

**Dr. Nicholas Chad Long**  
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Office Contact Information:

St. Edward's University  
School of Behavioral and Social Sciences  
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Education:

Ph.D., Fall 2001, Political Science, Louisiana State University, Baton Rouge,  
Louisiana. GPA: 3.82

M.A., Fall 1998, Political Science, Louisiana State University, Baton Rouge,  
Louisiana. GPA: 3.82

B.A., Summer 1993, Speech Communication, Northeast Louisiana University,  
Monroe, Louisiana. GPA: 3.44

Teaching Positions:

Associate Professor, St. Edward's University, Fall 2014-Present

Assistant Professor, St. Edward's University, Fall 2009-Spring 2014

Assistant Professor, Northwestern State University, Fall 2005-Summer 2009

Instructor, Louisiana State University, Spring 1999-Fall 1999

Professional Memberships:

American Political Science Association

Western Political Science Association

Louisiana Political Science Association

Pi Sigma Alpha

Areas of Concentration:

American Politics  
Campaigns and Elections  
Political Behavior  
Legislative Politics  
Executive Politics  
Public Policy

International Relations  
Domestic Sources of Foreign Policy  
Democratic Peace Theory

Political Methodology  
Research Design  
Quantitative Statistical Techniques

Graduate Seminars:

American Politics  
Seminar in American Politics (James Campbell)  
Seminar in Legislative Politics (James Garand)  
Seminar in Executive Politics (Kevin Mulcahy)  
Seminar in Political Parties (James Campbell)  
Seminar in Divided Government (James Campbell)  
Readings in Cultural Public Policy (Kevin Mulcahy)

International Relations  
Seminar in International Relations (Eugene Wittkopf)  
Seminar in Foreign Policy (Eugene Wittkopf)  
Seminar in Domestic Sources of Foreign Policy (Eugene Wittkopf)  
Seminar in Political Psychology (Mark Schafer)

Political Methodology  
Seminar in Approach to the Study of Politics (Mark Schafer)  
Seminar in Research Design and Quantitative Techniques (Kenny)  
Seminar in Advanced Statistical Analysis (Christopher Kenny)  
Readings in the Ecological Fallacy (James Garand)

Teaching Assistant:

Congress, Louisiana State University, Fall 1996 (James Campbell)  
Politics and Public Opinion, Louisiana State University, Spring 1997 (Campbell)  
Judicial Politics, Louisiana State University, Fall 1997 (Stacia Haynie)  
American Presidency, Louisiana State University, Spring 1998 (Kevin Mulcahy)  
Anti-Communist Witch Hunts, Louisiana State University, Fall 1998 (Mulcahy)

Research Interests:

The Effect of Campaign Spending in Congressional Elections  
The Effect of Scandals in Congressional Elections  
The Relationship between Party Campaign Contributions and Party Unity Scores  
The Factors that Determine Support for Term Limits  
Issue Voting in Presidential Elections

Research Skills:

Multivariate Statistical Analysis  
Proficiency in using SPSS, STATA, and SAS

### Dissertation:

“Show Me the Money: An Analysis of the Impact of Voter Recognition on the Campaign Spending Effects of House and Senate Candidates.”

The focus of this dissertation is campaign spending in congressional elections. I examine the benefits that candidates receive from campaign expenditures. I contend that challengers receive greater benefits from spending than incumbents, but that the extent of these benefits depends on the type of challenger. High-quality challengers are those that have previous experience in an important elective office, while low-quality challengers lack this experience. Because of this experience, high-quality challengers enjoy a higher level of recognition among the electorate than low-quality challengers. I suggest that the benefits that challengers receive from expenditures are inversely related to the level of recognition that voters have of these challengers, so that low-quality challengers should receive greater benefits from spending than high-quality challengers. I call this the voter recognition theory. In order to test these hypotheses, I collect data for House and Senate elections from 1974 to 1994. Virtually all of the results support my key assumptions. The difference in spending benefits between incumbents and challengers is smaller in Senate elections because these elections have more high-quality challengers. Several interesting areas are available for future research, and the voter recognition theory provides a valid framework within which to conduct this research.

### Publications

Test Bank for the 3<sup>rd</sup> Edition of *Governing States and Localities* (CQ Press)

Research referenced in the *New York Times*, *Christian Science Monitor*, *St. Louis Post-Dispatch*, and *The Hill*

### Conferences

Presenter, “Talking It Out: A Comparison of the Effects of Deliberative Dialogue and Cable News on Political Efficacy and Trust in Government,” 2015 Annual Meeting of the Western Political Science Association

Presenter, “American Public Opinion on the Use of Military Force in the Post-9/11 Era,” 2014 Annual Meeting of the Western Political Science Association

Presenter, “The Impact of Incumbent Scandals on House Elections, 1992-2000,” 2012 Annual Meeting of the Western Political Science Association

Presenter, “The Impact of Incumbent Scandals on Senate Elections, 1974-2008,” 2011 Annual Meeting of the Western Political Science Association

Chair, Panel on Congressional Studies, 2010 Annual Meeting of the Western Social Sciences Association

Discussant, Panel on Student Research in American Politics, 2007 Annual Meeting of the Louisiana Political Science Association

Chair, Panel on Effect of Hurricane Katrina on Louisiana Politics, 2006 Annual Meeting of the Louisiana Political Science Association

Research in Progress:

“The Impact of Incumbent Scandals on Senate Elections, 1974-2008.” Under review at the *New England Journal of Political Science*.

“The Impact of Incumbent Scandals on House Elections, 1992-2010.” Manuscript in preparation for submission to the *American Political Science Review*.

Editorial Activities:

Editor, *Southern Studies: An Interdisciplinary Journal of the South*, 2006-2009

Teaching Interests:

American Government  
Congress  
Presidency  
Political Parties  
Politics and the Media

Courses Taught:

American Dilemmas, St. Edward's University, Fall and Spring Semesters  
American Experience, SEU in France, Fall 2012  
American Foreign Relations, SEU in France, Fall 2012  
American National Government, St. Edward's University, Fall Semesters  
Congress, St. Edward's University, Fall Semesters  
International Relations, SEU in France, Fall 2012  
Internship, St. Edward's University, Spring and Summer Semesters  
Introduction to Liberal Arts: Current Political Controversies, SEU, Fall Semesters  
Political Parties, St. Edward's University, Fall Semesters  
Politics and the Media, St. Edward's University, Spring Semesters  
The Presidency, Northwestern State University, Spring Semesters  
Public Policy, St. Edward's University, Spring Semesters  
Scope and Methods, Northwestern State University, Fall Semesters  
Seminar on the Iraq War, Northwestern State University, Fall 2008  
State and Local Government, St. Edward's University, Fall and Spring Semesters

Faculty Advisor:

Pi Sigma Alpha: National Political Science Honor Society

Wake Up and Shake Up: Student Organization Focused on Political Participation

References:

James C. Garand  
Emogene Pliner Distinguished Professor  
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