davis
- 2017 MIT American Politics Conference; Australian Labor Party Conference, Keynote Speaker; McGill Centre for the Study of Democratic Citizenship
- 2016 Stanford METRICS; USC Marshall School of Business; University of Zurich; University of London Birkbeck; Duke Sanford Policy School; Northwestern Kellogg School of Business
- 2015 University of California at Santa Barbara; Stanford PPRG; Princeton CSDP; Yale Conference on Climate Change Communication; UC Berkeley; MIT Conference on Ideal Points; New York University
- 2014 USC School of Law; UC Merced; Michigan State University; UCSD Human Nature Group; Columbia
- 2013 MIT; Vanderbilt University

- SELECTED PH.D. STUDENT PLACEMENTS
- Max Kagan (Columbia University, Postdoc)
  - Elizabeth Mitchell (Stanford University)
  - Zhao Li (Princeton University)
  - Christian Fong (University of Michigan)

- TEACHING
- Introduction to Empirical Analysis and Quantitative Methods* (Undergraduate), UC Berkeley
- Political Psychology* (Undergraduate), UC Berkeley
- The Politics of Public Policy* (Undergraduate), UC Berkeley
- Representation: Bridging Institutions and Behavior* (PhD seminar), UC Berkeley
- Public Opinion and Voting Behavior* (PhD seminar), UC Berkeley
- Measuring Impact in Practice*, Stanford Graduate School of Business, 2017, 2018
- ★ Developed original course; among the most highly rated MBA electives
  - ★ Materials in use at Boston University (Andrey Fradkin), Columbia GSB (Jonah Rockoff), Harvard Business School (Michael Luca), WashU (Xiang Hui), Wharton (Santosh Anagol), Yale (Josh Kalla), Yale SOM (Robert Jensen)
- Strategy Beyond Markets*, Stanford Graduate School of Business, 2016, 2017, 2018
- ★ Recognition for Strongest Student Evaluations in Core Classes: 2016, 2017, 2018
- Design and Analysis of Field Experiments* (Co-instructor), [Master of Information and Data Science Program](#), UC Berkeley, 2014-2015
- ★ Developed original course; now typically highest rated DATASCI course at Berkeley iSchool

GRANTS AND  
GIFTS

Arnold Ventures, \$39,216, 2024 (with Joshua Kalla and Christopher Elmendorf)  
Institute for Humane Studies, \$5,000, 2024  
Anti-Defamation League, \$169,000, 2024 (with Joshua Kalla)  
Institute for Humane Studies, \$10,000, 2024  
Civic Health Project, \$10,000, 2022  
Anti-Defamation League, \$60,000, 2022 (with Joshua Kalla)  
Civic Health Project, \$10,000, 2020  
Russell Sage Foundation, \$158,250, 2020 (with Matto Mildenberger and Leah Stokes)  
Democracy Fund, \$50,000, 2020 (with Alexander Hertel-Fernandez, Matto Mildenberger,  
and Leah Stokes)  
National Science Foundation, \$666,276, 2019 (with Joshua Kalla)  
Walter and Evelyn Haas Jr. Fund, \$10,000, 2016 (with Joshua Kalla)  
Berkeley Signature Innovation Fellowship, \$100,000, 2015 (with Jasjeet Sekhon and Joshua  
Kalla)  
Center for Open Science, \$16,400, 2015 (with Neil Malhotra)  
Equality Federation Institute, \$40,000, 2015 (with Joshua Kalla)  
NARAL Pro-Choice America Foundation, \$50,000, 2015 (with Joshua Kalla)  
Gill Foundation, \$95,000, 2015 (with Joshua Kalla)

SERVICE

Social, Political and Economic Inequality Advisory Committee, *Russell Sage Foundation*,  
2023-  
Editorial Board, *American Political Science Review*, 2020-2024, 2024-Present  
Editorial Board, *American Journal of Political Science*, 2019-  
University of California, Berkeley

- Director, Berkeley Center for American Democracy, 2022-
- Director, Citrin Center for Public Opinion Research, 2023-2024
- American Politics Field Coordinator, 2022-Present
- Graduate Admissions, 2022, 2023
- Tenure Committees, 2021, 2024, 2024
- Faculty Search Committees, 2020, 2021
- Department Strategic Planning Committee, 2020

Stanford Graduate School of Business

- Member, Financial Aid Advisory Group

Referee for *American Economic Review*; *American Economic Journal: Applied*; *American  
Economic Journal: Economic Policy*; *American Journal of Political Science*; *American Political  
Science Review*; *American Politics Research*; *Applied Psychology: An International Review*;  
*British Journal of Political Science*; *Business and Politics*; *Canadian Journal of Economics*;



*Comparative Political Studies; Communications Psychology; Du Bois Review; Econometrica; Economics and Politics; Economic Inquiry; Economic Journal; Election Law Journal; Electoral Studies; European Economic Review; European Journal of Political Research; European Political Science Review; Frontiers in Psychology; Journal of Economic Behavior and Organization; Journal of Elections, Public Opinion Parties; Journal of the European Economic Association; Journal of Experimental Political Science; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Information Technology and Politics; Journal of Personality and Social Psychology; Journal of Politics; Journal of Public Economics; Journal of Race, Ethnicity, and Politics; Journal of Women, Politics, and Policy; Legislative Studies Quarterly; National Science Foundation; Nature Human Behavior; Palgrave Communications; Party Politics; Perspectives on Politics; Political Analysis; Political Communication; Political Behavior; Political Psychology; Political Research Quarterly; Political Science Research and Methods; Politics and Gender; Politics and Governance; Politics, Groups, and Identities; Proceedings of the National Academy of Sciences; PNAS Nexus; PS: Political Science and Politics; Public Opinion Quarterly; Quarterly Journal of Economics; Quarterly Journal of Political Science; Research and Politics; Review of Economic Studies; Review of Economics and Statistics; Russell Sage Foundation; Science; Science Advances; Scientific Reports; Social Psychological and Personality Science; Social Science Quarterly; State Politics and Policy Quarterly; Swiss National Science Foundation; TESS; US-Israel Binational Science Foundation; World Politics; Yale University Press.*

- SELECTED NON-ACADEMIC EMPLOYMENT**
- Senior Analyst, **Economics, Google**, Mountain View, CA **May 2013 - Dec 2016**
- Design of experimental frameworks for assessing causal effects of advertisements.
- Fellow, **CREDO Mobile**, San Francisco, CA **June 2011 - June 2015**
- Randomized field experiments on voter persuasion and political advocacy.
- Analyst, **Analyst Institute**, Washington, DC (remotely) **September 2009 - May 2011**
- Design and analysis of randomized field experiments on voter persuasion and mobilization.
- OTHER SKILLS** 中文(汉语水平考试五级), Morse Code