ERIC MERKLEY

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eric.merkley@utoronto.ca   University of Toronto
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                                                         Toronto, ON M5S 3G3

EMPLOYMENT

Assistant Professor   July 2021-present
Department of Political Science
University of Toronto

SSHRC Postdoctoral Fellow   July 2020-June 2021
Department of Political Science
University of Toronto

Lead Survey Analyst   April 2020-June 2021
Media Ecosystem Observatory

Postdoctoral Fellow   July 2019-June 2021
Munk School of Global Affairs and Public Policy
University of Toronto

Lead Survey Analyst   July 2019-May 2020
Digital Democracy Project

EDUCATION

PhD   University of British Columbia, Political Science   2019
           Dissertation: "When Experts Talk, Does Anyone Listen?
           Essays on the Limits of Expert Influence on Public Opinion"
           Committee: Paul Quirk (chair), Richard Johnston, Fred Cutler

MA   McGill University, Political Science and Social Statistics   2013

BA   Wilfrid Laurier University, Political Science and History   2011

RESEARCH & TEACHING INTERESTS

Research: Public opinion; Political and science communication; Media and politics; American and Canadian politics; Experiments; Survey research; Text-as-data; Time series analysis

Teaching: Public opinion and political behaviour; Media and politics; American government; Canadian government; Research methods

Refereed Journal Articles

1. Baker, Melissa, and Eric Merkley. 2023. "Dynamic Role of Personality in Explaining COVID-19 Vaccine Hesitancy and Refusal." *Frontiers in Political Science* 14. https://doi.org/10.3389/fpsyg.2023.1163570

2. Merkley, Eric. 2023. "Polarization Eh? Ideological Divergence and Partisan Sorting in the Canadian Mass Public." *Public Opinion Quarterly.* https://doi.org/10.1093/poq/nfac047.

3. Brankston, Gabrielle, Eric Merkley, Peter John Loewen, Brent P. Avery, Carolee A. Carson, Brendan P. Dougherty, David N. Fisman, Ashleigh R. Tuite, Zvonimir Poljak, Amy L. Greer. 2022. "Pandemic Fatigue or Enduring Precautionary Behaviours? Canadians' Long-term Response to COVID-19 Public Health Measures." *Preventative Medicine Reports, 30.* https://doi.org/10.1016/j.pmedr.2022.101993

4. Carey, John M., Tracy Keirns, Peter John Loewen, Eric Merkley, Brendan Nyhan, Joseph B. Phillips, Judy R. Rees, and Jason Reifler. 2022. "Minimal Effects from Injunctive Norm and Contentiousness Treatments on COVID-19 Vaccine Intentions: Evidence from Three Countries." *PNAS Nexus* 1(2). https://doi.org/10.1093/pnasnexus/pgac031.

5. Merkley, Eric, and Peter John Loewen. 2022. "The Correlates and Dynamics of COVID-19 Vaccine-specific Hesitancy." *Vaccine* 40(13): 2020-7. https://doi.org/10.1016/j.vaccine.2022.02.033.

6. Carey, John M., Andrew M. Guess, Peter John Loewen, Eric Merkley, Brendan Nyhan, Joseph B. Phillips, and Jason Reifler. 2022. "The Ephemeral Effects of Fact-checks on COVID-19 Misperceptions in the United States, Great Britain, and Canada." *Nature Human Behaviour* 6: 236-43. https://doi.org/10.1038/s41562-021-01278-3.

7. Merkley, Eric, Thomas Bergeron, Peter John Loewen, Angelo Elias, and Miriam Lapp. 2022. "Communicating safety precautions can help maintain in-person voter turnout during a pandemic." *Electoral Studies* 75: 102421. https://doi.org/10.1016/j.electstud.2021.102421.

8. Matejova, Miriam, and Eric Merkley. 2022. "Protest under Uncertainty: Evidence from a Survey Experiment." *Environmental Communication* 16(2): 163-78. https://doi.org/10.1080/17524032.2021.1974068.

9. Amsalem, Eran, Eric Merkley, and Peter John Loewen. 2022. "Does Talking to the Other Side Reduce Inter-Party Hostility? Evidence from Three Studies." *Political Communication* 39(1): 61-78. https://doi.org/10.1080/10584609.2021.1955056.

10. Brankston, Gabrielle, Eric Merkley, David N. Fisman, Ashleigh R. Tuite, Zvonimir Poljak, Peter John Loewen, and Amy Greer. 2021. "Quantifying Contact Patterns in Response to COVID-19 Public Health Measures in Canada." *BMC Public Health* 21. https://doi.org/10.1186/s12889-021-12080-1.

