

Magdalena Wojcieszak, Ph.D.

Assistant Professor
Academic Director, Masters in Political Communication
IE School of Communication, IE University
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---- EDUCATION ----

Ph.D. University of Pennsylvania Annenberg School for Communication	2008
M.A. University of Pennsylvania Annenberg School for Communication	2006
M.A. Warsaw University, Summa Cum Laude Sociology, Institute of Applied Social Studies	2003
European Union Fellowship for Postgraduate Study, Universita' Degli Studi di Urbino, Italy Institute of Sociology	2001
Certificate For Undergraduate Studies, Warsaw University Institute of International Relations	1999

----ACADEMIC POSITIONS----

Assistant Professor, IE School of Communication, IE University	2009-present
Academic Director, MA in Political Communication, IE University	2011-present
Visiting Fellow, University of California at Santa Barbara, Center for Information Technology & Society	2009
Visiting Fellow, University of California at Irvine	2009
Research and Teaching Fellow, Annenberg School of Communication, University of Pennsylvania	2004-2008

---- PUBLICATIONS ----

Referred Journal Articles

Wojcieszak, M. & Price, V. (in press). Facts versus Perceptions: Who Reports Disagreement during Deliberation and are the Reports Accurate. *Political Communication*.

Wojcieszak, M. & Price, V. (in press). Perceived versus Actual Disagreement: Which Influences Deliberative Experiences?. *Journal of Communication*.

Wojcieszak, M. (2012). On Strong Attitudes and Group Deliberation: Relationships, Structure, Changes and Effects. *Political Psychology*.

Wojcieszak, M. (2012). Transnational Connections: Challenges and Opportunities for Political Communication. *International Journal of Communication* 6, Feature 255–20.

- Wojcieszak, M. & Rojas, H. (2011). Correlates of party, ideology and issue based extremity in an era of egocentric publics. *International Journal of Press / Politics*, 16, 488-507.
- Baek, Y. M., Wojcieszak, M., & Delli Carpini, M. (2011). Online Versus Face-to-Face Deliberation: Who? Why? What? With What Effects? *New Media & Society*, first published online at <http://nms.sagepub.com/content/early/2011/09/17/1461444811413191>
- Wojcieszak, M. & Rojas, H. (2011). Hostile Public Effect: Communication Diversity and the Projection of Personal Opinions onto Others. *Journal of Broadcasting and Electronic Media*, 55, 543-562.
- Wojcieszak, M. (2011). Deliberation and Attitude Polarization: What happens when people with extreme views encounter disagreement. *Journal of Communication* 61, 596-617.
- Wojcieszak, M. (2011). When Deliberation Divides: Processes Underlying Mobilization to Collective Action. *Communication Monographs* 78, 324 - 346.
- Wojcieszak, M. (2011). Computer-Mediated False Consensus: Radical Online Groups, Social Networks and News Media. *Mass Communication & Society*, 14, 527-546.
- Wojcieszak, M. (2011). Pulling Towards or Pulling Away: Deliberation, Disagreement and Opinion Extremity in Political Participation. *Social Science Quarterly* 92, 207 --225
- Wojcieszak, M. & Price, V. (2010). Bridging the Divide or Intensifying the Conflict? How Disagreement Affects Strong Predilections about Sexual Minorities. *Political Psychology*, 31, 315-339.
- Wojcieszak, M., Baek, Y. M., & Delli Carpini, M. (2010). Deliberative and Participatory Democracy? Ideological Strength and the Processes Leading from Deliberation to Political Engagement. *International Journal of Public Opinion Research*, 22, 154-180.
- Wojcieszak, M. (2010). "Don't Talk to Me" - Effects of Ideologically Homogeneous Online Groups and Politically Dissimilar Offline Ties on Extremism. *New Media & Society*, 12, 637-655.
- Wojcieszak, M. (2010). Voice to the people: Media users' perspective on selective exposure and avoidance. *Electronic Journal of Communication* 20, available at http://www.cios.org/www/ejc/sandbox/020345_EJC
- Baek, Y. M. & Wojcieszak, M. (2009). Don't Expect Too Much! Relationship between Learning from Late-Night Comedy and Knowledge Item Difficulty. *Communication Research*, 36, 783-809.
- Wojcieszak, M., Baek, Y. M., & Delli Carpini, M. (2009). What is really going on: Structure Underlying Online and Face to Face Deliberation. *Information, Communication and Society*, 12, 1080 - 1102.
- Wojcieszak, M. (2009). Carrying Online Participation Offline: Mobilization by Radical Online Groups and Politically Dissimilar Offline Ties. *Journal of Communication*, 59 (3), 564-586.
- Wojcieszak, M. (2009). Three Dimensionality: Taxonomy of Iconic, Linguistic and Audio Messages in Television News. *Television & New Media*, 10(6), 459-481.
- Wojcieszak, M. & Mutz, D. (2009). Online Groups and Political Discourse: Do Online Discussion Spaces Facilitate Exposure to Political Disagreement? *Journal of Communication*, 59(1), 40-56.
- Wojcieszak, M. & Price, V. (2009). What Underlies the False Consensus Effect? How Personal Opinion and Disagreement Affect Public Opinion Perception. *International Journal of Public Opinion Research*, 21, 25-46.
- Wojcieszak, M. (2008). False Consensus Goes Online: Impact of Ideologically Homogeneous Online Groups on False Consensus. *Public Opinion Quarterly* 72(4):781-791.
- Wojcieszak, M. (2008). Mainstream Critique, Critical Mainstream and New Media: Reconciliation of Administrative and Critical Approaches of Media Effects Studies. *International Journal of Communication* 2, 354-378.
- Wojcieszak, M. (2007). Al Jazeera: A Challenge to the Traditional Framing Research. *International Communication Gazette* 69(2), 115-128.
- Wojcieszak, M. (2006). Does Online Selectivity Create a Threat to Deliberative Democracy: Cyber Skepticism Reconsidered. *International Journal of Technology, Knowledge and Society* 1(5), 165-174.

