

Nichole M. Bauer

Department of Political Science &
Manship School of Mass Communication
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ACADEMIC EMPLOYMENT

Associate Professor of Political Communication, Department of Political Science & Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA, Fall 2021-present

Assistant Professor of Political Communication, Department of Political Science & Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA, Fall 2017 -Spring 2021

Faculty Affiliate, Women's, Gender & Sexuality Studies Department, Louisiana State University, Baton Rouge, LA, Fall 2017-present

Research Affiliate, Reilly Center for Media & Public Affairs, Louisiana State University, Baton Rouge, LA, Fall 2017-present

Assistant Professor, Department of Political Science, University of Alabama, Tuscaloosa, AL, Fall 2015-Spring 2017

Visiting Assistant Professor, Department of Political Science, Davidson College, Davidson, NC, Fall 2014-Spring 2015

EDUCATION

Indiana University, Bloomington, IN, Ph.D., Political Science, 2014

George Mason University, Fairfax, VA, M.A., Political Science, 2007

Ball State University, Muncie, IN, B.A. *cum laude*, Political Science & History, 2004

BOOKS

Ivy Cargile & **Nichole M. Bauer**. "Women of Color and Communication." (under advance contract, Cambridge Elements Political Psychology Series)

Nichole M. Bauer. 2020. *The Qualification Gap: Why Women Must be Better than Men to Win Political Office*. Cambridge University Press.

*Winner of the 2021 Robert E. Lane Award for the best book in political psychology published in 2020, awarded by APSA's Political Psychology Section.

*Reviewed in *Public Opinion Quarterly*

Nichole M. Bauer, editor. 2020. *Politicking while Female: The Political Lives of Women*. 2020. Louisiana State University Press.

JOURNAL ARTICLES

Nichole M. Bauer. (accepted for publication.) "Gendered Self-Promotion: Differences in How Voters Evaluate Women and Men Who Highlight their Legislative Accomplishments." *Political Research Quarterly*.

Nichole M. Bauer. (accepted for publication.) "Gendered Ambivalence: The Structure of Attitudes about Female Candidates." *Journal of Women, Politics, and Policy*.

Nichole M. Bauer, Caley Hewitt,* & Pamela Labbe.* (forthcoming) "Candidate Gender and the Use of Negativity in Campaign Messages." *Communication Research*. doi: 10.1177/00936502231179290

Nichole M. Bauer & Ivy Cargile. (forthcoming). "Women Get the Job Done: The Constituency Service of Non-White and White Women Legislators." *Politics & Gender* doi: 10.1017/S1743923X23000259.

Sylvia Gonzalez* and **Nichole M. Bauer**. (forthcoming) "Strong and Caring? The Stereotypic Traits of Women of Color in Politics." *Politics, Groups, & Identities*, <https://doi.org/10.1080/21565503.2022.2144389>.

Nichole M. Bauer, Moriah Harman,* and Erica Russell.* (forthcoming) "Do voters punish ambitious women? Tracking a gendered backlash toward the 2020 democratic presidential contenders." *Political Behavior*. doi: <https://doi.org/10.1007/s11109-022-09805-2>.

Nichole M. Bauer. (forthcoming). "Who Covers the Qualifications of Female Candidates? Examining Gender Bias in News Coverage Across National and Local Newspapers." *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990221100514>.

Martina Santia* and **Nichole M. Bauer**. (forthcoming) "The Intersection of Candidate Gender and Ethnicity: How Voters Respond to Campaign Messages from Latinas." *The International Journal of Press/Politics*. <https://doi.org/10.1177/19401612211072697>.

Jeong Kim, Anna Gunderson, Elizabeth Lane, & **Nichole M. Bauer**. 2023. "State Courts, State Legislatures, and Setting Abortion Policy." *Journal of Health, Politics, Policy, and Law*, 48(1): 569-592. <https://doi.org/10.1215/03616878-10449887>

Nichole M. Bauer and Martina Santia.* 2023. "Gendered Times: How Gendered Contexts Shape Campaign Messages of Female Candidates." *Journal of Communication* 73(4): 329-341 doi: <https://doi.org/10.1093/joc/jqac052>.

