

# Todd K. Hartman

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CONTACT INFORMATION	Sheffield Methods Institute Interdisciplinary Ctr of the Soc Sciences 219 Portobello Street Sheffield S1 4DP United Kingdom	Tel: +44 114 222 7122 t.k.hartman@sheffield.ac.uk <a href="http://tkhartman.staff.shef.ac.uk/">http://tkhartman.staff.shef.ac.uk/</a> G Scholar: d07BFScAAAAJ Github: tkhartman
CURRENT POSITIONS	Director of Q-step Programme Director of Learning and Teaching Lecturer in Quantitative Social Science Sheffield Methods Institute The University of Sheffield  Statistical Ambassador Royal Statistical Society  Senior Fellow of the Higher Education Academy UK Professional Standards Framework (Ref: PR120023)  Quantitative Marketing & Communications Consultant Recent clients: Boots, Linney Group, McDonald's, Post Office, Royal Mail, Samworth Brothers, Tesco	2017– 2014– 2014–  2016–  2016–  2014–
PREVIOUS POSITIONS	Assistant Professor of Political Science Lecturer of Political Science Department of Government & Justice Studies Appalachian State University (UNC)  Founding Director of Survey Research Program Center for Economic Research and Policy Analysis  Survey Center Research Assistant Adjunct Instructor of Political Science Department of Political Science Stony Brook University (SUNY)	2009–2014 2008–2009  2009–2014  2006–2008 2004–2006
EDUCATION	Ph.D., Political Science, Stony Brook University (SUNY) Exams: Quantitative methods; political psychology; American politics Dissertation: <i>The Effects of Policy Metaphors on Political Attitudes</i> Cmte: Howard Lavine, Stanley Feldman, Milton Lodge, & Richard Lau  M.A., International Relations, San Francisco State University “Talking the Gun Out of Irish Politics: Framing the Peace Process”  B.A., International Relations, University of California at Davis Certificate in Intercultural German Studies, Universität Bayreuth Work Study, Bayerische Motoren Werke (BMW - Munich)	2009  2003  1998

- [1] Hartman, T. K., Pattie, C. J., & Johnston, R. (Forthcoming). Learning on the job? Adapting party campaign strategy to changing information on the local political context. *Electoral Studies*.  
doi:<https://doi.org/10.1016/j.electstud.2017.06.005>  
Journal Impact Factor (2016): 1.38; Rank: 65 out of 165 Journals
- [2] Newman, B. J., & Hartman, T. K. (Forthcoming). Mass Shootings and public support for gun control. *British Journal of Political Science*.  
Journal Impact Factor (2016): 3.32; Rank: 6 out of 165 Journals
- [3] Pattie, C. J., Hartman, T. K., & Johnston, R. (Forthcoming). Incumbent parties, incumbent MPs and the effectiveness of constituency campaigns: evidence from the 2015 UK general election. *British Journal of Politics & International Relations*.  
Journal Impact Factor (2016): 1.42; Rank: 62 out of 165 Journals
- [4] Hester, R., & Hartman, T. K. (2017). Conditional race disparities in criminal sentencing: A test of the Liberation Hypothesis from a non-guidelines state. *Journal of Quantitative Criminology*, 33, 77-100.  
doi:[10.1007/s10940-016-9283-z](https://doi.org/10.1007/s10940-016-9283-z)  
Journal Impact Factor (2015): 2.23; Rank: 9 out of 57 journals
- [5] Newman, B. J., Hartman, T. K., Lown, P., & Feldman, S. (2015). Easing the heavy hand: Humanitarian concern, empathy, and opinion on immigration. *British Journal of Political Science*, 45, 583-607.  
doi:[10.1017/S0007123413000410](https://doi.org/10.1017/S0007123413000410)  
Journal Impact Factor: 3.12; Rank: 6 out of 163 journals
- [6] Newman, B. J., Velez, Y. R., Hartman, T. K., & Bankert, A. (2015). Are citizens 'receiving the treatment?' Assessing the validity of contextual theories of public opinion and political behavior. *Political Psychology*, 36, 123-131.  
doi:[10.1111/pops.12069](https://doi.org/10.1111/pops.12069)  
Journal Impact Factor: 2.09; Rank: 17 out of 163 journals
- [7] Hartman, T. K., Newman, B. J., & Bell, C. S. (2014). Decoding prejudice toward Hispanics: Group cues and public reactions to threatening immigrant behavior. *Political Behavior*, 36, 143-163.  
doi:[10.1007/s11109-013-9231-7](https://doi.org/10.1007/s11109-013-9231-7)  
Journal Impact Factor: 1.69; Rank: 28 out of 161 journals
- [8] Newman, B. J., Hartman, T. K., & Taber, C. S. (2014). Social dominance and the cultural politics of immigration. *Political Psychology*, 35, 165-186.  
doi:[10.1111/pops.12047](https://doi.org/10.1111/pops.12047)  
Journal Impact Factor: 2.38; Rank: 8 out of 161 journals
- [9] Cassese, E., Huddy, L., Hartman, T. K., Mason, L., & Weber, C. R. (2013). Socially-Mediated Internet Surveys (SMIS): Recruiting participants for on-line experiments. *PS: Political Science and Politics*, 46, 775-784.  
doi:[10.1017/S1049096513001029](https://doi.org/10.1017/S1049096513001029)  
Journal Impact Factor: 0.65; Rank: 83 out of 157 journals
- [10] Newman, B. J., Hartman, T. K., & Taber, C. S. (2012). Foreign language exposure, cultural threat, and opposition to immigration. *Political Psychology*, 33, 635-657.  
doi:[10.1111/j.1467-9221.2012.00904.x](https://doi.org/10.1111/j.1467-9221.2012.00904.x)  
Journal Impact Factor: 1.42; Rank: 30 out of 157 journals