Wojcieszak, M. (2005). Frankfurtschool.com: The Application of the Frankfurt Schools' Critical Scholarship to the Internet, *Iowa Journal of Communication* 37(1-2), 3-26.

Books

Rojas, H., Orozco, M., Gil de Zúñiga, H., & Wojcieszak, M. (2011). *Comunicación y Ciudadanía* (Communication and Citizenship). Universidad Externado de Colombia Press.

Font, J. Navarro, C., Wojcieszak, M & Alarcon, P. (in press). "Democracia invisible" en España? *Las preferencias sobre procesos políticos de la ciudadanía española y sus factores explicativos*. ("Stealth Democracy" in Spain? *Preferences as to the Political Processes and their Explanatory Factors*). CIS, Opiniones y Actitudes.

Edited Volumes

Wojcieszak, M. (2012). Special Section on Transnational Connections: Challenges and Opportunities for Political Communication. *International Journal of Communication* 6, Feature 255-20

Book Reviews

Wojcieszak, M. (2010). Review of "Cyber Racism: White Supremacy Online and the New Attack on Civil Rights" *Sociological Inquiry*, 80, 150-152.

Book Chapters

Wojcieszak, M. (2009). Medios hostiles, públicos hostiles: Factores que influyen en las percepciones sobre los medios. In *Comunicación y Comunidad* (Eds H. Rojas, I. Pérez & H. Gil de Zúñiga). Bogotá: Publicaciones Universidad Externado de Colombia

Invited Publications

Wojcieszak, M. (2009). Expert Column on Greenpeace Airplot Campaign in the UK. *Communication Director*.

---- HONORS AND AWARDS----

Spanish Ministry of Science and Innovation Grant for <i>Transnational Connections: Challenges and Opportunities for Public Opinion and Political Communication</i>	2011
Junta Castilla y Leon, Spain Grant for <i>Transnational Connections: Challenges and Opportunities for Public Opinion and Political Communication</i>	2011
Spanish Ministry of Science and Innovation Grant for <i>Transnational Connections: Challenges and Opportunities for Public Opinion and Political Communication</i>	2010
American Association for Public Opinion Research, DC Chapter Best Student Paper Award	2008
American Association for Public Opinion Research, DC Chapter Honorable Mention: Student Paper Award	2006
American Association for Public Opinion Research Seymour Sudman Best Student Paper Award	2006
Annenberg School for Communication, University of Pennsylvania James D. Woods Award for Outstanding Assistance in Teaching	2006
American Association for Public Opinion Research, DC Chapter Honorable Mention: Student Paper Award	2006