11. Merkley, Eric, and Peter John Loewen. 2021. "Assessment of Communication Strategies for Mitigating COVID-19 Vaccine-Specific Hesitancy in Canada." *JAMA Network Open* 4(9). https://doi.org/10.1001/jamanetworkopen.2021.26635.

12. Rivard, Alex B., and Eric Merkley. 2021. "What Moooves Opinion? Examining the Correlates and Dynamics of Mass Support for Supply Management." *Canadian Journal of Political Science* 54(3): 674–95. https://doi.org/10.1017/S0008423921000366.

13. Merkley, Eric. 2021. "Ideological and Partisan Bias in the Canadian Public." *Canadian Journal of Political Science* 54(2): 267-91. https://doi.org/10.1017/S0008423921000147.

14. Merkley, Eric, and Peter John Loewen. 2021. "Anti-intellectualism and the Mass Public's Response to the COVID-19 Pandemic." *Nature Human Behaviour* 5: 706–15. https://doi.org/10.1038/s41562-021-01112-w.

15. Jacobs, Alan, J. Scott Matthews, Timothy Hicks, and Eric Merkley. 2021. "Whose News? Class-Biased Economic Reporting in the United States." *American Political Science Review* 115(3): 1016-33. https://doi.org/10.1017/S0003055421000137.

16. Bridgman, Aengus, Eric Merkley, Peter John Loewen, Taylor Owen, and Derek Ruths. 2021. "All in this Together? Preregistered Report on Evaluations of Deservingness of Government Aid during the COVID-19 Pandemic." *Journal of Experimental Political Science*. Online Access. https://doi.org/10.1017/XPS.2021.10.

17. Bridgman, Aengus, Eric Merkley, Peter John Loewen, Taylor Owen, Derek Ruths, and Oleg Zhilin. 2021. "Infodemic Pathways: Evaluating the Role that Traditional and Social Media Play in Cross-National Information Transfer." *Frontiers in Political Science* 3. https://doi.org/10.3389/fpos.2021.648646.

18. Brankston, Gabrielle, Eric Merkley, David N. Fisman, Ashleigh R. Tuite, Zvonimir Poljak, Peter John Loewen, and Amy Greer. 2021. "Sociodemographic Disparities in Knowledge, Practices, and Ability to Comply with COVID-19 Public Health Measures in Canada." *Canadian Journal of Public Health* 112: 363-75. https://doi.org/10.17269/s41997-021-00501-y.

19. Merkley, Eric, and Dominik A. Stecula. 2021. "Party Cues in the News: Democratic Elites, Republican Backlash, and the Dynamics of Climate Skepticism." *British Journal of Political Science* 51(4): 1439-56. https://doi.org/10.1017/S0007123420000113.

20. Merkley, Eric, Aengus Bridgman, Peter John Loewen, Taylor Owen, Derek Ruths, and Oleg Zhilin. 2020. "A Rare Moment of Cross-Partisan Consensus: Elite and Public Response to the COVID-19 Pandemic in Canada." *Canadian Journal of Political Science* 53(2): 311-8. https://doi.org/10.1017/S0008423920000311.

21. Merkley, Eric. 2020. "Are Experts (News)Worthy? Balance, Conflict, and Mass Media Coverage of Expert Consensus." *Political Communication* 37(4): 530-49. https://doi.org/10.1080/10584609.2020.1713269.

    Winner: Paul A. Sabatier Award for best paper on science, technology, and environmental politics presented at the 2019 meeting of the American Political Science Association.

22. Merkley, Eric. 2020. "Anti-intellectualism, Populism, and Motivated Resistance to Expert Consensus." *Public Opinion Quarterly* 84(1): 24-48. https://doi.org/10.1093/poq/nfz053.

23. Bridgman, Aengus, Eric Merkley, Peter John Loewen, Taylor Owen, Derek Ruths, Lisa Teichmann, and Oleg Zhilin. 2020. "The Causes and Consequences of COVID-19 Misperceptions: Understanding the Role of News and Social Media." *The Harvard Kennedy School (HKS) Misinformation Review.* https://doi.org/10.37016/mr-2020-028.

24. Merkley, Eric, and Andrew Owen. 2020. "Back to the Future: Democratic Responsiveness and the Estimation of Future Public Opinion." *International Journal of Public Opinion Research* 32(2): 203-22. https://doi.org/10.1093/ijpor/edz023.

25. Merkley, Eric. 2020. "Learning from Divided Parties? Legislator Dissent as a Cue for Opinion Formation." *Parliamentary Affairs* 73(2): 342-62. https://doi.org/10.1093/pa/gsy051.