- [11] Hartman, T. K., & Newmark, A. J. (2012). Motivated reasoning, political sophistication, and associations between President Obama and Islam. *PS: Political Science and Politics*, 45, 449-455.  
doi:10.1017/S1049096512000327  
Journal Impact Factor: 0.38; Rank: 116 out of 157 journals
- [12] Hartman, T. K. (2012). Toll Booths on the Information Superhighway? Policy Metaphors in the Case of Net Neutrality. *Political Communication*, 29, 278-298.  
doi:10.1080/10584609.2012.694983  
Journal Impact Factor: 2.42; Rank: 1 out of 72 journals
- [13] Hartman, T. K., & Weber, C. R. (2009). Who said what? The effects of source cues in issue frames. *Political Behavior*, 31, 537-558.  
doi:10.1007/s11109-009-9088-y  
Journal Impact Factor: 0.87; Rank: 39 out of 112 journals

OTHER  
PUBLICATIONS

- [14] Hartman, T. K. (2017, June 8). GE2017: Can you trust that surprise exit poll?. [Blog post]. *The Conversation*.
- [15] Hartman, T. K., Pattie, C. J., & Johnston, R. (2017, June 2). It's sophisticated, but can you believe YouGov's startling election prediction?. [Blog post]. *The Conversation*.
- [16] Pattie, C. J., Johnston, R., & Hartman, T. K. (2017, May 31). Party canvassers don't change people's opinions, but they do persuade them to vote. [Blog post]. *Democratic Audit*.
- [17] Pattie, C. J., Johnston, R., & Hartman, T. K. (2016, June 1). There's new U.K. campaign spending data from the 2015 general election. Here's how the Tories won.. [Blog post]. *Monkey Cage, The Washington Post*.
- [18] Stanley, L., & Hartman, T. K. (2016, April). Welfare recipients, public opinion and 'deservingness'. [Policy brief]. *SPERI: Sheffield Political Economy Research Institute*.
- [19] Stanley, L., & Hartman, T. K. (2015, November). Annual Tax Summaries. [Policy brief]. *SPERI: Sheffield Political Economy Research Institute*.
- [20] Pattie, C. J., & Hartman, T. K. (2015, May 26). The dark night of the polls. [Blog post]. *The Crick Centre*.
- [21] Hartman, T. K. (2015, May 5). Think you know which seats to watch on May 7? Think again. [Blog post]. *The Conversation*.
- [22] Hartman, T. K. (2015, March 26). British voters don't care and Americans hate each other: is there any hope for either? [Blog post]. *The Conversation*.
- [23] Hartman, T. K. (2014). [Review of the book *The politics of belonging: Race, public opinion, and immigration*, by J. Junn & N. Masuoka]. *Political Science Quarterly*, 129, 521-522.
- [24] Newman, B. J., Hartman, T. K., Lown, P., & Feldman, S. (2014, April 25). 'Humanitarian' appeals encourage a permissive immigration policy [Blog post]. *Monkey Cage, The Washington Post*.

