

Mary “Maggie” Macdonald

CONTACT INFORMATION	University of Kentucky Department of Political Science 1627 Patterson Office Tower Lexington, KY 40507	maggie.macdonald@uky.edu www.maggiemacdonald.com Twitter: @MG_Macdonald
ACADEMIC APPOINTMENTS	University of Kentucky, Department of Political Science Assistant Professor, 2023 – New York University, The Center for Social Media and Politics Faculty Affiliate, 2023 – Postdoctoral Fellow, 2020 –2023	
ACADEMIC AFFILIATIONS	CandiData 2024 Principal Investigator, 2023 – Media & Democracy Data Cooperative Member, 2024 –	
EDUCATION	Emory University, Atlanta, GA Ph.D. Political Science (2020) <ul style="list-style-type: none">• Dissertation: “The Use of Twitter in Congressional Campaigns”• Committee: Tom Clark (Chair), Adam Glynn, Zac Peskowitz M.A. Political Science (2019) Elon University, Elon, NC B.A. Political Science & Applied Mathematics (2015) Magna Cum Laude, Phi Beta Kappa	
RESEARCH INTERESTS	Campaigns and elections, political communication, social media, campaign finance, Congress, interest groups	
PUBLICATIONS	Lukito, Josephine, Macdonald, Maggie , Chen, Bin, Brown, Megan A., Zhong, Wei, Dahlke, Ross, Suk, Jiyoun, Borah, Porismita, Greenfield, Jason, Yang, Yunkang, and Stephen Prochaska. (2025) Candidates be Posting: Multi-Platform Strategies and Partisan Preferences in the 2022 U.S. Midterm Elections. <i>Social Media + Society</i> , 11(2). Macdonald, Macdonald , Brown, Megan A., Tucker, Joshua A., & Nagler, Jonathan. (2025). To moderate, or not to moderate: Strategic domain sharing by congressional campaigns. <i>Electoral Studies</i> , 95, 102907. Widner, Kirsten, Macdonald, Maggie , & Gunderson, Anna. (2024). Lobbying in public: Interest group activity on social media. <i>Interest Groups & Advocacy</i> , 1-22. Macdonald, Maggie , Anna Gunderson, and Kirsten Widner. (2024). Exploring Interest Group Social Media Activity on Facebook and Twitter. <i>Journal of Quantitative Description: Digital Media</i> , 4:1-60. Gunderson, Anna, Widner, Kirsten, & Macdonald, Maggie . (2024). Pursuing Change or Pursuing Credit? Litigation and Credit Claiming on Social Media. <i>Journal of Law and Courts</i> , 1-23.	

Macdonald, Maggie, Whitney Hua, and Annelise Russell. (2023). Constrained Communication and Negativity Bias: Gendered Emotional Appeals on Facebook. *Journal of Women, Politics & Policy*, 1-14.

Russell, Annelise, **Macdonald, Maggie**, and Hua, Whitney. (2023). Sit Still, Talk Pretty: Partisan Differences Among Women Candidates' Campaign Appeals. *Journal of Women, Politics & Policy*, 1-17.

Macdonald, Maggie, Russell, Annelise, and Hua, Whitney. (2022) Negative Sentiment and Congressional Cue-Taking on Social Media. *PS: Political Science & Politics*, 6(2):201-206.

Fernandez, Kenneth, Husser, Jason, and **Macdonald, Maggie**. (2016). "Polling the Pollsters: A Survey of Academic Survey Organizations". *PS: Political Science & Politics*, 49(4), 859–866.

Arangala, Crista, **Macdonald, Maggie**, and Wilson, Rachel. (2014). "Multistate Lights Out", *Pi Mu Epsilon Journal*.

Arangala, Crista and **Macdonald, Maggie**. (2014). "The 6xn Five Color Games", *Journal of Recreational Mathematics*, Vol. 38(1) 38–44.

UNDER
REVIEW

"Bureaucratic Responsiveness in Times of Crisis: The 2020 Mass Protests and Police Department Social Media". Invited to Revise & Resubmit at *Urban Affairs Review*. (with Anna Gunderson).

"Reaching Across the Political Aisle: Overcoming Challenges in Using Social Media for Recruiting Politically Diverse Respondents" (with Megan A. Brown, Nejla Asimovic, Rajeshwari Majumdar, Lena Song, Laura Huber, Sarah Graham, Abby Budiman, Joshua A. Tucker, and Jonathan Nagler). Invited to Revise & Resubmit at the *International Journal of Social Research Methodology*.

"Young Radical Response: Senators React to Trump Conviction" (with Annelise Russell).

"Rage on the Record: Angry Emotional Appeals in Congress" (with Annelise Russell and Whitney Hua).

WORKING
PAPERS

"Posting for their Audiences: Congressional Campaigns on Social Media" *Book manuscript*.

