

CURRICULUM VITAE DECEMBER 24, 2017

HEATHER K. EVANS

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Education

- | | |
|------|---|
| 2009 | Ph.D., Political Science; Indiana University, Bloomington IN
(Fields: American Politics, Research Methods) |
| 2006 | M.A., Political Science; Indiana University, Bloomington IN |
| 2004 | B.A., Political Science and Mathematics; Berea College, Berea KY |

Academic Appointments

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| 2015- | Associate Professor of Political Science, Sam Houston State University |
| 2009-2015 | Assistant Professor of Political Science, Sam Houston State University |

Books (3)

- Evans, Heather K., Editor, *Community Engagement Best Practices across the Disciplines: Applying Course Content to Community Needs*. Rowman & Littlefield (Forthcoming 2018).
- Evans, Heather K., Editor, (2017) *Community Engagement Findings across the Disciplines: Applying Course Content to Community Needs*. Rowman & Littlefield.
- Evans, Heather K. (2014) *Competitive Elections and Democracy in America: The Good, the Bad, and the Ugly*. Routledge.

Peer Reviewed Articles (15)

- Evans, Heather K., Kayla Brown, and Tiffany Wimberly. (2017) ““Delete Your Account”: The 2016 Presidential Race on Twitter.” *Social Science Computer Review* (Online, Forthcoming in print).

- Evans, Heather K., Sean Smith, Alexis Gonzales, and Kayla Strouse (2017) "Mudslinging on Twitter during the 2014 Election." *Social Media + Society* April-June: 1-9.
- Evans, Heather K. (2016) "Do Women Only Talk About "Female Issues"? Gender and Issue Discussion on Twitter." *Online Information Review* 40(5): 660-672.
- Evans, Heather K. and Jennifer Hayes Clark (2016) "'You Tweet Like a Girl!': How Female Candidates Campaign on Twitter." *American Politics Research* 44(2): 326-352.
- Evans, Heather K., Stephen Green, and Joycelyn Ovalle. (2016) "Rockin' Robins: Do Congresswomen Rule the Roost of the Twittersphere." *Journal of the Association for Information Science and Technology* 67(2):268-275.
- Evans, Heather K. and Victoria Cordova (2015) "Lecture Videos in Online Courses: A Follow-Up" *Journal of Political Science Education* 11(4): 472-482.
- Evans, Heather K. (2015) "Service-learning and Political Engagement, Efficacy, and Apathy: A Case Study at Sam Houston State University." *Education, Citizenship, and Social Justice*. 10(2).
- Evans, Heather K., Edward G. Carmines, and Michael Ensley. (2014) "The Enduring Effects of Competitive Elections." *Journal of Elections, Public Opinion, and Parties*. 24(4): 455-472.
- Evans, Heather K., Victoria Cordova, and Savannah Sipole. (2014) "Twitter-Style: An Analysis of How House Candidates Used Twitter in their 2012 Campaigns" *PS: Political Science and Politics* 47(2): 454-462.
- Evans, Heather K. (2014) "An Experimental Investigation of Videotaped Lectures in Online Courses" *Tech Trends*. 58(3): 63-70.
- Evans, Heather K. (2013) "The Lasting Effect of Competitive Elections on Congressional Approval: Evidence from the 2010 and 2011 Cooperative Congressional Election Study." *Electoral Studies* 32(4): 779-782.
- Evans, Heather K. and Stacy Ulbig. (2012) "Virtual Social Butterflies and Politics: Exploring the Link between Sociability and Online Political Participation." *Journal of Information Technology and Politics*. 9(4): 402-414.
- Evans, Heather K. (2012) "Making Politics "Click": The Costs and Benefits of Using Clickers in an Introductory Political Science Course." *Journal of Political Science Education* 8(1): 85-93.
- Evans, Heather K. and Ashley Moulder. (2011) "Reflecting on a Decade of Women's Publications in Four Top Political Science Journals." *PS: Political Science and Politics* 44(4):793-798.

Evans, Heather K. and Erik Bucy. (2010) "The Representation of Women in Publication: A Content Analysis of the Journals Political Communication and Press/Politics." *PS: Political Science and Politics* 43: 295-301.

Book Chapters (5)

Evans, Heather K., Kayla Brown, and Tiffany Wimberly. (2017) "Gender and Presidential Elections: How the 2016 Candidates Played the "Woman Card" on Twitter" in *The Internet and the 2016 Presidential Campaign* edited by Jody Baumgartner and Terri Towner, Lexington.

Evans, Heather K. (2017) "Community Engagement Effects Across the Disciplines: Impacts on Political Efficacy, Engagement, and Apathy" in *Community Engagement Findings across the Disciplines: Applying Course Content to Community Needs* edited by Heather K. Evans, Rowman & Littlefield.