26. Merkley, Eric, Fred Cutler, Paul J. Quirk, and Benjamin Nyblade. 2019. "Having their Say: Authority, Voice, and Satisfaction with Democracy." *Journal of Politics* 81(3): 848-61. https://doi.org/10.1086/702947.

27. Merkley, Eric. 2019. "Partisan Bias in Economic News Content: New Evidence." *American Politics Research* 47(6): 1303-23. https://doi.org/10.1177%2F1532673X18821954.

28. Stecula, Dominik A., and Eric Merkley. 2019. "Framing Climate Change: Economics, Ideology, and Uncertainty in American News Media Content from 1988 to 2014." *Frontiers in Communication.* https://doi.org/10.3389/fcomm.2019.00006.

29. Merkley, Eric, and Dominik A. Stecula. 2018. "Party Elites or Manufactured Doubt? The Informational Context of Climate Change Polarization." *Science Communication* 40(2): 258-74. https://doi.org/10.1177%2F1075547018760334.

Book Reviews

    30. Merkley, Eric. 2021. "Lost on Division: Party Unity in the Canadian Parliament by Jean-François Godbout." *Perspectives on Politics* 19(3): 1021-2. https://doi.org/10.1017/S1537592721001560.

Revise and Resubmit

"The Nature of Online Talk: Incivility of Opposing Views and Affective Polarization," with Natasha Goel. *Political Behavior.*

Works in Progress

"Big-5 Personality Traits and their Dynamic and Conditional Effects on COVID-19 Attitudes and Behaviours," with Melissa Baker. *Under Review.*

"Housing for Me, but not for Thee: Ideological Motivations of NIMBYism," with Alex Rivard and Dominik Stecula. *Under Review.*

"Electoral Sources of Partisan Motivated Reasoning," with Scott Matthews.

"Disentangling Perceptual and Affective Polarization in Canada."

"The Social Dimension of Mass Polarization in Canada."

"The Democratic Consequences of Affective Polarization in Canada."

"Evaluating Partisan Media Echo Chambers in Canada."

"Revisiting the COVID-19 Cross-Partisan Consensus in Canada."

Book Manuscript: "Polarization eh? The Causes and Consequences of Partisan Animus in Canada." *Advance contract with University of Toronto Press.*

Conference Papers

American Political Science Association: 2013, 2015, 2016, 2017, 2019, 2023

APSA Political Communication Pre-Conference: 2019

Canadian Political Science Association: 2016, 2017, 2018, 2019, 2020, 2021, 2023

Midwest Political Science Association: 2024

International Society of Political Psychology: 2023

Western Political Science Association: 2019

Pacific Northwest Political Science Association: 2016

International Communication Association: 2021

HONORS AND DISTINCTIONS

SSHRC Insight Development Grant ($71,864; Rank 1/)	2023
SSHRC Institutional Development Grant ($1,180)	2023
SSHRC Institutional Development Grant ($3,600)	2022
Connaught New Researcher Award ($20,000)	2022
PCH-SSHRC Initiative for Digital Citizen Research Award ($10,000)	2020
Paul A. Sabatier Best Conference Paper Award – APSA STEP Section	2020
C-Dem's Canadian Election Study Researcher Award – Faculty/Researcher Stream	2020
SSHRC Postdoctoral Fellowship ($90,000; Rank: 1/93)	2020
CAGS Distinguished Dissertation Award – Department Nominee	2020
Dissertation Research Award	2018
Faculty of Arts Graduate Award	2017
Joseph Armand Bombardier Canada Graduate Scholarship ($105,000)	2015
Vanier Canada Graduate Scholarship – University Nominee ($150,000)	2015
UBC Four Year Fellowship ($72,000)	2013
Sandra Rotman Prize for Excellence in Public Policy Innovation	2013

TEACHING EXPERIENCE

Canadian Political Parties and Elections (POL356, University of Toronto)	2022
Public Opinion and Voting (POL314, University of Toronto)	2024
Media & Politics (POL470/2370, University of Toronto)	2024
Canadian Government (POL214, University of Toronto)	2023

Government and Politics of the United States of America (POLI 320A, UBC)   2019

Introduction to Scientific Political Analysis (POLI 110, UBC)   2018

ADDITIONAL TRAINING

Essex Summer School in Social Science Data Analysis   2018
University of Essex, Colchester, United Kingdom
Course: Quantitative Text Analysis
Instructor: Nicole Baerg

Simon Fraser University, Vancouver, Canada   2015
Course: Introduction to Time Series Analysis
Instructor: Mark Pickup

European Consortium for Political Science Research Summer School   2013
University of Ljubljana, Ljubljana, Slovenia
Course: Game Theory
Instructor: David Hugh-Jones

PRESENTATIONS AND INVITED LECTURES

"Understanding Public Adherence to Public Health Recommendations – Lessons from COVID-19." Dalla Lana School of Public Health, Toronto, ON, January 2024.

