Markus Neumann

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Education

Ph.D. Political Science & Social Data Analytics, The Pennsylvania State University, 2020.

> Dissertation: Nonverbal Political Communication in the U.S.

> Committee: Burt Monroe (chair), Michael Nelson (co-chair), Bruce Desmarais, Rebecca Passonneau (Computer Science).

M.A. Political Science, The Pennsylvania State University, 2017.

M.A. Political Science, University of Mannheim, 2014.

B.A. Political Science, University of Mannheim, 2012.

Academic Positions

Assistant Professor of Political Science and Computational Social Science, Duke Kunshan University, Summer 2023 - present.

Postdoctoral Research Fellow, Wesleyan Media Project, Wesleyan University. Summer 2020 - Spring 2023.

Research Interests

Text as Data, Machine Learning (Text, image & audio data)

Political Communication, Political Advertising, Campaigns & Elections

Peer-Reviewed Articles

Jielu Yao, Travis Ridout, Markus Neumann, and Erika Franklin Fowler. 2025. "Candidate Party, Gender, and the Face Mask as a Political Symbol in Campaign Advertisements." *Computational Communication Research* 7(1).

Travis N Ridout, Markus Neumann, Jielu Yao, Laura Baum, Michael M Franz, Pavel Oleinikov, and Erika Franklin Fowler. 2024. "Platform convergence or divergence? Comparing political ad content across digital and social media platforms." *Social Science Computer Review* 42(5): 1181-1203.

Erika Franklin Fowler, Steven T Moore, Breeze Floyd, Jielu Yao, Markus Neumann, Neil A Lewis Jr, Jeff Niederdeppe, and Sarah E Gollust. 2024. "Invoking Identity? Partisan Polarization in Discussions of Race, Racism, and Gender in 2022 Midterm Advertising in the United States." *Journal of Health Politics, Policy and Law* 49 (3), pp. 505-537.

Markus Neumann, Steven T Moore, Laura M Baum, Pavel Oleinikov, Yiwei Xu, Jeff Niederdeppe, Neil Lewis Jr, Sarah E Gollust, and Erika Franklin Fowler. 2023. "Politicizing Masks? Examining the Volume and Content of Local News Coverage of Face Coverings in the U.S. Through the COVID-19 Pandemic." *Political Communication*, 41(1), 66–106.

Markus Neumann, Erika Franklin Fowler, and and Travis Ridout. 2022. "Body Language and Gender Stereotypes in Campaign Video." *Computational Communication Research* 4(1).

Markus Neumann, Fridolin Linder, and Bruce Desmarais. 2021. "Government websites as data: A methodological pipeline with application to the websites of municipalities in the United States." *Journal of Information Technology & Politics* 19(4): 411-422.

Zachary Baumann, Michael J. Nelson, and Markus Neumann. 2021. "Party Competition and Policy Liberalism." *State Politics and Policy Quarterly* 21(3): 266-285.

Markus Neumann. 2020. "Indirect Reciprocity with Contagious Reputation in Large-Scale Small-World Networks." *The Journal of Artificial Societies and Social Simulation* 23(4).

Other Publications

Jielu Yao, Markus Neumann, and Erika Franklin Fowler. "Election advertising." 2025. Forthcoming in *Encyclopedia of Political Communication*.

Erika Franklin Fowler, Michael M. Franz, Markus Neumann, Travis N. Ridout, and Jielu Yao. 2023. "Digital Advertising in the 2022 Midterms." *The Forum* 21 (1), pp. 53-73.

Markus Neumann, Jielu Yao, Spencer Dean, and Erika Franklin Fowler. 2020. "A banner year for advertising and a look at differences across platforms," in Daniel Jackson, Danielle Sarver Coombs, Filippo Trevisan, Darren Lilleker and Einar Thorsen (eds.) *U.S. Election Analysis 2020: Media, Voters and the Campaign. Early reflections from leading academics*.

Teaching Experience

Instructor

STATS101 - Introduction to Applied Statistical Methods. Fall 2024. Duke Kunshan University.

SOSC314 - Computational Social Science: Tools to Collect & Analyze Human Behavior. Spring 2024. Duke Kunshan University.

INFOSCI103 - Computation, Society & Culture. Fall 2023, Spring 2024, Fall 2024. Duke Kunshan University.

SOSC320 - Data in the World: Applied Social Statistics. Fall 2023. Duke Kunshan University.

QAC239 - Machine Learning Methods for Text, Audio and Video Analysis. Fall 2020 - Spring 2023. Wesleyan University.

PLSC130 - American Political Campaigns and Elections. Summer 2018. The Pennsylvania State University.

