

# TRUDY HORSTING

Arizona State University Coor Hall, Room 6775 Tempe, AZ 85287  
Thorstin@asu.edu (757)-232-3589

## EDUCATION

---

### Arizona State University

School of Politics and Global Studies (SPGS)

*PhD, Political Science*

exp. 2024

*MA, Political Science*

2021

**Major Field:** American Politics, **Minor Field:** Comparative Politics

**Research Interests:** Political Communication, Public Opinion, Civic Engagement, Civic Education, Women in Politics

**Dissertation:** I utilize API to scrape 25,000 tweets from politicians and healthcare organizations in 2020. I code all tweets by hand using MAXQDA, a CAQDAS. I explore how various rhetorical choices influenced policy decisions and outcomes (cases, deaths, vaccination rates, protests) across states during COVID-19.

### James Madison University

*BA, Writing, Rhetoric and Technical Communication*

2018

*BA, Political Science*

2018

Minor: Humanitarian Affairs

## RESEARCH EXPERIENCE

---

### SPGS Experimental Lab

Aug 2020- Present

SPGS Experimental Lab Coordinator

Aug 2021- Present

SPGS Experimental Lab Assistant

Aug 2020-Jul 2021

### Arizona Youth Identity Project (AZYIP)

Jan 2021- Present

*Research Assistant for the Political Engagement Group*

Funders: The National Science Foundation and the Russell Sage Foundation

### Arizona State University

May 2021- Aug 2021

*Research Aide, for Dr. Magda Hinojosa, Director of SPGS*

### iCivics: Educating for American Democracy (EAD) Project

Oct 2019- March 2020

*Research Assistant for the K-12 Pedagogy Task Force*

Funders: The National Endowment for the Humanities and the U.S. Department of Education

## PEER REVIEWED JOURNAL ARTICLES

---

Williams, Alexandra M., **Trudy Horsting** and Mark D. Ramirez (2022) What's in a Campaign Logo? Exploring Differences in Candidate Self-Presentation through Campaign Logos, *Journal of Political Marketing*, DOI: [10.1080/15377857.2022.2040691](https://doi.org/10.1080/15377857.2022.2040691)

## BOOK CHAPTERS

---

Fridkin, Kim, Manuel Guitierrez, **Trudy Horsting**, Alexandra M. Williams (Forthcoming)  
Teaching Experimental Political Science Chapter 15: Creating an Experimental Lab on Your Campus

## **UNDER REVIEW**

---

Fridkin, Kim, **Trudy Horsting**, Anastasia Brown, Alexandra M. Williams. Explaining COVID-19  
How College Students React to COVID Vaccine PSAs: An Experimental Investigation (R&R)

## **WORKING PAPERS**

---

Is Leadership More Powerful Than Policy? How Political Rhetoric on Twitter May Alter  
Perceptions, Actions, and Outcomes During Crisis

The influence of Informal and Impromptu Political Discourse on Governor Policy Decisions  
During Crisis

A Descriptive Content Analysis of Political Rhetoric on Twitter During Crisis

The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from  
the Arizona Youth Identity Project (with Kyle Gresenz, Dr. Angela A. Gonzales, and Lynette  
Hrabik)

How Feminist Identity Informed Individual Attitudes towards COVID-19 Vaccines (with Dr.  
Mark Ramirez and Dr. Reed Wood)

COVID-19 Vaccination Hesitancy Among Young Adults in Arizona by Racial and Ethnic  
Group: Insights from the Arizona Youth Identity Project (with Kyle Gresenz, Dr. Angela A.  
Gonzales, and Lynette Hrabik)

COVID-19 Vaccines: Acceptance, Hesitancy, and Resistance Among Young Adults in Arizona  
(with Kyle Gresenz, Dr. Angela A. Gonzales, and Lynette Hrabik)

Native American Young Adults' Political Engagement in 2020: Insights from the Arizona Youth  
Identity Project (with Dr. Angela A. Gonzales, Lynette Hrabik, and Kyle Gresenz)

## **TEACHING**

---

**Arizona State University**, *Graduate Teaching Assistant*

Speaking Politically	Fall 2020
Political Ideologies	Fall 2020
Empirical Political Inquiry	Spring 2020
American Government & Politics	Spring 2020
American Political Thought	Fall 2019
Political Ideology	Fall 2019

**Invited Talk:** "An Introduction to Experimental Methodology and Types of  
Experimental Design," POS 394: Politics of U.S. Immigration, ASU Sep 2022