Evans, Heather K. and Savannah Sipole. (2016) "From Home-Style to Twitter-Style: How Personal, District, and Campaign Characteristics affect House Candidates' Twitter-Style." in *Social Media and Politics: A New Way to Participate in the Political Process*, edited by Glenn W. Richardson, Jr. Praeger.

Evans, Heather K. (2016) "Communication with Constituents in 140 Characters: How Members of Congress used Twitter to Get Out the Vote in 2014." in *Twitter and Elections Around the World: Campaigning in 140 Characters or Less*, edited by Richard Davis, Christina Holtz-Bacha, and Marion Just, Routledge.

Evans, Heather K. (2015) "Encouraging Civic Participation through Twitter during (and after) the 2012 Election" in *Civic Education in the 21st Century: A Multidimensional Inquiry*, edited by Michael T. Rogers and Donald M. Gooch, Lexington Books.

Book Reviews (1)

Tweeting to Power: The Social Media Revolution in American Politics. (2014) by Jason Gainous and Kevin Wagner. *Journal of Politics* 76(3).

Manuscripts in Progress (5)

Evans, Heather K. and Emily Farris. "What's Race Got to Do with It? The Impact of Race and Ethnicity on Twitter Behavior."

Evans, Heather K., Tiffany Wimberly, and Kayla Brown. ""Will you be Prepared to Lead on Day One?": An Analysis of Trump and Clinton Interviews during the 2016 Election"

Evans, Heather K. and Erik Bucy. "Media-Centric and Politics-Centric Views of Media and Democracy: A Content Analysis."

Evans, Heather K., Bryan San Jose, Jessica Habib, Ashlee Ziegenbein, Danielle Litzen, and Skylar Rutland. "Awkward Independents: What are Third Party Candidates Doing on Twitter?"

Evans, Heather K., Jeremiah Gibson, Marlisa Ensley, and Janay Rogers-Southwell. "Did Love Trump Hate? The 2016 Congressional Elections on Twitter."

Grants and Awards (9)

FAST Grant, Center for Enhancing Undergraduate Research Experiences and Creative Activities (EURECA), Sam Houston State University 2017, Amount: \$10,000

FAST Grant, Center for Enhancing Undergraduate Research Experiences and Creative Activities (EURECA), Sam Houston State University 2016, Amount: \$8,000

FAST Grant, Center for Enhancing Undergraduate Research Experiences and Creative Activities (EURECA), Sam Houston State University 2015, Amount: \$10,000

Pi Sigma Alpha Award for the Best Paper presented at the 2013 Southwestern Political Science Association Meeting (with Victoria Cordova and Savannah Sipole).

Outstanding Research/Scholarship Award, Sam Houston State University for 2012-2013.

Outstanding On-line Teaching Award, Sam Houston State University for 2011-2012.

Outstanding Engaged Scholar Award, Sam Houston State University for 2011-2012.

Evans, Heather K. "Do Lecture Videos Enhance Online Education?" Sam Houston State University Online Innovation Research Grant, Spring 2011, Amount: \$2,400

Evans, Heather K. "College Experiences and Political Engagement," Sam Houston State University Faculty Research Grant, Summer 2010, Amount: \$5,000

Academic Presentations (30)

"Media-Centric and Politics-Centric Views of Media and Democracy: A Content Analysis." (with Erik Bucy) 2017 International Communication Association Normative Theory Preconference.

"#RaceInTheRace: The Role of Race and Ethnicity in the Twitter Behavior of Congressional Candidates." (with Emily Farris) 2017 Midwest Political Science Association Conference.

"Gender and Presidential Elections: How the 2016 Candidates Played the "Woman Card" on Twitter." (with Kayla Brown and Tiffany Wimberly) 2017 Southern Political Science Association Conference.

