

LYNN VAVRECK

MARVIN HOFFENBERG PROFESSOR OF AMERICAN POLITICS & PUBLIC POLICY

Lynn Vavreck is the Marvin Hoffenberg Professor of American Politics and Public Policy at UCLA, a contributing columnist to The Upshot at *The New York Times*, and a recipient of the Andrew F. Carnegie Prize in the Humanities and Social Sciences. She is the author of five books, including the “most ominous” book on the 2016 election: *Identity Crisis: The 2016 Presidential Campaign and the Battle for the Meaning of America*, and *The Gamble: Choice and Chance in the 2012 Presidential Election*, described as the “definitive account” of the 2012 election. Political consultants on both sides of the aisle refer to her work on political messaging in *The Message Matters* as “required reading” for presidential candidates. Her 2020 election project, NATIONSCAPE, is the largest study of presidential elections ever fielded in the United States. Interviewing more than 6,000 people a week, NATIONSCAPE will complete 500,000 interviews before the inauguration in 2021. At UCLA she teaches courses on campaigns, elections, public opinion, and the 1960s. Professor Vavreck holds a Ph.D. in political science from the University of Rochester and held previous appointments at Princeton University, Dartmouth College, and The White House. A native of Cleveland, Ohio, she remains a loyal Browns fan and is a “known equestrian” – to draw on a phrase from the 2012 presidential campaign.

UCLA POLITICAL SCIENCE & COMMUNICATION
3351 BUNCHE HALL
LOS ANGELES CA 90095