Nichole M. Bauer and Tatum Taylor.* 2023. "Selling them Short? Differences in News Coverage of Female and Male Candidate Qualifications." *Political Research Quarterly*. 76(1): 308-322 <https://doi.org/10.1177/10659129221086024>.

Nichole M. Bauer and Martina Santia.* 2022. "Going Feminine: Identifying How and When Female Candidates Emphasize Feminine Stereotypes on the Campaign Trail." *Political Research Quarterly* 75(3): 691-705, <https://doi.org/10.1177/10659129211020257>.

Nichole M. Bauer, Nathan Kalmoe, and Erica Russell.* 2022. "Candidate Aggression & Gendered Voter Evaluations." *Political Psychology* 43(1): 23-43 <https://doi.org/10.1111/pops.12737>.

Colleen Carpinella and **Nichole M. Bauer**. 2021. "A Visual Analysis of Gender Stereotypes in Campaign Ads." *Politics, Groups, & Identities* 9(2): 369-386.

Jeong Hyun Kim, Yesola Kweon, and **Nichole M. Bauer**. 2020. "Women Leaders and Policy Compliance during a Public Health Crisis." *Political & Gender* 16(4): 975-982.

Nichole M. Bauer. 2020. "A Feminine Advantage: Delineating the Effects of Feminine Trait and Feminine Issue Messages on Evaluations of Female Candidates." *Politics & Gender* 16(3): 660-680.

Nichole M. Bauer. 2020. "Shifting Standards: Voter Evaluations of Female and Male Candidate Qualifications." *Journal of Politics* 82(1): 1-12.

*Winner of the 2020 Joseph L. Bernd Award for best paper published in the *Journal of Politics* in 2020.

Nichole M. Bauer. 2020. "Running Local: Gender Stereotyping & Female Candidates in Local Elections." *Urban Affairs Review*, 56(1): 96-123.

Nichole M. Bauer. 2019. "The Effects of Partisan Trespassing Strategies across Candidate Sex." *Political Behavior* 41(4): 897-915.

Nichole M. Bauer and Colleen Carpinella. 2018. "Visual Information and Candidate Evaluations: The Influence of Feminine and Masculine Images on Support for Female Candidates." *Political Research Quarterly*, 71(2): 395-407.

Nichole M. Bauer. 2018. "Untangling the Relationship between Partisanship, Gender Stereotypes, and Support for Female Candidates." *Journal of Women, Politics, & Policy*. 39(1): 1-25

Nichole M. Bauer, Laurel Harbridge Yong, and Yanna Krupnikov. 2017. "Who is Punished? Conditions Affecting Voter Evaluations of Legislators Who Do Not Compromise." *Political Behavior*, 39(2): 279-300.

Nichole M. Bauer. 2017. "The Effects of Counterstereotypic Gender Strategies on Candidate Evaluations." *Political Psychology*. 38(2): 279-295.

Yanna Krupnikov, Spencer Piston, and **Nichole M. Bauer.** 2016. "Saving Face: Identifying Voter Responses to Black and Female Candidates." *Political Psychology*: 37(2): 253-272.

Nichole M. Bauer. 2015. "Emotional, Sensitive, and Unfit for Office: Stereotype Activation and Support for Female Candidates." *Political Psychology* 36(6): 691-708.

Nichole M. Bauer. 2015. "Who Stereotypes Female Candidates? Identifying Individual Differences in Feminine Stereotype Reliance." *Politics, Groups, & Identities* 3(1): 94-110.

Erik P. Bucy, Paul D'Angelo, and **Nichole M. Bauer.** 2014. "Crisis, Credibility, and the Press: A Priming Model of News Evaluations." *The International Journal of Press/Politics*, 19(4): 453-465. q

Yanna Krupnikov and **Nichole M. Bauer.** 2014. "The Relationship between Campaign Negativity, Gender and Campaign Context." *Political Behavior*, 36(1): 167-188.