- “#Mudslinging on Twitter: When Twitter Fingers Become Trigger Fingers” (with Kayla Strouse, Sean Smith, and Alexis Gonzalez) 2016 Midwest Political Science Association Conference.
- “Do Women Only Talk About “Female Issues”? The Gender Gap in Issue Discussion on Twitter” 2016 Southern Political Science Conference.
- “How Members of Congress Used Twitter to Get Out the Vote in 2014.” 2015 APSA Political Communication Preconference
- “Gender and Campaign Communication on Twitter.” (with Jennifer Hayes Clark) 2015 Midwest Political Science Association Conference
- “To Tweet or Not to Tweet? How District and Race Characteristics affect House Representatives’ Twitter-Style.” (with Savannah Sipole) 2015 Southern Political Science Association Conference
- “Encouraging Civic Participation on Twitter during the 2012 Election” 2014 American Political Science Association Conference
- “Rockin’ Robins: Do Congresswomen Rule the Roost of the Twittersphere” (with Joycelyn Ovalle) 2014 Southern Political Science Association Conference
- “Competitive Elections and Evaluations of Congress” 2013 Midwest Political Science Conference
- “Twitter-style: An Analysis of how House Candidates used Twitter in their 2012 Elections.” 2013 Midwest Political Science Conference.
- “Analyzing Twitter #2012HouseElections” (with Victoria Cordova and Savannah Sipole) 2013 Southwestern Political Science Association Conference.
- "Do Lecture Videos Enhance Online Courses? Results from Two Experiments" 2012 International Conference on the Social Sciences
- "Girl Power? An Experimental Analysis of Feminist Messages on Prime-Time Television" (with Tim Hill) 2012 Midwest Political Science Association Conference
- "Examining Fenno's Paradox: Do Competitive Elections Shape Attitudes Toward Congress?" 2012 Midwest Political Science Association Conference
- "Do Lecture Videos Enhance Online Education" 2012 Southern Political Science Association Conference.
- "Attitudes Towards Torture: Analyzing the Effect of the Show 24" 2011 Midwest Political Science Association Conference

“Reflecting on a Decade of Women’s Publications in Four Top Political Science Journals.” (with Ashley Moulder) 2011 Western Political Science Association Conference

"Making Politics "Click": The Costs and Benefits of Using Clickers in an Introductory Political Science Course," 2011 Southern Political Science Association Conference

“Competitive Elections in American Politics,” CHSS First Annual Research Conference, April 9, 2010

“The Political Socialization of College and Non-College Youth.” 2010 Southwestern Social Science Association Conference

“The Long Term Consequences of Competitive House Campaigns on Attitudes Toward Congress.” 2010 Midwest Political Science Association Conference

“Social Butterflies and Politics: Exploring the Link Between Sociability and Political Participation.” (with Stacy Ulbig) 2010 Midwest Political Science Association Conference

“Competitive Elections and Attitudes Toward Congress.” 2010 American Association for Public Opinion Research Conference

“The Long-term Consequences of Competitive House Campaigns,” (with Michael Ensley and Edward G. Carmines) 2009 Midwest Political Science Association Conference

“The Life Cycle Theory of Political Participation and the 2008 Election: The Impact of Marriage, Parenthood, and Home Ownership on College and Non-College Youth,” 2009 Midwest Political Science Association Conference

“The Representation of Women in Publication: A Content Analysis of the Journals Political Communication and Press/Politics,” (with Erik Bucy) 2008 Midwest Political Science Association Conference

“Vote Choice in the 2004 Presidential Election: The Impact of Issue Preference and Salience,” 2007 American Political Science Association Conference

“Media Centric and Politics Centric Views of Media and Democracy: A Content Analysis of the Journals Political Communication and Press/Politics,” (with Erik Bucy) 2007 American Political Science Association Conference

Other Media Outreach

Interview with *KBTX* on “#Election2016: Sam Houston State professor analyzes candidate’s Twitter use.” November 2, 2016. Available at:

<http://www.kbtx.com/content/news/Election2016-Sam-Houston-State-professor-analyzes-at-candidates-Twitter-use-399703711.html>

Interview with ABC13 “Sam Houston conducts study on use of Twitter among presidential candidates.” October 25, 2016. Available at: <http://abc13.com/technology/what-the-candidates-style-on-twitter-says/1572741/>

Invited piece, “On Twitter, Donald Trump paying little lip service to issues important to women,” *London School of Economics, American Politics and Policy Blog*, October 10, 2016, <http://blogs.lse.ac.uk/usappblog/2016/10/10/on-twitter-donald-trump-has-been-paying-little-lip-service-to-issues-important-to-women/>

Invited piece, “Clinton sends tweets about voting and registration while Trump asks people to “join him.”” *London School of Economics, American Politics and Policy Blog*, September 13, 2016. <http://blogs.lse.ac.uk/usappblog/2016/09/13/clinton-sends-tweets-about-voting-and-registration-while-trump-asks-people-to-come-out-and-join-him/>

Quoted by James Russell, “Voter registration numbers up across Texas,” *Quorum Report*. August 12, 2016.