- [25] Hartman, T. K., Newman, B. J., & Bell, C. S. (2014, March 25). Anti-Hispanic prejudice drives opposition to immigration in the U.S. [Blog post]. *USAPP - American Politics and Policy, London School of Economics and Political Science*.
- [26] Kirkley, J. E., Hartman, T. K., McDaniel, T., McConnell, K., Whitehead, J. (2011). "An assessment of the social and economic importance of menhaden (*brevoortia tyrannus*) (Latrobe, 1802) in Chesapeake Bay region." Virginia Institute of Marine Science Marine Resource Report No. 2011-14. 227 pp.
- [27] Cherry, T.C., & Hartman, T. K.. (2010). "Rural Economic Opportunity: Barriers, Resources, and Best Practices." Report prepared for the North Carolina Rural Economic Development Center. 108 pp.
- [28] Hartman, T. K. (2008). Issue framing. In K. F. Warren & J. G. Golson (Eds.), *Encyclopedia of campaigns, elections, and electoral behavior*, Thousand Oaks, CA: Sage Publications.

EXTERNAL  
FUNDING

- "Paying for the Poor in an Age of Austerity: A Comparative Experimental Study," funded by the British Academy/Leverhulme Trust. **Award: £9,900**, 2015, Co-I with Liam Stanley (Politics) & Leonard Seabrooke (Copenhagen Business School).
- "Acceptability of Wind Energy, Carbon Capture Storage, and Climate Change: World-views and Economic Interests," funded by the Center for International Climate and Environmental Research, Oslo. **Award: \$17,500**, 2012, Co-PI with Todd Cherry (Economics).
- "Multi-Mode Chesapeake Bay Menhaden Survey," funded by the Virginia Institute of Marine Science. **Award: \$51,415**, 2010, Co-PI with Tanga McDaniel (Economics) & John Whitehead (Economics).
- "Rural Economic Opportunity: Barriers, Resources, and Best Practices," funded by the North Carolina Rural Economic Development Center. **Award: \$100,000**, 2009, Co-PI with Todd Cherry (Economics), Richard Crepeau (Geography and Urban Planning), Michael McKee (Economics), & Jammie Price (Sociology).

OTHER FUNDING  
& AWARDS

- "Annual Tax Summaries Framing Project," funded by the Department of Politics, The University of Sheffield. **Award: £3,300**, 2015, with Liam Stanley (Politics).
- "Designing Survey Instruments and Embedded Experiments," funded by the Faculty of Social Sciences, The University of Sheffield. **Award: £950**, 2015.
- Undergraduate Research Assistantship (Faculty Mentor), funded by the ASU Office of Student Research. **Award: \$1,000**, 2010. Student: Dustin Landers.
- Dissertation Improvement Grant, funded by the Research Foundation, Stony Brook University. **Award: \$1,000**, 2006.
- Full Graduate Assistantship and Tuition Scholarship, Stony Brook University
- Outstanding Graduate Thesis Award, San Francisco State University, 2003

UNDER REVIEW

“Collaborative, Representative Experiments in the Social Sciences (CRESS).” Establishing platform for conducting population-based survey experiments. Budget: **£996,292**. Proposal under institutional review for submission to the Economic and Social Research Council. Principal Investigator with Co-I Jason Reifler (Exeter), Martin Wood (NatCen), and Curtis Jessop (NatCen).

“Policies, strategies and decision support to decarbonise national housing stocks: a pilot study.” Requested: **£734,535**. Proposal submitted to the Engineering and Physical Sciences Research Council. Co-I with Darren Robinson (Architecture) & Robin Purshouse (Automatic Control and Systems Engineering).

Stanley, L., & Hartman, T. K.. What tax summaries tell us about tax, transparency, and welfare: A survey experiment in the UK. *Political Studies*. [Revise and re-submit]

Johnston, R, Rossiter, D., Manley, D. J., Pattie, C. J., Hartman, T. K., & Jones, K. Coming full circle: the 2017 UK General Election and the changing electoral map. *The Geographical Journal*.

Johnston, R., Pattie, C. J., Hartman, T. K., Manley, D. J., R, Rossiter, D., & Jones, K. Scotland’s Electoral Geography Differed from the Rest of Britain’s in 2017 (and 2015) - Exploring its Contours. *Scottish Geographical Journal*.