*Winner of the Best Paper Award for a paper published in *Political Behavior* in 2014.

Nichole M. Bauer. 2013. "Rethinking Stereotype Reliance: Understanding the Connection between Female Candidates and Gender Stereotypes." *Politics & the Life Sciences*, 32(1): 22-42.

BOOK CHAPTERS

Nichole M. Bauer, Eugene Johnson,* and Dan Qi.* "Women of Color and Masculinity in Campaign Messages." (accepted for publication) in *Masculinity and Politics*, edited by Monika McDermott and Dan Cassino. NYU Press.

Dan Qi*, Cana Kim*, & **Nichole M. Bauer.** "Asian American Political Leaders." 2023. in *Distinct Identities*, volume 2, edited by Nadia Brown and Sarah Allen Gershon. Routledge University Press.

Sylvia Gonzalez.* & **Nichole M. Bauer.** 2020. "Using Partisan & Gender Stereotypes to Evaluate Female Candidates." *Politicking while Female: The Political Life of Women*, editor, Nichole M. Bauer. LSU Press. (peer-reviewed)

Nichole M. Bauer. 2019. "Gender Stereotypes & Political Decision-Making." *Oxford Handbook of Political Decision-Making*, edited by Zoe Oxley and David Redlawsk. Oxford University Press. (peer-reviewed, invited submission)

Nichole M. Bauer. 2016. "Gender Stereotypes and Voter Evaluations of Female Candidates." *New Directions in Gender and Political Psychology*, editors Monica C. Schneider and Angela L. Bos. Routledge Press. (invited submission)

PROJECTS IN PROGRESS

Anna Gunderson, Jeong Kim, Elizabeth Lane, **Nichole M. Bauer,** Belinda Davis, Kathleen Searles. "Judicial Candidate Gender and Campaign Platforms." (invitation to revise and resubmit)

Nichole M. Bauer. "Institutions, Women, and Gender Stereotypes." (invitation to resubmit)

Ayla Oden*, Annelise Russell, and **Nichole M. Bauer.** "Gendered Twitter Agendas." (invitation to revise and resubmit)

Ayla Oden*, **Nichole M. Bauer**, Ke Jiang, & Lance Porter. "Women's Political Use on Twitter." (invitation to revise and resubmit)

Martina Santia*, Sylvia Gonzalez,* and **Nichole M. Bauer**. "Emotions and Women of Color Candidates." (invitation to revise and resubmit)

Nichole M. Bauer, Cana Kim*, Kenlea Barnes*, Khaleel Ouedraogo**, Elise Strain.** "Women Journalists & Political News Coverage." (invitation to revise and resubmit).

Jennie Sweet-Cushman & **Nichole M. Bauer**. "Motherhood, Race, and Campaign Messages." (invitation to revise & resubmit)

Nichole M. Bauer, Anna Gunderson, Jeong Kim, Elizabeth Lane, Belinda Davis, Kathleen Searles. "Gender & Representation." (under review)

Nichole M. Bauer, Kenlea Barnes*, Nana Ama Agyeman**, Caitlyn White**, Dylan White** "Feminism, Emotions, and Elections." (under review)

Brian Hamel & **Nichole M. Bauer**. "Gender & Credit Claiming." (manuscript in development)

Martina Santia*, Sylvia Gonzalez*, and **Nichole M. Bauer**. "Linked Fate and Women of Color." (manuscript in development)

Nichole M. Bauer. "Does Electing More Women Changes the Masculine Stereotypes Citizens Associate with Political Leadership?" (book project, data collection in progress)

*denotes current or former graduate student co-author

**denotes undergraduate research collaborator through the LSU Gender Politics Research Lab

OTHER PUBLICATIONS

Nichole M. Bauer. "The Trump tape has transformed the 2016 election into a referendum on gender." London School of Economics, American Politics & Policy Blog, October 12, 2016.

