

# Lori Young

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## EDUCATION

**Ph.D. Candidate, Communication, University of Pennsylvania** expected May 2017

Dissertation: “Class Opinion Alignment: The Influence of Poverty Discourse on the Political Attitudes and Preferences of Low-Income Citizens”

Committee: Michael X. Delli Carpini (chair), Kathleen Hall Jamieson, Joseph N. Cappella, Matthew Brook O’Donnell

**M.A., Communication, University of Pennsylvania** 2013

Advisor: Michael X. Delli Carpini

**M.A., Political Science (Minor Social Statistics), McGill University** 2008

McGill Media Observatory Graduate Research Fellow

Thesis: “Affective News: Computer Automated Analysis and the Emotional Content of Mass Media”

Advisor: Stuart N. Soroka

**B.A., Political Science (Minor Women’s Studies), McGill University** 2006

Honors Thesis: “BQ in the House: The Nature of Sovereignist Representation in the Canadian House of Commons”

## RESEARCH INTERESTS

Political Communication, Media Effects, Media Psychology, Public Opinion, Class and Inequality, Quantitative/Research Methods, Automated Content and Sentiment Analysis

## MAJOR RESEARCH ACCOMPLISHMENTS

**Lexicoder Sentiment Dictionary** 2006–present

Co-development of the *Lexicoder Sentiment Dictionary* and a computer automated content analytic software designed to code the topic and tone of political texts. The dictionary has been used in a range of studies in political communication to capture media trends and measure the affective tenor of the news. For more information visit [www.lexicoder.com](http://www.lexicoder.com). The dictionary has recently been translated into French: [www.poltext.org/en/donnees-et-analyses/lexicoder](http://www.poltext.org/en/donnees-et-analyses/lexicoder).

**Federal Election Newspaper Analysis Project** (McGill Media Observatory) 2004–2008

Analysis of media coverage of three Canadian Federal Elections: in 2004, part of a team to manually code national dailies; in 2006, trained a team of 25 to reliably code electoral coverage; in 2008, independently coded the entire election using computer automation. Results for 2006 and 2008 were featured weekly in *Maclean’s* magazine.

**RESEARCH POSITIONS**

Research Fellow	Dr. Sandra González-Bailón (Penn)	2013
Research Fellow	Dr. Michael Delli Carpini (Penn)	2011
Research Fellow	Dr. Diana Mutz (Penn)	2010–2011
Research Assistant	Dr. Stuart Soroka (McGill)	2003–2008
Research Assistant	Dr. Éric Bélanger (McGill)	2004–2006
Research Assistant	Dr. Stephen Saideman (McGill)	2004–2005

**TEACHING EXPERIENCE**

Primary Instructor	COMM 275 Communication and Persuasion (Penn)	2015
Teaching Fellow	COMM 275 Communication and Persuasion (Penn)	2013/2015
Teaching Fellow	COMM 226 Intro to Political Communication (Penn)	2012
Teaching Fellow	COMM 125 Communication and Behavior (Penn)	2012
Teaching Assistant	POLI 424 Media and Politics (McGill)	2006/2007

**ADDITIONAL TRAINING**

Center for Teaching and Learning Teaching Certificate (Penn)	2016
Annenberg Summer Institute for Methods and Statistics (USC)	2012
The Stanford University Summer Institute in Political Psychology (Stanford)	2011
Community-based Research and Evaluation Workshop Series (UAlberta)	2010
Content Analysis Working Group (APSA)	2006

**HONORS & AWARDS**

Wharton Risk Center Russell Ackoff Doctoral Student Fellowship	2016–17
Penn Prize for Excellence in Teaching by Graduate Students (runner up)	2015
President Gutmann's Leadership Award	2015
Graduate and Professional Student Assembly Research Travel Award	2015
Social Sciences and Humanities Research Council of Canada Doctoral Fellowship	2010–2014
Fonds de recherche sur la société et la culture bourse de doctorat (declined)	2010
Annual Best Paper Award, Journal of Elections, Public Opinion and Parties	2009
Max Bell Media Observatory Master's Research Fellow	2006–2008
Media and Public Opinion Research Grant	2008
Margaret and Norma Johnson Bursary	2008

**PEER-REVIEWED PUBLICATIONS**

Soroka, Stuart, **Lori Young**, and Meital Balmas. (2015). Bad News or Mad News? Sentiment Scoring of Negativity, Fear, and Anger in News Content. *The ANNALS of the American Academy of Political and Social Science* special volume on Computational Communication Science 659(1): 108–121.