<i>International Journal of Technology, Knowledge & Society</i> Prize for Excellence: The Best Paper Submitted	2006
Polish Ministry of Education Scholarship for Academic Achievements	2002-2003
European Union Fellowship Universita Degli Studi di Urbino, Italy	2001
University of Warsaw Scholarship for 5.0 grade average	2001
---- GRANTS ----	
Spanish Ministry of Science and Innovation Principal Investigator, <i>Democratically Important Media Effects, Selective Exposure to News Media and the Forced-Choice Error Problem</i> (with Bruce Bimber, UC Santa Barbara, Lauren Feldman, American Univ., Talia Jomini Stroud, Univ. of Texas at Austin)	2010-2013
Junta Castilla y Leon, Spain Principal Investigator, <i>Political Effects of Forced versus Selective Exposure to News Media</i> (with Lauren Feldman, American Univ. and Talia Jomini Stroud, Univ. of Texas at Austin)	2010-2012
University of Wisconsin Madison Co-Investigator, <i>Communication and political participation in Colombia - 2010</i> (with Hernando Rojas, Univ. Wisconsin Madison, Principal Investigator)	2009-2012
Center for Sociological Studies, Ministry of the Presidency, Spain Co-Investigator, <i>What Politics do we want? Support for Stealth Democracy in Spain</i> (with Joan Font, CCHS-CSIC and Clemente Navarro, Univ. Pablo de Olavide, Spain)	2010-2012
University of Pennsylvania Co-Principal Investigator, <i>Political Implications of Fiction for Attitudes towards Crime</i> (with Diana Mutz, University of Pennsylvania)	2010-2011
Spanish Ministry of Science and Innovation Director, <i>Transnational Connections: Challenges and Opportunities for Public Opinion and Political Communication</i> , IE Univ., Spain, Organized as a regional seminar of WAPOR	2011
Junta Castilla y Leon, Spain Director, <i>Transnational Connections: Challenges and Opportunities for Public Opinion and Political Communication</i> , IE Univ., Spain, Organized as a regional seminar of WAPOR	2010
Spanish Ministry of Science and Innovation Director and Organizer, <i>Transnational Connections: Challenges and Opportunities for Political Communication</i> , IE Univ.	2010
Annenberg School for Communication, Univ. of Pennsylvania Principal Investigator, <i>Polish Dialogue Project</i> . Organizing face-to-face deliberations on sexual minority rights	2007
Institute for the Study of Citizens and Politics, Univ. of Pennsylvania Co-Principal Investigator, <i>Online Chatters Project</i> ; with Diana Mutz, University of Pennsylvania	2006

Annenberg School for Communication 2005
Principal Investigator, Designing and conducting an study of participants in online groups

Grade the News Organization, Stanford University Summer
Research Intern . Conducting content analysis of local media 2003

---- CONSULTING ----

Iran Media Observatory 2010-2012
Center for Global Communication Studies, University of Pennsylvania; Grant from the *United States Agency for International Development (USAID)*

Assessing Attitudes and Public Opinion in Darfur 2009
Center for Global Communication Studies, University of Pennsylvania; Grant from the US State Department

---- TEACHING AND TRAINING EXPERIENCE ----

Undergraduate courses - IE University

- *Public Opinion and Political Communication*
- *Mass and New Media*
- *Media and Minorities*

Graduate courses - IE University, IE Business School

- *Media and Political Communication*
- *Media and Persuasion*

Other

- Leader of a Conflict Resolution Training - Second National Polish Youth Conference, Poland

----PROFESSIONAL SERVICE ----

Editorial Board Member
Journal of Communication
International Journal of Public Opinion Research
Psychologia Rozwojowa (Developmental Psychology)

Associate Editor – *EastBound Journal*

Advisory Board Member – *Media Tenor*

David Swanson Award Committee Member - *International Communication Association*

Reviewer for Grants submitted to the Spanish Ministry of Science and Innovation

Journal Reviewer

- *Communication Theory*
- *Human Communication Research*
- *Communication Research*
- *Journal of Communication*
- *Political Communication*
- *Public Opinion Quarterly*
- *Political Behavior*
- *Political Psychology*

- *International Journal of Public Opinion Research*
- *International Journal of Press and Politics*
- *New Media & Society*
- *Journal of Computer Mediated Communication*
- *Social Movements, Conflict and Change*
- *Global Media Journal*
- *Electronic Journal of Communication*
- *Revista Internacional de Sociología*

Conference Paper Reviewer

- *International Communication Association*
- *Association for Education in Journalism and Mass Communication (AEJMC)*
- *International Association for Media and Communication Research*
- *European Communication Research and Education Association (ECREA)*

Conference Panel Chair

- *International Communication Association*
- *Midwest Political Science Association*
- *American Political Science Association*