Teaching Assistant

Teaching Assistant to Professor Allison Harris. Fall 2018. The Pennsylvania State University. PLSC501 - Research Methods.

Teaching Assistant to Professor Zachary Baumann. Fall 2016. The Pennsylvania State University. PLSC001 - Introduction to American National Government.

Conference Presentations

"Masking or Hyping Politicization: Examining the Volume and Content of Local News Coverage of Face Coverings in the U.S. through the COVID-19 Pandemic." APSA Political Communication Preconference, September 29, 2021.

"Identifying Election Activity through Candidate Names and Images in Online Ads." Politics and Computational Social Science conference, August 9-13, 2021.

"Identifying Candidate Mentions in Ads." Presented at WMP Virtual Workshop, May 2021.

"Synthesis of Open-ended Survey Responses Using Generative Language Models." Presented at Text as Data conference. Stanford, CA, USA: October 4-5, 2019

"Hooked With Phonetics: The Strategic Use of Style-Shifting in Political Rhetoric." Poster at Text as Data conference. Stanford, CA, USA: October 4-5, 2019

"Hooked With Phonetics: The Strategic Use of Style-Shifting in Political Rhetoric." Presented at the 115th Annual Meeting of the American Political Science Association. Washington D.C., USA: August 29 - September 1, 2019

"Hooked With Phonetics: The Strategic Use of Style-Shifting in Political Rhetoric." Poster at the 36th Annual Meeting of the Society for Political Methodology. Cambridge, MA, USA: July 18-20, 2019

"Hooked With Phonetics: The Strategic Use of Style-Shifting in Political Rhetoric." Presented at New Faces in Political Methodology XI. State College, PA, USA: April 27, 2019

"Hooked With Phonetics: The Strategic Use of Style-Shifting in Political Rhetoric." Presented at the 77th Annual Meeting of the Midwest Political Science Association, JSS session on Machine Learning. Chicago, IL, USA: April 4-7, 2019

"Fair and Balanced? News Media Bias in the Photographic Coverage of the 2016 U.S. Presidential Election." Presented at the 77th Annual Meeting of the Midwest Political Science Association. Chicago, IL, USA: April 4-7, 2019

"Government websites as data: A methodological pipeline with application to the websites of municipalities in the United States." Poster at Text as Data. Seattle, WA, USA: September 21-22, 2018

"Causal Evidence on State Effects from a Geographic Regression Discontinuity Design." Poster at the State Politics and Policy Conference. State College, PA, USA: June 7-9, 2018

"Government websites as data: A methodological pipeline for collection, processing, and text analysis." Presented at the 89th Annual Meeting of the Southern Political Science Association. New Orleans, LA, USA: January 4-7, 2018

Research Experience

Postdoctoral Research Fellow, Wesleyan Media Project. Summer 2020 - Spring 2023. Wesleyan University.
Media & elections, natural language processing, DELTA Lab.

C-SoDA Research Assistant to Professor Burt Monroe. Spring 2019 - Spring 2020. The Pennsylvania State University.
Text as Data, Mood of the Nation Poll.

Research Assistant to Professor Bruce Desmarais. 2017 - Spring 2018. The Pennsylvania State University.
Governance and Administration in Networks (GAiN) Lab.

Research Assistant to Professor Zachary Baumann. Spring 2016. The Pennsylvania State University.
State Politics/Data Analytics course.

Research Assistant to Professor Vineeta Yadav. Spring 2016. The Pennsylvania State University.
Comparative Political Economy.

Research Assistant to Professor Michael Nelson. Fall 2015. The Pennsylvania State University.
Judicial Politics.

ECPR Winter School. February 2014. University of Vienna.
Course in Inferential Network Analysis (ERGMs), taught by Skyler Cranmer.

Research Assistant to Professor Thomas Braeuninger. Fall 2012 – Spring 2013. University of Mannheim.
Political Economy.

State Office for Statistics - Internship. December 2011 – January 2012. Stuttgart.
Data processing and analysis (Political Economy). German Census of 2011.

Awards and Fellowships

Robert S. Friedman Award for Excellence in Teaching (2018-2019).

Summer Graduate Research Award (2017).

Center for American Political Responsiveness Fellow (2015-2018).

References

Erika Franklin Fowler
Professor of Government
Wesleyan University
Email: `efowler@wesleyan.edu`

Travis N. Ridout
Professor of Government and Public Policy
Washington State University
Email: `tnridout@wsu.edu`

Michael Franz
Professor of Government and Legal Studies
Bowdoin College
Email: `mfranz@bowdoin.edu`