Simon Heuberger

Department of Government
American University
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Education

Ph.D., **Political Science**. American University, Washington, D.C., 2020 (expected)

> Fields: American Politics, Quantitative Methods, Comparative Politics
> Dissertation: "Improving Treatment Randomization in Online Survey Experiments: An Analysis of the Power of Moral Frames"
> Chair: Jeff Gill

M.A., **Social and Political Thought**, *magna cum laude*. University of Warwick, Coventry, UK, 2014

> Dissertation: "Fighting 'Socialism': The Koch Brothers, the Tea Party, and Obamacare" (15,000 words), *magna cum laude*

Magister, **English Linguistics, Communication, Business.** University of Munich, Germany, 2011

> Dissertation: "From Candidate to President: The Use of Metaphors and Pronouns in Speeches by Barack Obama" (40,000 words), *magna cum laude*

Research Interests

> Political Behavior, Public Opinion, Political Communication, Political Psychology, Media and Politics, Polarisation, Ideology, Political Polling, Elections and Campaigns, Political Leadership

Research Experience

Editorial Assistant   2017-Present
Political Analysis Journal (Jeff Gill, R. Michael Alvarez, Jonathan Katz)
> Data Replication of Journal Submissions
> Code Debugging and Quality Control in R, Python, Stata
> Dataverse Organizational Management

Research Assistant   2015-2017
American University (Matthew Wright, Ryan T. Moore)
> Strength and Effectiveness of Framing Measures in Political Behavior
> Public Opinion of President Obama's Executive Order on Immigration
> Immigration as a Focal Aspect of the 2016 Presidential Race
> List Experiments on Social Desirability Bias
> Development of Aptitude Tests for Data Scientist Positions at The Lab @ DC
> Enhancement of R package `blockTools`

Research Fellow   2013-2014
British American Security Information Council, London, Washington, Cairo
> Nuclear Disarmament in the UK and Middle East
> Analyst for the BASIC UK Trident Commission Report (Paper)
> On-site Coverage of the 2014 Egyptian Elections and Muslim Brotherhood Prosecution

Research Assistant   2012-2014
University of Warwick, University of Cambridge (Eric Jensen)
> Review of Quantitative Data Management in the Department of Sociology
> Political Economy of Current Face-to-Face Public Dialogue Practices in Sciencewise
> Role of Social Media in Public Dialogue

Teaching Experience

Teaching Assistant in Political Methodology
American University

Introduction to Political Research (R), Ryan T. Moore (Syllabus, Guide to R)	Spring 2017
Introduction to Political Research (Stata), Jan E. Leighley (Syllabus)	Summer 2016

Lecturer in German 2012-2015
University of Warwick

Graduate and Undergraduate Assessments
Beginner, Intermediate and Advanced Courses at Centre for Life-Long Learning

Data Analysis

Software

R: `Script`, `Markdown`, Web Applications (`shiny`), Package Development (`devtools`)
Python, Stata, SPSS, LaTeX, GitHub
Qualtrics, NVivo, `Trados`, CAT

Statistics

Generalized Linear (OLS, MLE, Logit, Probit) and Nonlinear Regression, Causal Inference
Prediction, Probability, Uncertainty, Instrumental/Proxy Variables
Sampling, Clustering, Matching, Visualization, Game Theory
Content Analysis, Web Analytics (Scraping, Text LDA Models)
Experiment and Survey Design

Publications

Gill, Jeff and Simon Heuberger. "Informative Priors, Dirichlet Priors, & Advances in Bayesian Social Science". In Luigi Curini and Robert J. Franzese, Jr. (editors), *Handbook of Research Methods in Political Science & International Relations*. SAGE, forthcoming.

Conference Presentations

"Changing Public Opinion with Ethical Arguments", *Southern Political Science Association, New Orleans, LA & NYU-CESS, New York, NY*, 2018. (Paper)

"Framing and Its Effects", *Society for Political Methodology, Madison, WI*, 2017. (Paper)

"Us v. Them: Voter Turnout, Partisanship, and Emotional Responses to Presidential Candidates, 1980-2012" with Will Jorgeson and Jan E. Leighley, *Southern Political Science Association, New Orleans, LA*, 2017. (Paper)

"You've Been Framed: Moral v. Pragmatic Arguments and Their Effects on Public Opinion" with Morris Levy and Matthew Wright *American Political Science Association, Philadelphia, PA*, 2016. (Paper)

Working Papers

"Standard and Extended Model Comparison Tools: IC Tools and More" with Jeff Gill.

"Conjoint Analysis and Candidate Characteristics: Explorations in Causal Inference" with Ryan T. Moore.

"How Emotions Influence Voter Turnout in Presidential Elections, 1980-2016" with Will Jorgeson.

"Emotional Affect and Partisan Polarization in Presidential Elections: An Ever-Twisting Spiral" with Will Jorgeson and Jan E. Leighley.

Awards and Grants

Prestage-Cook Award, SPSA Annual Meeting New Orleans, 2018

National Science Foundation Grant, Presentation at Society for Political Methodology, 2017

Graduate Leadership Council Conference Travel Grant, 2017

Award from the Vice Provost for Research and Dean of Graduate Studies, "The Impact of Information and Emotions on Voter Turnout and Civic Engagement," with Jan E. Leighley, 2016

Department of Government Graduate Research Support, "Framing Methodologies," 2016

Graduate Assistantship 2015-2018

Best Master's Dissertation in the Fields of Sociology and Politics 2014

German Academic Exchange Service Scholarship for Study Abroad in Australia 2009

Other

Community Involvement

Rehabilitation of fear-aggressive shelter dogs in D.C.

Panel judge of undergraduate project competitions

Shark conservation lobbyism

Languages

German *(native)*

English *(bilingual proficiency)*

Spanish *(full proficiency)*

French *(full proficiency)*

Arabic *(basic proficiency)*