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to work for you.  
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## Advisor Profile

### Kathleen Hall Jamieson

**A**dvisor Kathleen Hall Jamieson, dean of the Annenberg School of Communication at the University of Pennsylvania and director of the Annenberg Public Policy Center, is an expert on national political campaigns. She is the author of 10 books and many papers on politics and the media. She has been part of a massive effort to collect and analyze all existing presidential speeches, ads and debates from 1952–1996. Jamieson's latest book, *Everything You Think You Know About Politics ... And Why You're Wrong* (New York: Basic Books,

2000) is, in her own words, "largely about the widely held belief that politics in the United States is broken: Soundbites are worthless. Politicians don't keep their promises. Campaigns are increasingly negative. Attack is the dominant form of campaign discourse. The public can't learn from campaigns because they are vapid and vacuous; debates contain no new information." In this book, Jamieson demonstrates that these widely held views are mistaken.

You can read some of Jamieson's papers at <http://appcpenn.org/>.

## Advisor Profile

### Shanto Iyengar

**A**dvisor to *The American Promise*, Shanto Iyengar is professor of Communication and Political Science at Stanford University. He teaches courses in political communication and the effects of mass media. He is also the director of the Political Communication Lab (PCL), a research group that uses the Internet to study politics and media (<http://pcl.stanford.edu>). Professor Iyengar has published numerous articles and books, including *Is Anyone Responsible?: How Television Frames Political Issues* and *Do the Media Govern?*

*Politicians, Voters, and Reporters in America*. He recently coauthored *Going Negative: How Campaign Advertising Shrinks and Polarizes the Electorate*. This book, the first comprehensive, empirical study of how campaign ads affect voters, came to some surprising conclusions.

Iyengar and his coauthor found that negative ads keep voters away from the polls. Ads attacking a candidate not only weaken support but actually cause his or her supporters to lose interest in voting altogether, thereby lowering voter turnout.

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