**Guest Lecture:** "The Constitution," POS 110: American Government & Politics, ASU Jan 2022

## **SERVICE**

---

<i>Social Media and Web Executive Board Member: SPSA Women</i>	Jan 2023- Present
<i>Discussant: Western Political Science Association (WPSA)</i>	Apr 2023
<i>Conference Volunteer: Building a Political Psychology Four Corners Network</i>	Feb 2023
<i>Discussant: Southern Political Science Association (SPSA)</i>	Jan 2023
<i>Reviewer: Rural Sociology</i>	Aug 2022
<i>Discussant: School of Political and Global Studies Workshop</i>	Dec 2020
<i>Conference Volunteer: Southwest Humanities Symposium</i>	Oct 2019- Feb 2020
<i>Conference Volunteer: ASU KOPF Conference</i>	Nov 2019

## **CONFERENCES & POSTERS**

---

**Horsting, Trudy** Is Leadership More Powerful Than Policy? How Political Rhetoric on Twitter May Alter Perceptions, Actions, and Outcomes During Crisis. *American Political Science Association*. Los Angeles, California. August 2023.

**Horsting, Trudy** The influence of Informal and Impromptu Political Discourse on Governor Policy Decisions During Crisis. *Western Political Science Association*. San Francisco, California. April 2023.

**Horsting, Trudy** Political Rhetoric on Twitter During Crisis: How Language Regulates Responses. *Southern Political Science Association*. St. Pete Beach, Florida. January 2023.

Hrabik, Lynette, **Trudy Horsting**, Kyle Gresenz, and Angela Gonzales. Native American Young Adults' Political Engagement during COVID-19 and the 2020 Elections: Findings from the Arizona Youth Identity Project. Poster contest associated with the *Doing Research in Indigenous Communities* Conference. Phoenix, Arizona. December 2022.

**Horsting, Trudy**, Kyle Gresenz, Angela Gonzales, and Lynette Hrabik. The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from the Arizona Youth Identity Project. *Institute for Social Science Research Graduate Student Poster Contest*. Tempe, Arizona. November 2022.

**Horsting, Trudy**, Kyle Gresenz, Angela Gonzales, and Lynette Hrabik. The Anomaly of COVID-19 Vaccine Acceptability Among Rural Young Adults: Insights from the Arizona Youth Identity Project. *Rural Sociological Society*. Westminster, Colorado. August 2022.

Kyle Gresenz, **Trudy Horsting**, Angela Gonzales, and Lynette Hrabik. COVID-19 Vaccine, Hesitancy, and Resistance among Young Adults in Arizona. *American Sociological Association*. Los Angeles, CA. August 2022.

Fridkin, Kim, **Trudy Horsting**, Anastasia Brown, Alexandra M. Williams. Exploring the Relationship Between Psychological Predispositions and Attitudes Towards COVID-19. *International Society of Political Psychology (ISPP)*. Athens, Greece. July 2022.

Lynette Hrabik, **Trudy Horsting**, Angela Gonzales, and Kyle Gresenz. Native Youth Advocacy and Activism During COVID-19: Findings from the Arizona Youth Identity Project. *Pacific Sociology Association (PSA)*. Sacramento, California. April 2022.

Alexandra M. Williams, **Trudy Horsting**, and Mark Daniel Ramirez. Gendering Campaign Logos: How Candidates Present Themselves along Gendered Lines. *American Political Science Association*. Virtual conference due to COVID-19. September 2020.

## **HONORS & AWARDS**

---

<b>Graduate Research Assistant of The Year</b> <i>SPGS Arizona State University</i>	May 2023
<b>Graduate Student Professional Organization Individual Travel Grant</b> <i>GPSA Arizona State University</i>	May 2023
<b>ASU Graduate College Travel Award</b> <i>Arizona State University Graduate College</i>	Apr 2023
<b>School of Politics and Global Studies (SPGS) Travel Award</b> <i>SPGS Arizona State University</i>	Mar 2023
<b>School of Social Transformation (SST) Travel Funding</b> <i>SST Arizona State University</i>	Aug 2022
<b>2022 Annabell Bowen and Sahmie Joshevama Future Leader Award</b> <i>Doing Research in Indigenous Communities</i>	Dec 2022
<b>Prestage Cook Travel Award</b> <i>Southern Political Science Association</i>	Dec 2022
<b>Graduate Student Professional Organization Individual Travel Grant</b> <i>GPSA Arizona State University</i>	Dec 2022
<b>Arizona State University SPGS Summer Paper Completion Award</b> <i>SPGS Arizona State University</i>	May 2021
<b>Special Talent Award: Marching Band</b> <i>Arizona State University</i>	Nov 2020
<b>Arizona State University SPGS Summer Paper Completion Award</b> <i>SPGS Arizona State University</i>	May 2020

**SCETL Graduate Studies Award**  
*SCETL Arizona State University*

Feb 2020

**International Network of Universities**  
*Student Seminar for Global Citizenship and Peace in Hiroshima, Japan*

Aug 2017