"Housing for Me, but not for Thee: Value-based Motivations of NIMBYism." LISPOP Forum on Public Opinion and Housing Policy, Waterloo, ON, October 2023.

"The State of Political Polarization in Canada." Future of Democracy Series, Canadian School of Public Service, November 2022.

"Journalistic Norms and the News Media's Coverage of Experts." Dartmouth College, October 2022.

"Media Bias in the United States." Department of Political Science, Colorado State University, April 2022.

"American Polarization in a Comparative Perspective." Department of Political Science, Colorado State University, March 2022.

"Polarization Eh? Measuring Mass Polarization in Canada." Department of Political Science, University of Toronto, February 2022.

"Polarization Eh? Measuring Mass Polarization in Canada." Universität Hamburg, January 2022.

"Anti-intellectualism in Canadian Life." Spring 2021 Association of Research Libraries Meeting, April 2021.

"Understanding Political Polarization." Institute for Liberal Studies, November 2020.

"Experts in the News: The Challenges of Communicating Consensus in the Mass Media." POL 380 Media & Politics at Colorado State University, November 2020.

"Experts and the Public." COMM 7260 Science and Risk Communication at the University of Utah, September 2020.

"When Experts Talk, Does Anyone Listen? The Limits of Expert Influence on Public Opinion." UBC School of Public Policy and Global Affairs, April 2019.

"Party Cues in the News: Elite Opinion Leadership and American Attitudes towards Climate Change," with Dominik Stecula. Michigan Symposium Series on Media & Politics, Environmental Advocacy in Polarized World, Ann Arbor, MI, March 2019.

"Turning of the Tide: The 2018 American Midterm Elections and Beyond." UBC Continuing Studies, November and December 2018.

"Overcoming Political Bias." *TEDxECUAD*, Emily Carr University, March 2017.

"Coming to Grips with Political Bias." BC Humanist Association, September 2017.

"What about Canada? Canadian Media and Politics: Theory and Applications." POLI 333B, University of British Columbia, June 2017.

"Anatomy of a Dumpster Fire: The 2016 American Election and Beyond." UBC Continuing Studies, November 2016.

"The Dynamics of Polarization. How the Media and Party Elites Facilitated the Growth of Climate Skepticism," with Dominik Stecula. UBC Journal of Politics, April 2016.

SELECTED NON-ACADEMIC PUBLICATIONS

"Combat NIMBYism with Transparency to Help Resolve Canada's Housing Crisis." *Policy Options*, March 2024 (with Alex Rivard and Dominik Stecula). Link.

"Mass Polarization in Canada: What's Causing It? Why Should We Care?" *Public Policy Forum*. Link.

"The Paranoid Style in Canadian Politics." *Foreign Affairs*, February 2022. Link.

"Science and Health Misinformation in the Digital Age: How Does It Spread? Who is Vulnerable? How Do We Fight It?" *Public Policy Forum*, July 2021 (with Peter John Loewen). Link.

"Canadian attitudes towards voting during the COVID-19 pandemic – Wave 5." *Elections Canada*, May 2021 (with Peter John Loewen). Link.

"Anti-intellectualism and the COVID-19 Pandemic." Nature Portfolio, Behavioural and Social Sciences. Behind the Paper, April 2021. Link.

"Unbalanced: How Liberal Elites Have Cued Climate Polarization." *Breakthrough Institute*, March 2021 (with Dominik Stecula). Link.

"Canadian attitudes towards voting during the COVID-19 pandemic – Wave 4." *Elections Canada*, January 2021 (with Peter John Loewen). Link.

"Understanding Vaccine Hesitancy in Canada: Attitudes, Beliefs, and the Information Ecosystem." *Media Ecosystem Observatory Research Report*, December 2020 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Haji Mohammad Saleem, and Oleg Zhilin). Link.

"Canadian attitudes towards voting during the COVID-19 pandemic – Wave 3." *Elections Canada*, October 2020 (with Peter John Loewen). Link.

"Canadian attitudes towards voting during the COVID-19 pandemic – Wave 2." *Elections Canada*, August 2020 (with Peter John Loewen). Link.

"Canadian attitudes towards voting during the COVID-19 pandemic – Wave 1." *Elections Canada*, June 2020 (with Peter John Loewen). Link.