PROFESSIONAL AFFILIATIONS

American Political Science Association  
 International Society of Political Psychology  
 Midwest Political Science Association  
 Political Studies Association (UK)  
 Royal Statistical Society

ACADEMIC CONFERENCES

*Conference Chair*

2017 ISPP	Panel Sa7.3: The Psychology of Candidate Perception and Evaluation
2014 MPSA	Panel 27-13: The Effects of Informational Contexts
2012 ISPP	Panel 6D: Political Deliberation and Citizens’ Attitudes
2010 ISPP	Panel 5I: Framing
2009 MPSA	Panel 21-8: Ambivalence
2008 ISPP	Panel 2A: Authoritarianism

*Conference Discussant*

2013 MPSA	Panel 27-11: Affect, Cognition, and Political Decision-Making
2012 ISPP	Panel 3J: Group Identity and Prejudice
2012 MPSA	Panel 27-4: Elite Messages and Political Persuasion
2011 MPSA	Panel 27-12: Social Networks and Deliberation
2010 ISPP	Panel 5I: Framing
	Panel 9K: Intergroup Attitudes and Political Decision Making
	Panel 9W: National Identity and Intranational Dynamics
2010 NCPSA	Panel A-5: Political Behavior
2009 ISPP	Panel 4G: Group Influences on Public Opinion
	Panel 4O: Electoral Institutions
2008 ISPP	Panel 5G: Campaigns
2008 MPSA	Panel 21-3: Candidate Evaluation

*Conference Presenter*

2017 ISPP	Poster: Social Inequality, Social Change and Civic Development
2017 PSA	Panel 7: British Capitalism in Interesting Times
2016 ISPP	Panel 8K: Socio-Economic Status and Inequality Perceptions
2014 MPSA	Panel 27-14: Cues and Heuristics
2013 MPSA	Panel 28-18: Group Identities and Political Polarization Panel 27-15: Moral Reasoning and Politics
2012 ISPP	Panel 3J: Group Identity and Prejudice Panel 5E: Threat, Anxiety, and Tone
2012 MPSA	Panel 27-5: Misperceptions and Motivated Reasoning Panel 27-14: Implicit Attitudes and Group Evaluation
2011 MPSA	Panel 27-21: Social Identities Panel 38-10: Survey Methods
2010 ISPP	Panel 5J: Ideology
2009 ISPP	Panel 2A: Threat and Group Relations
2009 MPSA	Panel 1-5: Immigration and National Attachment
2008 ISPP	Panel 2D: Correlates of Attitudes towards Immigrants
2008 MPSA	Panel 21-13: Political Attitudes
2007 APSA	Panel 5-7: Communication and Competition
2007 ISPP	Panel T2.6: Metaphors We Communicate With Panel T4.5: Political Cognition and Attitudes
2007 MPSA	Panel 21-6: Information Context
2006 APSA	Panel 5-4: Emotional Aspects of Political Communication
2006 MPSA	Panel 18-1: Advances in the Study of Ambivalence
2005 MPSA	Panel 12-11: Communication Effects
2003 ISA	Poster A: Construction of Knowledge and International Studies II

<i>APSA</i>	<i>American Political Science Association</i>
<i>ISA</i>	<i>International Studies Association</i>
<i>ISPP</i>	<i>International Society of Political Psychology</i>
<i>MPSA</i>	<i>Midwest Political Science Association</i>
<i>NCPSA</i>	<i>North Carolina Political Science Association</i>
<i>PSA</i>	<i>Political Studies Association</i>

AD HOC  
REVIEWER

*American Journal of Political Science, American Politics Research, American Political Science Review, American Review of Politics, British Journal of Political Science, British Journal of Politics and International Relations, Contemporary Jewry, International Journal of Public Opinion Research, Journal for the Scientific Study of Religion, Journal of Ethnic and Migration Studies, Journal of Politics, Journal of Public Policy, Journal of Race, Ethnicity, & Politics, National Science Foundation, Party Politics, PloS One, Political Research Quarterly, Policy Studies Journal, Political Behavior, Political Communication, Political Psychology, PS: Political Science & Politics, Public Opinion Quarterly*

EDITORIAL  
BOARD

*PS: Political Science & Politics*

COURSES  
TAUGHT

*Quantitative Research Methods*

Making Sense of Data in the Media (MOOC)  
Q-Step: Bayesian Data Analysis for the Social Sciences (U)  
Q-Step: Generalized Linear Models for the Social Sciences (U)  
Q-Step: Introductory Quantitative Data Analysis for the Social Sciences (U)  
Research Methods I: Scope and Research Methods (G)  
Research Methods II: Introduction to Quantitative Data Analysis (G)  
Research Methods III: Advanced Quantitative Data Analysis (G)  
Research Methods IV: Survey Construction and Experimental Design (G)  
Structural Equation Modelling in R (short course for AQMeN)

*Political Behavior / Political Communication*

Identity Politics in the U.S. and Europe (U)  
Introduction to American Government (U)  
Political Psychology (G, U)  
Politics and Film (U)  
Public Opinion (U)  
Race, Ethnicity, and Politics (G, U)  
Seminar in American Politics (G)

*Experiential Learning (Intensive On-Site Courses)*

Washington, D.C. (U)  
New York City (U)

*Note: Graduate (G), Undergraduate (U), Massive Open Online Course (MOOC)*

THESIS  
SUPERVISOR

Bell, C. S. (2012). "Mortal morality: How threat and partisanship influence moral judgment."

