

Mary “Maggie” Gardner Macdonald

CONTACT INFORMATION University of Kentucky
Department of Political Science
1627 Patterson Office Tower
Lexington, KY 40507
maggie.macdonald@uky.edu
www.maggiemacdonald.com
Twitter: @MG_Macdonald

ACADEMIC APPOINTMENTS **University of Kentucky, Department of Political Science**
Assistant Professor, 2023 –

New York University, The Center for Social Media and Politics
Faculty Affiliate, 2023 –
Postdoctoral Fellow, 2020 –2023

EDUCATION **Emory University, Atlanta, GA**

Ph.D. Political Science (2020)
• Dissertation: “The Use of Twitter in Congressional Campaigns”
• Committee: Tom Clark (Chair), Adam Glynn, Zac Peskowitz
M.A. Political Science (2019)

Elon University, Elon, NC

B.A. Political Science & Applied Mathematics (2015)
• Magna Cum Laude, Phi Beta Kappa

RESEARCH INTERESTS Campaigns and elections, political communication, social media, Congress, interest groups, campaign finance

PUBLICATIONS Russell, Annelise, Macdonald, Maggie, and Hua, Whitney. (2023). Sit Still, Talk Pretty: Partisan Differences Among Women Candidates’ Campaign Appeals. *Journal of Women, Politics & Policy*, 1-17.

Macdonald, Maggie, Whitney Hua, and Annelise Russell. (2023). Constrained Communication and Negativity Bias: Gendered Emotional Appeals on Facebook. *Journal of Women, Politics & Policy*, 1-14.

Gunderson, Anna, Widner, Kirsten, & Macdonald, Maggie. (2023). Pursuing Change or Pursuing Credit? Litigation and Credit Claiming on Social Media. *Journal of Law and Courts*, 1-23.

Macdonald, Maggie, Russell, Annelise, and Hua, Whitney. (2022) Negative Sentiment and Congressional Cue-Taking on Social Media. *PS: Political Science & Politics*, 6(2):201-206.

Fernandez, Kenneth, Husser, Jason, and Macdonald, Maggie. (2016). “Polling the Pollsters: A Survey of Academic Survey Organizations”. *PS: Political Science & Politics*, 49(4), 859–866.

Arangala, Crista, Macdonald, Maggie, and Wilson, Rachel. “Multistate Lights Out”, *Pi Mu Epsilon Journal*, 2014.

Arangala, Crista and Macdonald, Maggie. “The 6xn Five Color Games”, *Journal of Recreational Mathematics*, Vol. 38(1) 38–44, 2014.