"Lessons in Resilience: Canada's Digital Media Ecosystem and the 2019 Election." *Digital Democracy Project Research Report*, May 2020 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Stephanie MacLellan, Oleg Zhilin). Link.

"On the Issue of Trust, One Size Does Not Fit All." Munk School of Global Affairs and Public Policy Essays, April 2020. Link.

"Many Americans Deeply Distrust Experts. So Will They Ignore Warnings about the Coronavirus?" *Washington Post: The Monkey Cage*, March 2020. Link.

"The Partisan Playground." *Digital Democracy Project Research Memo #7*, October 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"Political Advertising on Facebook." *Digital Democracy Project Research Memo #6*, October 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"Fact-Checking, Blackface, and the Media." *Digital Democracy Project Research Memo #5*, October 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"Talking Past Each Other on Immigration." *Digital Democracy Project Research Memo #4*, September 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"Polarization and its Discontents." *Digital Democracy Project Research Memo #3*, September 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"The Climate Change Conundrum." *Digital Democracy Project Research Memo #2*, August 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"Media, Knowledge, and Misinformation." *Digital Democracy Project Research Memo #1*, August 2019 (with Taylor Owen, Peter John Loewen, Derek Ruths, Aengus Bridgman, Robert Gorwa, Meghan Keenan, Stephanie MacLellan, Andrew Potter, Beata Skazinetsky, Oleg Zhilin). Link.

"The American Mainstream News Media May Be More Biased Than We Think." *London School of Economics' USAPP – American Politics and Policy Blog*, February 2019. Link.

"Are There Any Benefits to Divided Parliamentary Parties?" *Democratic Audit*, February 2019. Link.

"An Inconvenient Truth about 'An Inconvenient Truth.'" *The Conversation*. Reprinted in *Newsweek*, *RealClearScience*, *Salon.com, Newsweek,* and the *National Post*, August 2017 (with Dominik Stecula). Link.

"Here's How Canadian News Media Created a 'Trump of the North.'" *Washington Post: The Monkey Cage,* December 2016. Link.

"You can Blame CNN (and the News Media) If Childhood Vaccinations Go Down." *Washington Post: Monkey Cage,* September 2015 (with Dominik Stecula). Link.

SERVICE

Journal Reviewer: Science Advances; American Journal of Political Science; American Political Science Review; Nature Human Behaviour; Proceedings of the National Academy of Sciences; Nature: Scientific Reports; Journal of Politics; British Journal of Political Science; European Journal of Political Research; Perspectives on Politics; Public Opinion Quarterly; Political Communication; International Journal of Press/Politics; Journal of Experimental Political Science; Environmental Politics; International Journal of Public Opinion Research; Political Research Quarterly; Electoral Studies; Science Communication; Public Understanding of Science; Canadian Journal of Political Science; Social Science Quarterly; SAGE Open; Italian

Political Science Review; PLOS One; Sociological Perspectives; Contemporary Politics; Journal of Law and Courts; Journalism; Journalism Studies; Journal of Comparative Politics; Harvard Kennedy School Misinformation Review; JAMA Network Open; Health Reports; American Journal of Preventative Medicine; Testing, Psychometrics, Methodology in Applied Psychology; Frontiers in Public Health; Political Research Exchange; Territory, Politics, Governance; Climate Policy; BMC Global and Public Health; Journal of Elections, Public Opinion and Policy; Preventative Medicine Reports; European Societies; Political Behavior; Representation; Social Media and Society; Policy & Politics; Vaccine: X; Psychology of Popular Media; Journal of Quantitative Description: Digital Media; Mass Communication and Society; Scientific Reports; Socius

Book Reviewer: University of Toronto Press

Grant Reviewer: Social Sciences and Humanities Research Council (SSHRC); National Science Foundation; Time Sharing Experiments for the Social Sciences (TESS)

Guest Associate Editor: *Frontiers in Political Science.* Special volume on "Political Misinformation in the Digital Age during a Pandemic: Partisanship, Propaganda, and Democratic Decision-making." 2023 (with Andrea De Angelis, Dominik Stecula, and Christina Farhart).

Editorial Board: Journal of Quantitative Description: Digital Media

Committees: Paul A. Sabatier Award Committee APSA STEP Section (2021), COVID-19 Snapshot Monitoring Study, Privy Council Office (2021-ongoing), Political Polarization in Canada Advisory Committee, Public Policy Forum (2023-ongoing)

PROFESSIONAL AFFILIATIONS

Canadian Political Science Association; American Political Science Association; International Society of Political Psychology; Midwest Political Science Association