"The Democratizing and Polarizing Impact of Fundraising on Twitter: Viral Incentives and the Catalyzing Role of Mainstream Media" (with Joshua A. Tucker and Jonathan Nagler)

"Can Small Donors Make a Big Difference in U.S. Elections?: Evidence from 50 Million Campaign Contributions" (with Megan A. Brown and Rachel Porter)

"CandiData: U.S. 2024 Elections Candidates and Social Media Posts." (with Megan A. Brown, Josephine Lukito, Kaitlyn Dowling, Cameron Hickey, and Myra Miranda).

"Small Dollar Donations and Globalization: How Trade-Related Layoffs Translate to Costly Political Action" (with Jim Bisbee, Patrick Y. Wu, Megan A. Brown, Rachel Porter).

"Fear and Loathing on Social Media: How Interest Group Use Emotion to Mobilize

	Followers” (with Anna Gunderson, Kirsten Widner, and Justin Rose).	
BOOK CHAPTERS	Russell, Annelise and Macdonald, Maggie. 2025. “Congressional Communications in a Digital Era.” eds. Lawrence C. Dodd, Bruce Oppenheimer, Ruth Bloch Rubin, and C. Lawrence Evans. Congress Reconsidered, 13th Edition. CQ Press.	
BOOK REVIEWS	Macdonald, Maggie. 2023. Review of <i>News and Democratic Citizens in the Mobile Era</i> by Johanna Dunaway and Kathleen Searles (Oxford University Press, 2022). <i>Public Opinion Quarterly</i> .	
GRANTS & AWARDS	CURATE Research Grant (University of Kentucky), \$9,460	2025
	Malcolm Jewell Award for Best Graduate Student Paper (with Whitney Hua), SPSA	2020
	The Dirksen Congressional Center: Congressional Research Grant (with Whitney Hua), \$3,500	2020
CONFERENCE PRESENTATIONS	2025: MPSA, CSMaP Annual Conference, Congress & History, Copenhagen Money in Politics 2024: Junior Americanist Workshop Series, MPSA, Visions in Methodology, Copenhagen Money in Politics, APSA, Women in Legislative Studies 2023: MPSA, CSMaP Annual Conference, APSA, Women in Legislative Studies 2022: MPSA, CSMaP Annual Conference, American Association of Public Opinion Research, Justice & Injustice, APSA, Women in Legislative Studies 2021: SPSA, MPSA, APSA 2020: SPSA, APSA 2019: Emory Conference on Institutions and Lawmaking; MPSA; APSA (Pre-Conference Dissertation Workshop)	
TEACHING EXPERIENCE	University of Kentucky American Parties, Campaigns, & Elections (Graduate) F 24 The Legislative Process (Undergraduate) S 24, S 25 Campaigns & Elections (Undergraduate) S 25, F 25 American Government (Undergraduate) F 23, S 24, F 24, F 25 Emory University Co-Instructor, Political Parties (Prof. Alan Abramowitz) Spring 2019 CorePower Yoga (Atlanta, GA & New York, NY) Coach, 50 Hour Yoga Sculpt Teacher Training Fall 2019 Coach-in-Training, 200-Hour Teacher Training Fall 2018 Yoga Sculpt Teacher April 2019–July 2023 Yoga Teacher (RYT 200) Oct. 2017–July 2023	
SERVICE	Coordinator: Women in Legislative Studies (WiLS) Writing Group 2024 – Organizer: SoWEPS-8, Spring 2025, Fall 2025 Referee: American Political Science Review, Journal of Politics, Legislative Studies Quarterly, Political Research Quarterly, American Politics Research, Humanities and Social Sciences Communications, Social Network Analysis and Mining, International Journal of Press and Politics, Public Opinion Quarterly, Political Science Research & Methods, Interest Groups and Advocacy Member: University of Kentucky Graduate Committee, 2024 –	

PhD Advising: Abbie Wood, Alex Smith, Hannah Cake, Chris Kirkwood, Porter Watkins, Tracy Goff

Undergraduate Honors Thesis Advising: Avery Bannister, Cayla Barreiro

Media Commentary (Selected): Slate, ABC News/538, AP, Financial Times, Elle, CNBC, Newsweek, WKYT, WEKU, WLKV, Spectrum News, ZDF, Inc., Global News

Discussant: Junior Americanist Workshop Series (JAWS) 2021, SPSA 2021, MPSA 2021, MPSA 2022, Women in Legislative Studies (WiLS) 2022, NYU Undergraduate Research Conference 2022, Junior Law and Courts Research Community 2022, MPSA 2023, SoWEPS-6, MPSA 2024, Copenhagen Money in Politics 2024, APSA 2024, MPSA 2025, Copenhagen Money in Politics 2025

Panel Chair: MPSA 2021, MPSA 2022, MPSA 2023, MPSA 2024, Copenhagen Money in Politics 2024, SoWEPS-7, MPSA 2025, SoWEPS-8, Copenhagen Money in Politics 2025

ADDITIONAL
EXPERIENCE

Elon University
Student Supervisor, Elon University Poll

Spring 2014–Spring 2015