Conference Panel Discussant

- *International Communication Association*
- *Midwest Political Science Association*
- *American Political Science Association*

---- DEPARTMENTAL AND UNIVERSITY SERVICE ----

Academic Director, Master Program in Political Communication, IE University, 2011 - present

Student Cohort Coordinator, IE School of Communication, 2011 – present

Organizer of Seminars Scientists and Professionals in Communication, IE University, 2010 – present

Coordinator of International Research Development, IE School of Communication, 2009 - present

Assistant Faculty Member Search Committee, 2010 - 20011

Coordinator of Communication Group (developing curricula, developing Ph.D. in communications), IE School of Communication, 2009 – 2011

---- PROFESSIONAL AFFILIATIONS ---

- *International Communication Association*
- *European Communication Research and Education Association (ECREA)*
- *Midwest Political Science Association*
- *American Political Science Association*
- *World Association for Public Opinion Research*

---- CONFERENCE PRESENTATIONS ----

Wojcieszak, M. (May 2012). On Strong Attitudes and Group Deliberation: Relationships, Structure, Changes and Effects, presented at the International Communication Association Conference, Phoenix.

Wojcieszak, M. (May 2012). *Will Politics be Tweeted? New Media Use by Iranian Youth in 2011*, presented at the International Communication Association Conference, Phoenix.

Wojcieszak, M. & Rojas, H. (May, 2012). Online users? perceptions of public opinion and media's political influence: Perspectives for future research, presented at the Political Communication Preconference, International Communication Association, Phoenix

Wojcieszak, M. & Rojas, H. (May, 2011). Communication Diversity and the Projection of Personal Opinions onto Others, presented at the *International Communication Association Conference*, Boston.

Wojcieszak, M. (March, 2011). Deliberation Reconsidered: What Happens When People with Extreme Views Encounter Disagreement? presented at the *Transnational Connections Symposium*. Segovia, Spain..

Wojcieszak, M. & Font, J. (March, 2011). Stealth Democracy in Spain? Extending and explaining the model, presented at the Midwest Political Science Association, Chicago.

Wojcieszak, M. & Price, V. (March, 2011). Facts versus Perceptions: Which Influences Deliberative Experiences, Political Tolerance and Attitude Polarization?, presented at the Midwest Political Science Association, Chicago.

Wojcieszak, M., Stroud, T., Feldman, L., & Bimber, B. (September, 2010). Democratically Important Media Effects, Selective Exposure to News Media and the *Forced-Choice Error Problem*, presented at the Political Communication Preconference, American Political Science Association, Washington DC.

Wojcieszak, M. (June, 2010). Pulling Towards or Pulling Away: Deliberation, Disagreement and Opinion Extremity in Political Participation, presented at the International Communication Association Conference, Singapore.

Wojcieszak, M. & Price, V. (April, 2010). Facts versus Perceptions: Who Reports Disagreement during Deliberation and are the Reports Accurate, presented at the Midwest Political Science Association, Chicago.

Wojcieszak, M. (April, 2010). When Deliberation Divides: How People with Strong Views Respond to Political Disagreement, invited presentation at the University of Wisconsin Madison.

Wojcieszak, M. (Sept., 2009). Deliberation, Disagreement, and Opinion Strength: Processes Underlying Mobilization to Collective Action., presented at the Annual Meeting of the American Association of Political Science, Toronto, Canada.

Wojcieszak, M. & Price, V. (July, 2009). Deliberating the Divide or Intensifying the Conflict? How Disagreement Affects Strong Predilections about Gay Marriage, presented at the World Congress of Political Science, Santiago.

Wojcieszak, M. (July, 2009). Cross-Cutting Exposure Reconsidered: The Role of Attitude Strength, presented at the International Association for Media and Communication Research Conference, Mexico City.

Wojcieszak, M. & Price, V. (May, 2009). What Underlies the False Consensus Effect? How Personal Opinion and Disagreement Affect Perception of Public Opinion, presented at the International Communication Association Conference, Chicago.

Wojcieszak, M., Baek, Y. M. & Delli Carpini, M. (May, 2009). Deliberative and Participatory Democracy? Ideological Strength and the Processes Leading From Deliberation to Political Engagement, presented at the International Communication Association Conference, Chicago.

Wojcieszak, M. (Nov., 2008). Deliberation, Disagreement, and Opinion Strength: Processes Underlying Mobilization to Collective Action, presented at the Penn Program on Democracy, Citizenship and Constitutionalism, Philadelphia.