Nichole M. Bauer. "What to Expect from Clinton and Trump During Tonight's Presidential Debate." *Fortune* Commentary, October 9, 2016.

Nichole M. Bauer. "Releasing Candidate Records is Campaign Spin and Media Distortion." *New York Times* Room for Debate, September 15, 2016.

Nichole M. Bauer. 2016. Book Review: *Navigating Gendered Terrain: Stereotypes and Strategy in Political Campaigns* by Kelly Dittmar. *Perspectives on Politics* 14(3): 878-879.

Nichole M. Bauer. "Here's what the research tells us about whether sexism is hurting Hillary Clinton's Prospects." Monkey Cage Blog Post. *Washington Post*, February 5, 2016.

Nichole M. Bauer. "Carly Fiorina's post-debate challenge will be to navigate gender stereotypes to show voters she is both tough and likable." London School of Economics, American Politics & Policy Blog, September 19, 2015.

Yanna Krupnikov and **Nichole M. Bauer**. "Voters only punish female candidates who use negativity in their campaigns if they are from the opposing party." London School of Economics, American Politics & Policy Blog, March 18, 2014.

FELLOWSHIPS, GRANTS, AWARDS

2021 LSU Rainmaker Award as an Emerging Scholar in the Arts, Humanities, Social or Behavioral Sciences

Winner of the 2021 Robert E. Lane Award for the best book in political psychology published in 2020, awarded by APSA's Political Psychology Section.

Southern Political Science Association, Joseph L. Bernd Award for best paper published in the *Journal of Politics* in 2020 for *Shifting Standards*

Louisiana State University Alumni Association Rising Faculty Research Award, 2020, \$5,000

Louisiana Board of Regents Support Fund, Research Competitiveness Subprogram Grant, Principal Investigator, Summer 2020-Summer 2023, approximately \$100,000,

Remal Das and Lachmi Devi Bhatia Memorial Professorship, "Identifying & Overcoming Barriers in Women's Political Representation," Fall 2018-Spring 2021

SEC Travel Grant, Fall 2018 \$900

Faculty Research Grant-Emerging Research, LSU, 2018-2019 \$10,000

Gender & Political Psychology Early Career Award Winner, 2018

Office of Research & Development Travel Award. LSU, 2017, 2018 \$750

Elsie Hillman Prize, Honorable Mention, Pennsylvania Center for Women in Politics, Chatham University, 2017 \$275

Faculty Mentor for Megan Craig, recipient of the Randall Outstanding Undergraduate Research Award, University of Alabama, 2017

College Academy for Research, Scholarship, and Creative Activity Grant, University of Alabama, 2016 \$4,960

Faculty Mentor for Rachael Nowack, recipient of the Randall Outstanding Undergraduate Research Award, University of Alabama, 2016

Political Psychology, Distinguished Junior Scholars Award, 2015 \$400

Best Paper Award *Political Behavior*, 2014 \$250

Carrie Chapman Catt Prize, Honorable Mention, Carrie Chapman Catt Center for Women and Politics, Iowa State University, 2014 \$750

IU College of Arts and Sciences Grant-in-Aid Dissertation Research Award, 2013 \$528

IU Graduate and Professional Students Organization Research Award, 2013 \$1000

IU College of Arts & Sciences Dissertation Year Research Fellowship, 2013-2014 \$20,000

National Science Foundation, Time-Sharing Experiments for the Social Sciences (with Yanna Krupnikov & Spencer Piston), 2012.

