

Kaitlen Cassell

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Employment

YouGov America

2021 – Present

Survey Research Manager on the Special Research Group's Technology Team

Education

Ph.D. in Political Science, Vanderbilt University, Nashville, TN

2020

- Dissertation: The 'Will of the People' or Willed by Elites? Candidate Rhetoric and the Mobilization of Populist Citizens in Latin America and Europe
- Committee: Elizabeth Zechmeister (co-chair), Mitchell Seligson (co-chair), Larry Bartels, Jonathan Hiskey, and Kirk Hawkins (Brigham Young University)

Master of Arts in Political Science, Vanderbilt University, Nashville, TN

2017

- Fields: Comparative Politics & Methodology

Bachelor of Arts in Political Science (*summa cum laude*), The University of Portland, Portland, OR

2011

Research Interests

Populism | Public Opinion | Political Communication | Discourse Analysis | Survey Methodology

Peer-Reviewed Publications

"The Power of Populism in Generating Online Engagement." Forthcoming at *Electoral Studies*.

"When 'Following' the Leader Inspires Action: Individuals' Receptivity to Discursive Frame Elements on Social Media" (*forthcoming at Political Communication*). DOI: 10.1080/10584609.2020.1829761.

Cassell, Kaitlen J., John A. Booth, and Mitchell A. Seligson. "[Support for Coups in the Americas: Mass Norms and Democratization](#)." *Latin American Politics and Society* 60.4 (2018): 1-25.

Working Papers, Projects, and Manuscripts Under Review

"What's in the Rest of the Populist Playbook? The Populist Communication Strategy in Comparative Perspective" (*under review*).

"Reducing Non-Response to Vote Choice Survey Questions: Evidence from a Survey Experiment in Mexico City" (With Mollie J. Cohen).

Honors & Awards

- 2020** **Postdoctoral Research Fellow, the University of Barcelona.** The Institutions and Political Economy Research Group lead by Dr. Carles Boix (Princeton University). Delayed due to coronavirus.
- Dissertation Enhancement Grant** (\$1,500). Vanderbilt Graduate School. Used for undergraduate research assistants to code and expand the Twitter Campaign Rhetoric Database
- Presage Cook Travel Award** (\$300), Southern Political Science Association (SPSA) conference in Puerto Rico
- Vanderbilt Graduate Student Travel Award** (\$500), SPSA conference in Puerto Rico
- 2019** **Dissertation Enhancement Grant** (\$1,500). Vanderbilt Graduate School. Used for undergraduate research assistants to create the initial Twitter Campaign Rhetoric Database
- First Alternate, Robert Penn Warren 1-Year Fellowship**, Vanderbilt University
- LAPOP Graduate Student Travel Award** (\$600), LAPOP conference on democracy in the Americas in Colombia
- European Consortium for Political Research Travel Award** (\$850), ECPR conference in Spain
- Vanderbilt Graduate Student Travel Award** (\$500), ECPR Conference in Spain
- 2018** **Summer Research Award** (\$3,000). College of Arts & Sciences, Vanderbilt University. Used for dissertation fieldwork in Mexico
- 2015** **Summer Education Enhancement Award** (\$2,500). Department of Political Science, Vanderbilt University. Used for Spanish language training in Guatemala

Teaching Experience

- Certificate in College Teaching** 2018
The Center for Teaching, Vanderbilt University
- Graduate Teaching Assistant** 2015 – 2019
The Political Science Department, Vanderbilt University
- Courses: The Introduction to Comparative Politics (2x), Western European Politics (2x), Right Wing Populism
 - Received above-average course evaluations on perceived effectiveness—4.77 mean response out of 5 versus a department average of 3.98
 - Gave guest lectures on topics including the measurement of democracy, left-wing populism, and Latin American populism

The Vanderbilt Writing Studio, Vanderbilt University

- Meet one-on-one with undergraduate and graduate students, postdocs, and faculty in any discipline to interactively provide feedback and guidance on writing materials at all stages in the writing process (brainstorming, outlining, partial drafts, and full drafts)
- 99% of students "agreed" or "strongly agreed" that the session was productive, reported leaving the session with useful options on how to proceed with their project, and viewed themselves as active participants in the session (115 clients surveyed out of 124 total clients)
- Lead workshops for undergraduate classes on writing topics such as college writing, research papers, and revision, tailoring the content to the specific class for increased effectiveness
- Worked with a team of graduate consultants to transition Writing Studio workshops into a synchronous online format, including re-evaluating the core skills of each workshop, adapting activities to Zoom, and developing accompanying videos as resources

Reports & Briefs

[Spotlight on Anti-Elite Attitudes in Costa Rica](#). In *Pulse of Democracy*. Zechmeister, Elizabeth J., and Noam Lupu (Eds.). 2019. 66-67.

[Spotlight on Insecurity in Mexico](#). In *Pulse of Democracy*. Zechmeister, Elizabeth J., and Noam Lupu (Eds.). 2019. 68-69.

["Methodological Memo on Measuring Populist Rhetoric on Twitter."](#) Published online on Team Populism's website.

["Representation in the Americas: Perceptions of External Efficacy in the 2018/19 AmericasBarometer"](#) (*under review for publication as part of LAPOP's Insights series*).

Additional Skills

Statistical Software: Stata (expert), basic R and SPSS knowledge

Survey Methodology: questionnaire design, pre-testing, quality control, & quality improvement innovations using audio technology

Expert & Individual Interviews: questionnaire design, interview sampling methods, and analysis

Focus Groups: questionnaire design, training moderators, implementation, and thematic analysis

Text Analysis: Holistic grading; manual text analysis broadly

Editing and Proofreading: Edit LAPOP's *Insights* series (topical reports) for content and accuracy, including data analysis audits and framework revisions to improve readability for a broad audience

Language: Spanish (advanced writing and reading, intermediate speaking)