Baek, Y. M., Wojcieszak, M. & Delli Carpini, M. (August, 2008). Online Versus Face-to-Face Deliberation: Who? Why? What? With What Effects?, presented at the American Political Science Association Conference, Boston.

Wojcieszak, M. & Mutz, D. (August, 2008). Online Groups and Political Networks: Does the Internet Facilitate Exposure to Political Disagreement?, presented at the American Political Science Association Conference, Boston.

Baek, Y. M., Wojcieszak, M. & Delli Carpini, M. (June, 2008). What is really going on: Structure Underlying Online and Face to Face Deliberation, presented at the Global Webbing of Diverging Agendas: Synchronicity and Asynchronicity in Contemporary Culture and Politics Conference, Budapest.

Baek, Y. M. & Wojcieszak, M. (May, 2008). Don't Expect Too Much! Learning from Late-Night Comedy and Knowledge Item Difficulty, presented at the International Communication Association Conference, Montreal.

Wojcieszak, M. (April, 2008). Voice to the People: Media Users' Perspective on Selective Exposure and Avoidance, presented at the Midwest Political Science Association Conference, Chicago.

Wojcieszak, M. (Nov., 2007). Where the Differences Lie?: Assessing Exposure to Dissimilar Political Views from Discussants, News Media and Online Groups, presented at the Midwest Association for Public Opinion Research Conference, Chicago.

Wojcieszak, M. (July, 2007). "Carrying Online Participation Offline" – Effects of Ideologically Homogeneous Online Groups and Politically Dissimilar Offline Ties on Political Engagement, presented at the International Association for Media and Communication Research Conference, Paris, France.

Wojcieszak, M. & Mutz, D. (June, 2007). Online Groups and Political Deliberation: Does the Internet Facilitate Exposure to Political Disagreement?, presented at the International Communication Association Conference, San Francisco.

Wojcieszak, M. (April, 2007). The End of Deliberation? Inapplicability of Deliberative Theory to Contemporary Societies, presented at the American Comparative Literature Conference, Puebla, Mexico.

Wojcieszak, M. (Nov., 2006). Three Dimensionality: Taxonomy of Iconic, Linguistic and Audio Messages in Television News, presented at the National Communication Association Conference, San Antonio.

Wojcieszak, M. (Nov., 2006). Legalizing Charisma - Inaugural Rhetoric of "Young" and "Old" Democracies, presented at the National Communication Association Conference, San Antonio.

Wojcieszak, M. (Sept. 2006). Don't Talk To Me: Unanimous Online Groups, Offline Ties, Ideological Extremism, and Reconsidering Deliberation, presented at the American Political Science Association Conference, Philadelphia.

Wojcieszak, M. (August, 2006). A Tale of "Good" and "Evil": Ideograph "Evil" in the Presidential Rhetoric of Ronald Reagan and George W. Bush, presented at the Association for Education in Journalism and Mass Communication Conference, San Francisco.

Wojcieszak, M. (June, 2006). Mainstream Critique, Critical Mainstream and New Media: Reconciliation of "Administrative" and "Critical" Approaches of Media Effects Studies, presented at the International Communication Association Conference, Dresden.

Wojcieszak, M. (June, 2006). The Long Life of the "Evil Empire": A Cultural-Historical Approach to American Presidential Rhetoric, presented at the International Communication Association Conference, Dresden.

Wojcieszak, M. (May, 2006). What About the People? Impact of Ideologically Homogeneous Groups on False Consensus, presented at the American Association of Public Opinion Research Conference, Montreal.

Wojcieszak, M. (Oct., 2005). Frankfurtschool.com: Application of the Critical Scholarship of the Frankfurt School to the Internet, presented at the National Communication Association Conference, Boston.

Wojcieszak, M. (Oct., 2005). Frankfurtschool.com: Application of the Critical Scholarship of the Frankfurt School to the Internet, presented at the Re:activism Conference, Central European University, Budapest.

Wojcieszak, M. (May, 2005). Al Jazeera: a Challenge to the Traditional Framing Research, presented at the 2005 International Communication Association Conference, New York City.

Wojcieszak, M. (February, 2005). Does Online Selectivity Create a Threat to Deliberative Democracy: Cyber Skepticism Reconsidered, presented at the Technology, Knowledge & Society Conference. Berkeley, CA.

----LANGUAGE SKILLS----

Proficient in speaking, reading and writing in Polish, English and Spanish; Intermediate Italian