American Political Science Association, Annual Meeting Travel Grant, 2012, 2013 \$300

Best Methods Paper, Political Science Graduate Student Conference, 2012 \$100

Best American Politics Paper, Political Science Graduate Student Conference, 2011 \$100

Center for American Politics Travel Award, 2011, 2012, 2013, 2014, \$500 each year

Department of Political Science Travel Award, 2011, 2012, 2013, 2014, ranging from \$150-\$250

Mabel LaDuke Lauder Fellowship, Fall Semester 2009 \$8000

SERVICE

University Service

Discover Day Undergraduate Research Mentor for student research conference (2022, 2023)

Founder & Director, Gender & Politics Research Lab (2020-present), the lab works with about 10 undergraduate students who work on data collections, and analysis projects related to work on Gender & Politics, the lab also facilitates data collections and collaborations between faculty and graduate students interested in work on gender and politics.

Ph.D. Committees: Caley Hewitt (chair, 2023-), Ayla Oden (chair, 2019-2023), Rachel Italiano (2022-), Victoria Smith (2023, Stony Brook University, outside member), Tobias Rohrbach (2023, University of Amsterdam, outside member), Pamela Labbe (chair, 2020-2022), Eugene Johnson (co-chair, 2018-2022), Martina Santia (2017-2022)

M.A. Committees: Caley Hewitt (chair, 2021-2022), Ashley Staszko (chair, 2019-2020), Laura Coleman (chair, 2018-2019), Sidaria Williams (2017-2018)

Honors Thesis Committees: Deven Douglas (2023), Gabriel Olivier (chair, 2020-2021), Andrew Searles (2020), Elizabeth Veale (2018-2019)

Research Committee Chair, LSU Political Science Department, Fall 2019-Spring 2021

ASPIRE Undergraduate Research Mentor: Claire-Scott Lynch (Academic Year Mentor, 2021-2022) Katelyn Davis (Summer Research 2021), Gabriel Olivier (Summer Research 2018)

2019 Breaux Symposium Steering Committee

Louisiana State University, Behind the Ballot panel on Women in Politics, Oct. 2018

Louisiana State University, She Persisted panel on women in political leadership, Panelist, 2017

Discipline Service

Robert E. Lane Best Book Award committee member, Political Psychology Section for APSA

Public Opinion Quarterly editorial board member, 2020-2023

Midwest Women's Political Science Caucus, Political Marketing Section Chair, Spring 2022

Gender & Political Psychology Research Network, Chair, Early Career Research Award Committee, Spring 2021

American Political Science Association, Award Committee Member, Experiments Section, Best Book Award, Spring 2019

Midwest Women's Political Science Caucus, Gender & Politics Section Chair, Spring 2019

Midwest Women's Political Science Caucus, Graduate Student Travel Award Committee, Spring 2018

American Political Science Association, Award Committee Member, Best Article in *Political Behavior*, 2016

Undergraduate Creative Research Academy, Faculty Mentor, 2016, 2017

Midwest Women's Political Science Caucus, Graduate Student Travel Award Committee, Chair, Spring 2016

Midwest Women's Caucus for Political Science, Secretary, Fall 2016-Spring 2019

Southern Political Science Association Annual Meeting Program Committee, Jan. 2017 conference

Reviewer for: *Journal of Politics*, *Public Opinion Quarterly*, *American Journal of Political Science*, *Political Behavior*, *Political Psychology*, *Politics and the Life Sciences*, *Politics, Groups, and Identities*, *Political Research Quarterly*, *American Political Science Review*, *PS: Politics and Political Science*, *American Behavioral Scientist*, *Time Sharing Experiments for the Social Sciences*, *Journal of Women, Politics, and Policy*, *Journal of Conflict Resolution*, *Scandinavian Political Studies*, *European Political Science Review*, *Journalism & Mass Communication Quarterly*, *Journal of Experimental Social Psychology*, *Journal of Social and Political Psychology*, *Politics*