Invited piece, “Campaign Twitter update: Trump ignores the issues while Clinton continues to out tweet him.” *London School of Economics, American Politics and Policy Blog*, August 9, 2016. <http://blogs.lse.ac.uk/usappblog/2016/08/09/campaign-twitter-update-trump-ignores-the-issues-as-clinton-continues-to-out-tweet-him/>

Invited piece, “Clinton Outguns Trump in the War of Words on Twitter.” *Newsweek*. July 16, 2016. <http://www.newsweek.com/clinton-outguns-trump-war-words-twitter-479756>

Invited piece, “Hillary Clinton is tweeting more than Donald Trump and attacks him more often than he does her.” *London School of Economics, American Politics and Policy Blog*, July 9, 2016. <http://blogs.lse.ac.uk/usappblog/2016/07/09/hillary-clinton-is-tweeting-more-than-donald-trump-and-attacks-him-more-often-than-he-does-her/>

Interviewed in “SHSU professors weigh in on presidential race.” *Huntsville Item*. June 12, 2016. http://www.itemonline.com/news/local_news/shsu-professors-weigh-in-on-presidential-election/article_d803360d-cb65-5e69-b1cc-a83294cddcb1.html

Interview with *Red, White, and Blue*, Houston’s Public Media. “Democratic Debate Review” February 15, 2016. <https://www.youtube.com/watch?v=UesCViJye0o>

Cited by Julia Azari in “What Does High Turnout Mean?” *FiveThirtyEight*. February 9, 2016. <http://fivethirtyeight.com/live-blog/new-hampshire-primary-presidential-election-2016/>

Cited by Julia Azari in “Five Studies: The Political Power of Going Negative.” *The Pacific Standard*. January 7, 2016. <https://psmag.com/five-studies-the-political-power-of-going-negative-2390d71528af#.qjc9w74lu>

Invited piece with Jennifer Clark, “Female candidates are more likely to use Twitter to discuss policy issues and to “go negative” in their campaign.” *London School of Economics, American Politics and Policy Blog*, November 25, 2015.

<http://blogs.lse.ac.uk/usappblog/2015/11/25/female-candidates-are-more-likely-to-use-twitter-to-discuss-policy-issues-and-to-go-negative-in-their-campaign/>

Invited piece, “In Congressional elections, candidates use Twitter to help their campaigns, including ‘going negative’.” *London School of Economics, American Politics and Policy Blog*, June 25, 2014. <http://blogs.lse.ac.uk/usappblog/2014/06/25/in-congressional-elections-candidates-use-twitter-to-help-their-campaigns-including-going-negative/>

Quoted in “SHSU students reluctant to reveal political lean, study finds.” *The Houstonian*, November 14, 2013. <http://houstonianonline.com/2013/11/14/shsu-students-reluctant-to-reveal-political-lean-study-finds/>

Invited piece, “What Do Members of Congress Tweet About?” *Monkey Cage*, March 20, 2013 <http://themonkeycage.org/2013/03/what-do-members-of-congress-tweet-about/>

Teaching Experience

Undergraduate

Introduction to American Government
Political Attitudes and Behavior
Congress and the Legislatures
Media & Politics
Research and Writing in Political Science

Graduate

Seminar in American Politics
American Political Behavior
Congress
Media & Politics
Online Political Engagement
American Political Institutions

Service Activities

Chair, Department Promotion and Tenure Advisory Committee, 2017-

Member, EURECA – Center for Enhancing Undergraduate Research Experiences and Creative Activities Committee, 2016-

Faculty Advisor, Bearkat Democrats, 2016-

Member, American Political Science Association Political Communication Pre-Conference Planning Committee, 2017

Member, Department Promotion and Tenure Advisory Committee, 2015-

Member, Personnel Committee, 2015-

Member, MA Graduate Committee, 2014-

Chair, Service, Teaching, and Research Individual Performance Committee, 2016-2017

Member, Program Committee – Southern Political Science Association, 2015-2016

Director, MA Program in Political Science, Sam Houston State University, 2014-2015

Member, Graduate Council, 2014-2016

Member, American Politics Search Committee, 2015

Member, Book Award Committee – American Political Science Association Political Communication Section, 2015
Chair, Midwest Political Science Association’s Best Paper Presented as a Poster Committee, 2015
Chair, MA Graduate Committee, 2014-2015
Member, International Program Graduate Advisor Committee, 2014-2015
Chair, Textbook Adoption Committee – Political Science Department, 2009-2014
Member, American Democracy Project Committee, 2013-2014.
Faculty advisor for Pi Sigma Alpha, Eta Omega Chapter, 2009-2014.
Member, Dean Search Committee – College of Humanities and Social Sciences, 2013-2014.
Member, Women’s Advisory Committee – Sam Houston State University, 2012-2014.
Member, Program Committee – Southwestern Political Science Association, 2012-2013.
Member, Core Curriculum Committee – Political Science Department, 2011-2012.

Experience with Statistical Programs

Excel	SPSS
STATA	R

Administrative Conferences

Council of Undergraduate Research’s Institute on Initiating and Sustaining Undergraduate Research Programs, Ottawa, Canada, October 2016.

Texas Women in Higher Education Conference, San Marcos, Texas, April 2017.