**Young, Lori** and Stuart Soroka. (2012). Affective News: The Automated Coding of Sentiment in Political Texts. *Political Communication* 29(2): 205–231. (*Adapted from Master's thesis*)

- Soroka, Stuart, and Stephen Farnsworth, and **Lori Young**, and Andrea Lawler. (2012). Event-Driven Environmental News in the US and Canada. *Electronic Media & Politics* 1(10): 143–157.
- Mutz, Diana and **Lori Young**. (2011). Communication and Public Opinion: Plus Ça Change? *Public Opinion Quarterly*, 75<sup>th</sup> Anniversary Issue 75(5): 1018–1044.
- Farnsworth, Stephen, Stuart Soroka, and **Lori Young**. (2010). The International Two-Step Flow in Foreign News: Canadian and US Television News Coverage of US Affairs. *The International Journal of Press/Politics* 15(4): 401–419.
- Soroka, Stuart, Marc André Bodet, **Lori Young**, and Blake Andrew. (2009). Campaign News and Vote Intentions. *Journal of Elections, Public Opinion and Parties* 19(4): 359–376. (*Awarded best paper of 2009*)
- Young, Lori** and Éric Bélanger. (2008). BQ in the House: The Nature of Sovereigntist Representation in the Canadian House of Commons. *Nationalism and Ethnic Politics* 14(4): 487–522. (*Adapted from undergraduate honors thesis*)

## BOOK CHAPTERS

- Soroka, Stuart, Andrea Lawlor, Stephen Farnsworth, and **Lori Young**. (2012). Mass Media and Policymaking. In *Routledge Handbook of the Policy Process*. Eds. Araral, Eduardo, Scott Fritzen, Michael Howlett, M Ramesh, and Wu Xun. Abingdon UK: Taylor & Francis/Routledge, pp. 204–214.

## OTHER PUBLICATIONS / OPINION

- Andrew, Blake, **Lori Young**, and Stuart Soroka. (2008). Back to the Future: Press Coverage of the 2008 Canadian Election Campaign Strikes both Familiar and Unfamiliar Tones. *Policy Options* 29(10): 79–84.
- Farnsworth, Stephen, Stuart Soroka, and **Lori Young**. (2008). Anti-American TV is a Myth: Study Indicates US Network is Actually Tougher on Bush than Canadian News. *The Montreal Gazette*, February 15, A19.
- Farnsworth, Stephen, Stuart Soroka, and **Lori Young**. (2007). Canadian TV News on Bush and Iraq: No More Hostile than Top US Network. *Policy Options* 28(7): 89–94.
- Farnsworth, Stephen, Stuart Soroka, and **Lori Young**. (2007). Bush Might be Happier if he Watched Canadian TV. *The Toronto Star*, July 31, A08.

## WORKS IN PROGRESS / UNDER REVIEW

- Soroka, Stuart, Stephen Farnsworth, Robert Lichter, and **Lori Young**. The Automated Coding of Sentiment in Political News Coverage: Examining Newspaper Coverage of the 2013 Race for Governor of Virginia.

**Young, Lori.** The Dialogic Exclusion of Low-Income Citizens from Poverty Discourse during the “Common Sense Revolution” in Canada.

**Young, Lori.** Poor Consumers: Industrial Constructions of Class.

## SOFTWARE / SCRIPTS

**Lori Young.** (2016). LexisNexis raw text parser (for use with the academic interface). Soon to be available at: [www.github.coconutbar](http://www.github.coconutbar).

Walter, Dror, Matt O’Donnell, **Lori Young**, and Stuart Soroka. (2016). LexisNexis API script and NITF XML parser. Soon to be available at: [www.github.coconutbar](http://www.github.coconutbar).

Daku, Mark, Stuart Soroka, and **Lori Young.** (2015). Lexicoder, version 3.0. Available at: [www.lexicoder.com](http://www.lexicoder.com).

## CONFERENCE PARTICIPATION

**Young, Lori.** (2017). Best Practices in Computer Automation: Dictionary-based Sentiment Analysis. *International Communication Association*, San Diego, CA, forthcoming.

**Young, Lori.** (2016). Class Identity Inflation: The Political Consequences of Mainstream News Coverage of Poverty and Redistribution. Preconference on Media and Class in the 21<sup>st</sup> Century, *National Communication Association*, Philadelphia, PA.

**Young, Lori.** (2016). Helping the “Poor and Needy”: Framing Public Opinion Questions about Poverty and Redistribution. Political Communication Preconference, *American Political Science Association*, Philadelphia, PA.

**Young, Lori.** (2015). Poverty Discourse in the United States, 2004-2014. *International Association for Media and Communication Research*, Montreal, Canada.

**Young, Lori.** (2015). The Dialogic Exclusion of Low-Income Citizens from Poverty Discourse. *International Communication Association*, San Juan, Puerto Rico.

Soroka, Stuart, Stephen Farnsworth, Robert Lichter, and **Lori Young.** (2014). The Automated Coding of Sentiment in Political News Coverage: Examining Newspaper Coverage of the 2013 Race for Governor of Virginia. Political Communication Preconference, *American Political Science Association*, Washington, DC.

**Young, Lori.** (2014). Public Opinion and Poverty: Message Features that Move Support for Redistribution among the Poor. *Midwest Political Science Association*, Chicago, IL.