BOOK REVIEWS	Macdonald, Maggie. 2023. Review of <i>News and Democratic Citizens in the Mobile Era</i> by Johanna Dunaway and Kathleen Searles (Oxford University Press, 2022). <i>Public Opinion Quarterly</i> .
UNDER REVIEW	<p>“Interest Groups and Social Media Usage: How Do Organizations’ Posts Differ Across Facebook and Twitter?.” (with <i>Anna Gunderson and Kirsten Widner</i>). (Invited to Revise & Resubmit).</p> <p>“Bureaucratic Responsiveness in Times of Crisis: The 2020 Mass Protests and Police Department Social Media” (with <i>Anna Gunderson</i>)</p> <p>Reaching Across the Political Aisle: Overcoming Challenges in Using Social Media for Recruiting Politically Diverse Respondents (with <i>Megan A. Brown, Nejlja Asimovic, Rajeshwari Majumdar, Lena Song, Laura Huber, Sarah Graham, Abby Budiman, Joshua A. Tucker, and Jonathan Nagler</i>)</p> <p>“Lobbying in Public: Interest Group Activity on Social Media.” (with <i>Kirsten Widner and Anna Gunderson</i>)</p> <p>“To Moderate, Or Not to Moderate: Strategic Domain Sharing by Congressional Campaigns” (with <i>Megan A. Brown, Joshua A. Tucker, and Jonathan Nagler</i>)</p>
WORKING PAPERS	<p>“Tweeting to the Top.” <i>Book manuscript</i>.</p> <p>“The Impact of Small Dollar Donations and Donors in Congressional Campaigns” (with <i>Megan A. Brown and Rachel Porter</i>)</p> <p>“Testing the Interest Group Connection: Campaigns on Twitter.”</p> <p>“The Democratizing and Polarizing Impact of Fundraising on Twitter: Easy Money, Viral Incentives, and the Catalyzing Role of Mainstream Media” (with <i>Joshua A. Tucker and Jonathan Nagler</i>)</p> <p>“Candidates be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Elections” (with <i>Wei Zhong, Ross Dahlke, Josephine Lukito, Megan A. Brown, Bin Chen, Jiyoun Suk, Porismita Borah, Jason Greenfield, Yunkang Yang, Stephen Prochaska</i>).</p> <p>“Speaking and Leading With Negativity: The Strategic Use of Negative Sentiment in U.S. Congressional Messages.” (with <i>Annelise Russell and Whitney Hua</i>).</p> <p>Tweeting Red: Angry Emotional Appeals in Congress (with <i>Annelise Russell and Whitney Hua</i>).</p>
WORKS IN PROGRESS	“Fear and Loathing on Social Media: How Interest Group Use Emotion to Mobilize Followers” (with <i>Justin Rose, Anna Gunderson, and Kirsten Widner</i>).
GRANTS & AWARDS	<p>Malcolm Jewell Award for Best Graduate Student Paper (with 2020 Whitney Hua), SPSA</p> <p>The Dirksen Congressional Center: Congressional Research Grant 2020 (with Whitney Hua), \$3,500</p>
CONFERENCE PRESENTATIONS	2024: Junior Americanist Workshop Series, MPSA

2023: MPSA, CSMaP Annual Conference (NYU Florence), APSA, Women in Legislative Studies Conference (Brown University)

2022: MPSA, CSMaP Annual Conference (NYU), American Association of Public Opinion Research, Justice & Injustice Conference (Yale University), APSA, Women in Legislative Studies Conference (Rice University)

2021: SPSA, MPSA, APSA

2020: SPSA, APSA

2019: Emory Conference on Institutions and Lawmaking; MPSA; APSA (Pre-Conference Dissertation Workshop)

TEACHING
EXPERIENCE

University of Kentucky

The Legislative Process (Undergraduate)
American Government (Undergraduate)

Spring 2024
Fall 2023 & Spring 2024

Emory University

Co-Instructor, Political Parties (Prof. Alan Abramowitz)
Teaching Assistant, Research Design & Methods (Prof. Natalia Bueno)
Grader, Research Design & Methods (Prof. Lauren Mattioli)
Grader, Introduction to American Politics (Prof. Andra Gillespie)

Spring 2019
Fall 2018
Spring 2018
Fall 2017

CorePower Yoga, Atlanta, GA & New York, NY

Coach, 50 Hour Yoga Sculpt Teacher Training
Coach-in-Training, 200-Hour Teacher Training
Yoga Sculpt Teacher
Yoga Teacher (RYT 200)

Fall 2019
Fall 2018
April 2019–July 2023
Oct. 2017–July 2023

SERVICE

Coordinator: Women in Legislative Studies (WiLS) Writing Group 2024 –

Referee: American Political Science Review, Journal of Politics, Legislative Studies Quarterly, Political Research Quarterly, American Politics Research, Humanities and Social Sciences Communications, Social Network Analysis and Mining, International Journal of Press and Politics, Public Opinion Quarterly, Political Science Research & Methods

Discussant: Junior Americanist Workshop Series (JAWS) 2021, SPSA 2021, MPSA 2021, MPSA 2022, Women in Legislative Studies (WiLS) 2022, NYU Undergraduate Research Conference 2022, Junior Law and Courts Research Community 2022, MPSA 2023, SoWEPS-6, MPSA 2024

Panel Chair: MPSA 2021, MPSA 2022, MPSA 2023, MPSA 2024

ADDITIONAL
EXPERIENCE

Elon University

Student Supervisor, Elon University Poll

Spring 2014–Spring 2015