DeCarlo, D. T. (2013). "Moral foundations theory & political polarization: An exploration into the link between morality and ideology."

Fogarty, S. J. (2011). "Islamophobia and the consequences of automatically activated stereotypes."

Harris, J. W. (2009). "The angry edges: Out-group hostility toward immigrants as a function of in-group membership."

Kannan, C. (2012). "Attitudes toward Muslims in America: Ten years after 9/11."

Landers, D. A. (2011). "The political anger scale: Measuring anger in politics."

Ragozzino, M. M. (2012). "Funhouse mirrors: Do polls reflect public opinion or refract democracy?"

Smart, T. O. (2013). "Polling place priming: Studying the effects of patriotic symbols on American voter choices."

THESIS  
MEMBER

Bumgardner, E. S. (2009). "Ideological polarization in the North Carolina General Assembly."

Colon, C. A. (2011). "Screening breast self-examination behaviors in college-aged women."

Espey, R. M. (2010). "Increasing organ donation behaviors by strengthening attitude certainty."

- Hartley, E. S. (2009). “Holding our Congressional leaders accountable: An assessment of the casualty effect and the electoral costs of the Iraq War.”
- Inan, M. (2016). “The generational and social class bases of pro-democratic culture in Turkey: A quantitative analysis with WVS data.”
- Martin, J. C. (2013). “Issue ownership theory: A performance-side analysis.”
- McClure, L. B. (2013). “Polarization and representation in the 2012 Congress.”
- Meade, C. B. (2013). “Political polarization and the introduction of the Internet.”
- Mixon, B. N. (2013). “An Analysis of the pathways women of color take to state legislature.”
- Stewart, H. (2012). “Perceptions of threat in the 21st Century.”
- Toomey, K. J. (2011). “Breast self-examination among college-aged females: An intervention study.”

ACADEMIC  
SERVICE

*at The University of Sheffield*

Director, Learning & Teaching, 2014–  
 Administrator, Research Ethics, 2014–  
 Search Committee Member, SMI SL/L in Qualitative Research Methods, 2017  
 Search Committee Member, ESRC-funded Location Dynamics Project, 2016  
 Search Committee Member, Politics Postdoctoral Research Fellowship, 2016  
 Search Committee Member, ESRC-funded Urban Big Data Centre, 2015  
 Search Committee Member, University Teacher in Quantitative Methods, 2015  
 Search Committee Member, ESRC-funded Location Dynamics Project, 2014  
 External Reviewer, Vice Chancellor’s Fellowship, 2015  
 Academic Lead, State of Sheffield Faculty Challenge, 2015  
 Member, Governance and Participation Research Group, 2014–

*at Appalachian State University*

Director, Lab for Experimental & Applied Political Psychology, 2009–14  
 Chair, American Politics Search Committee, 2013–14  
 Member, Daniel B. German Endowed Chair Search Committee, 2011–14  
 Member, American Politics Search Committee, 2009–10  
 Member, Departmental Personnel Committee, 2009–10; 11–12; 13–14  
 Member, David Sutton Scholarship Committee, 2010; 2013  
 Member, Evolutionary Social-Cognition Lab (Psychology), 2009–10  
 Webmaster, 2009–11

STATISTICAL  
COMPUTING

R, Stata, Mplus, Python

SELECTED  
CONSULTING  
PROJECTS

McDonald’s McCafe Project 2017  
 Designed market research survey ( $N = 4,000$ ) to assess consumer preferences toward coffee consumption, including several discrete choice experiments. Quantitative data analysis: descriptive statistics by market segmentation, cluster analysis, and conjoint analysis.



Tesco Projects	2016–2017
Designed consumer preference surveys for a range of product offerings (e.g., ready meals, desserts, and sandwiches).	
Chartered Institute of Procurement & Supply Project	2016
Designed market demand survey among multiple audiences	
Walker's Project	2016
Designed consumer preference survey for deli meat product offerings.	
Royal Mail	2016
Analyzed annual employee surveys.	
Post Office Communication Channels Project	2014–2015
Designed and analyzed employee survey to assess internal communication preferences. Quantitative data analysis: descriptive statistics, cluster analysis, regression modelling.	