& Gender, Political Science Research Methods, Journal of Experimental Political Science, Urban Affairs Review, British Journal of Political Science, American Politics Research, Journal of Political Marketing, International Journal of Public Opinion Research, Electoral Studies, European Journal of Politics and Gender, Social Science Computer Review, Political Communication, Party Politics, Canadian Journal of Political Science, Critical Studies in Media Communication, Human Communication Research, Men & Masculinities, Representation, The Social Science Journal, Legislative Studies Quarterly, Sociological Inquiry, State Politics & Policy Quarterly, Journal of Elections, Public Opinion, and Parties, Research & Politics, Perspectives on Politics, Sex Roles, Journalism, Sociological Forum, Journal of Information, Technology, and Politics, Women's Studies International Forum, Political Analysis, Information, Communication, & Society, Western Journal of Communication, Journalism & Communication Monographs, Communication Research

TEACHING

Louisiana State University

Founder & Director, Gender & Politics Research Lab, LSU, Fall 2020-present

POLI 4029 (formerly POLI 4000) Political Psychology

POLI 4028 Gender & Politics

POLI 7903 Gender & Politics, Graduate Level

POLI 7964 Experimental Design & Analysis, Graduate Level

MC 7033 Race & Gender in Political Communication, Graduate Level

University of Alabama

PSC 522 Quantitative Methods I, Graduate Level

PSC 321 Gender & Politics

PSC 321 Media & Politics

PSC 422 Political Psychology

Davidson College

POL 121 Introduction to American Politics

POL 424 Political Psychology

POL 334 Public Opinion

Indiana University

POL Y101 Gender & Politics (instructor of record)

POL Y318 The American Presidency (instructor of record)

STAT S501 Introduction to Statistics, Graduate Level (lab instructor)

STAT S503 Categorical & Limited Dependent Variables, Graduate Level (lab instructor)

CONFERENCE PRESENTATIONS

University of Texas at Austin conference on Gender, Politics, and Parties (invited presenter), September 2023

University of Houston mini-conference on Gender, Race, & Diversity in Representation (invited presenter), May 2023

Japanese Politics Online Seminar Series, Invited Discussant, Spring 2021 (online)
 European Conference on Politics & Gender, 2019, 2022
 International Communication Association, 2018, 2020, 2022
 Southern Political Science Association, 2019, 2020, 2021
 Gender & Political Communication Workshop, Spring 2020 (organizer & creator)
 Gender & Subnational Politics, spring 2019
 Resisting Women's Political Leadership: Theories, Data, Solutions, Rutgers University, 2017
 Political Communication, APSA Pre-Conference, 2016
 New Research on Gender & Political Psychology Mentoring Conference: 2014 (Wooster College), 2017 (Tulane University), 2020 (virtual)
 Midwest Political Science Association 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2021
 American Political Science Association 2013, 2014, 2015, 2016, 2017, 2021
 Visions in Methodology 2014, 2016, 2017
 Midwest Association for Public Opinion Research 2013
 International Society for Political Psychology 2012, 2019, 2022

INVITED TALKS, PANEL DISCUSSIONS, AND WORKSHOPS

Stony Brook University, Political Science Department, Spring 2022 (in-person)
 Rutgers University, Political Science Department, Fall 2021 (virtual)
 Wesleyan Media Project Political Advertising Workshop, Invited Presenter. May 2021 (virtual)
 University of Nebraska, Lincoln, Spring 2021 (virtual)
 Australia National University, Spring 2021 (virtual)
 Pennsylvania State University, Spring 2021 (virtual)
 University of Kentucky, Fall 2018
 Louisiana Old State Capitol, Who Run the World Women's Rising Political Influence, Nov. 2018
 University of New Hampshire, Manchester, Sidewell Lecture Series, Invited Speaker, 2017
 University of Utah, Tanner Center for Human Rights, Invited Speaker, 2017
 New Directions in Diversity & Representation Mini-Conference, Invited Speaker, (University of Pittsburgh, PA) 2015
 Visions in Methodology 2014, 2016
 Gender & Political Psychology Research Workshop (Northern Illinois University) 2013

NON-ACADEMIC EMPLOYMENT

Transportation Learning Center, Communications Coordinator, Silver Spring, MD 2007-2009
 American Rights at Work, Communication Consultant, Washington, DC, 2006-2007