**Young, Lori,** Stuart Soroka, Stephen Farnsworth and Robert Lichter. (2013). The Automated Coding of Sentiment in US Network Election-Period News. *American Political Science Association*, Chicago, IL.

**Young, Lori.** (2013). The Discursive Exclusion of the Disadvantaged from Public Opinion. Political Communication Preconference, *International Communication Association*, London, UK.

**Young, Lori.** (2013). Outgroup Frames: The Discursive Exclusion of the Disadvantaged from Political Journalism. *Joint Journalism and Communication History Conference*, New York, NY.

Mutz, Diana, and **Lori Young.** (2012). Communication and Public Opinion: Plus Ça Change? *DC-AAPOR Annual Public Opinion Quarterly Special Issue Conference: The Past, Present, and Future of Public Opinion Research*, Washington, DC.

**Young, Lori.** (2012). Poor Consumers: Industrial Constructions of Class. *International Society of Political Psychology*, Chicago, IL.

Soroka, Stuart, Marc André Bodet and **Lori Young.** (2009). Campaign News and Vote Intentions in Canada, 1993–2008. *American Political Science Association*, Toronto, ON.

Soroka, Stuart, Stephen Farnsworth, **Lori Young** and Andrea Lawler. (2009). Environment and Energy Policy: Comparing Reports from US and Canadian Television News. *American Political Science Association*, Toronto, ON.

Soroka, Stuart, Mark Daku, Adam Mahon and **Lori Young.** (2009). Media Content and Election Campaigns: 2008 in Comparative Context. *Canadian Political Science Association*, Ottawa ON.

Soroka, Stuart, **Lori Young** and Marc André Bodet. (2008). Campaign News and Vote Intentions: Analyses Using Manual and Automated Coding of Sentiment in Canadian Newspaper Content. *Canadian Political Science Association*, Vancouver, BC.

**Young, Lori** and Éric Bélanger. (2007). BQ in the House: The Nature of Sovereigntist Representation in the Canadian House of Commons. *Canadian Political Science Association*, Saskatoon, SK.

## RELATED WORK / LIFE EXPERIENCE

**Instructor, Leadership Enterprise for a Diverse America (LEDA)** (Princeton, NJ) 2017

- Employing learner-centered pedagogy and active learning, facilitate instruction at the *Aspects of Leadership* Summer Institute at Princeton University, a program devoted to helping students from socioeconomically disadvantaged backgrounds gain admission to selective academic institutions to equalize educational opportunity

**Data Analyst, Community-University Partnership** (Edmonton, AB) 2009–2010

- Conducted data analysis on a community-based research project to facilitate access to social programs and services for 1200 low-income families
- Collaborated on a recruitment model to facilitate social scientific research with vulnerable and hard-to-reach populations

**Media Analyst, Consultant** (Montreal, QC) 2005–2009

- Analysis of issues and trends in mass media for various academic, corporate, and public affairs clients including *Maclean's Magazine* and *Innovative Research Group*

- Assistant Book Review Editor**, *Nationalism and Ethnic Politics* (Montreal, QC) 2004
- Coordinated the book review process; located appropriate scholars in the field and compiled and edited reviews for publication
- FASD Resource Centre Coordinator**, *YWCA Crabtree Corner* (Vancouver, BC) 2003
- Designed and implemented a searchable database of the center's vast resource collection; conducted training workshops and provided technical support to staff
  - Provided referrals and support to women in Canada's most impoverished neighborhood on issues ranging from substance use to domestic violence
- Backpacker**, *Freelance* (Global) 1999–2002
- Worked as an artisan in France, a farmhand in the north of England and a daffodil picker in the south, staffed a busy hostel in Tel Aviv, did karma yoga in India, explored the desert in Egypt, and planted half a million trees across Canada, mostly while living in a tent

## PROFESSIONAL SERVICE

Co-founder	Python Mondays (Working Group)	2016–present
Reviewer	IAMCR Emerging Scholars Network	2015
Panelist	Fostering Student Engagement (Professional Development)	2015
Organizer/Presenter	Tools You Can Use Series (Computer Automation)	2013
Co-founder	PolComm Talks (Working Group)	2013–2014

## PEER REVIEWER

Political Communication, Political Behavior, American Journal of Political Science, International Journal of Press/Politics, Communication Methods and Measures, The ANNALS of the American Academy of Political and Social Science, American Political Science Review

## PROFESSIONAL MEMBERSHIPS

International Communication Association  
 American Political Science Association  
 National Communication Association  
 International Association for Media and Communication Research  
 International Society of Political Psychology  
 American Association for Public Opinion Research

## COMPUTER & LANGUAGE SKILLS

Statistics and graphing packages: STATA, SPSS, R, SAS  
 Text processing/automation: Lexicoder, NVivo, Python (Pandas, NumPy, NLTK), Natural Language Processing (preprocessing, named entity recognition, parts-of-speech tagging), scraping unstructured data  
 Languages: English, Intermediate French