

## Curriculum Vitae – Sebastian Lundmark

**Sebastian Lundmark**

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### Research interests:

Political Science, Survey Methodology, Political Psychology, Political Attitudes, Panel Data, Media and Communication, Online Gaming and Society, Survey Embedded Experiments, Satisficing in Surveys, Non-probability vs. Probability based samples.

### Degrees:

**PhD.** in Political Science at the University of Gothenburg, Sweden, February 2016.

**M.A.** - Political Science 120 ECTS, University of Gothenburg, Sweden 2009-2011

**B.A.** - (IPPE) International Program for Politics and Economics 180 ECTS, University West, Trollhättan, Sweden 2006-2009

### Academic Appointments:

**University of Gothenburg:** Researcher, SOM-institute, Department for Journalism, Media, and Communication, University of Gothenburg, Gothenburg, Sweden, 2018-present.

**Stanford University:** Project Activity Director, Communication Department, Stanford, CA, USA, 2018-2019.

**Stanford University:** Postdoc, Communication Department, Stanford, CA, USA, 2016-2018.

Sub-Principal Investigator (PI) and Lab Manager for the Stanford lab of the Decline Effect project. Responsibilities included running the day-to-day operation within the lab of the Political Psychology Research Group's (PPRG) and management of the research assistants employed by the lab. As sub-PI for the Stanford division of the Decline Effect project, responsibilities also included designing new survey experiments with a focus on social psychology experiments and survey methodology, and writing preregistrations, analyzing data, creating and administering questionnaires, and writing reports for publication in academic journals of results of the project. The sub-PI was also charged with being the contact person for the survey companies providing the samples, and to assist the principal PI with budget planning and setting up business contracts.

**Stanford University:** Visiting Student Researcher, Political Psychology Research Group (PPRG), Communication Department, Stanford, CA, USA, Spring 2015.

**University of Gothenburg:** Ph.D. Candidate, Department of Political Science, University of Gothenburg, Gothenburg, Sweden, 2011-2016.

### Awarded grants:

**Lundmark, Sebastian (PI)**, Johan Martinsson, and Henrik Oscarsson (2018) Exploring new interventions for decreasing survey nonresponse among immigrants, groups in impoverished geographical areas, and socially vulnerable groups. A 3-year grant, funded by the Swedish Research Council (VR) 3,000,000 SEK

**Lundmark, Sebastian (PI)** and Peter Dahlgren (2019) Can a checklist with critical questions help scientists and the public avoid fallacious and circular arguments? Fetzer Pioneer Fund #R2020-6, funded by John E. Fetzer Memorial Trust \$20,000.

### Books/Monographs:

**Lundmark, Sebastian** (2016) "Generalized Trust in Surveys: From Scales to Dragons" *Studies in Politics, University of Gothenburg*: Department of Political Science 2016.

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### Publications (Peer-reviewed):

**Lundmark, Sebastian**, Mikael Gilljam, and Stefan Dahlberg (2016) "Measuring Generalized Trust: An Examination of Question Wording and the Number of Scale Points." *Public Opinion Quarterly* 80 (1): pp. 26-43.

**Lundmark, Sebastian** and Andrej Kokkonen (2017) "Measuring Immigrant Populations: Subjective Versus Objective Assessments." *Survey Methods: Insights from the field* DOI: 10.13094/SMIF-2017-00004.

**Lundmark, Sebastian** (2015) "Gaming Together: When an imaginary world affects generalized trust." *Journal of Information Technology & Politics* 12 (1): pp. 54-73.

**Lundmark, Sebastian** and Henrik Oscarsson (2013) "Vem tittar på e-sport?" in Weibull, Lennart, Henrik Oscarsson, and Annika Bergström (eds.) *Vägskäl*. University of Gothenburg: SOM-institutet.

**Lundmark, Sebastian** and Henrik Oscarsson (2012) "Valmyndighet i Blåsväder?" In Berg & Oscarsson (eds.) (2012) *Omstritt Omval*. University of Gothenburg.

### Conference Papers:

**Lundmark, Sebastian**, Henrik Oscarsson, Marcus Weissenbilder (2020) "Confidence in an election authority and satisfaction with democracy: Evidence from a quasi-natural experiment of a failed election in Sweden and the Swedish Election Authority" Paper presented at the GEPOP International Conference 2020, and at the Swedish Political Science Association's Annual Conference 2013, Stockholm, Sweden. (Under Review)

**Lundmark, Sebastian** (2017) "Being careful, or being trusting: Improving the generalized trust survey question." Paper presented at the American Political Science Association's (APSA) 135<sup>th</sup> Annual Conference, San Francisco, CA, USA.

**Lundmark, Sebastian**, Flávio Azevedo, and Jon A. Krosnick (2017) "Evaluation of the Impact of the Response Slider Scales: Validity, Cognitive Effort, and Moderation of Experimental Treatment Effects" Paper presented at the American Association for Public Opinion Research (AAPOR) 72<sup>nd</sup> Annual Conference 2017, New Orleans, LA, USA.

**Lundmark Sebastian** and Mikael Gilljam (2016) "Participation Bias in Panel Surveys: Evidence from a Seven-Wave Randomized Experiment." Paper presented at the American Association for Public Opinion Research (AAPOR) 70<sup>th</sup> Annual Conference 2015, Hollywood, FL, USA. (Under Review)

**Lundmark, Sebastian** and Andrej Kokkonen (2016) "Subjective and Objective Assessments of Immigrant Populations and their Differing Impact on Generalized Trust and Attitudes toward Immigrants." Paper presented at the American Political Science Association (APSA) 111<sup>th</sup> Annual Meeting, Washington, DC, USA and at Midwest Political Science Association (MPSA) Annual Conference April 2014, Chicago, IL, USA (Under Review)

**Lundmark, Sebastian** and Johan Martinsson (2014) "Once a Satisficer, Not Always a Satisficer: Evidence from an Awareness Control Experiment." Paper presented at the American Political Science Association (APSA) 111<sup>th</sup> Annual Meeting, Washington, DC, USA and at Nordic Political Science Association (NOPSA) Annual Conference April 2014, Gothenburg, Sweden.

Martinsson, Johan, Stefan Dahlberg, and **Sebastian Lundmark** (2013) "Is Accuracy Only For Probability Samples? Comparing Probability and Non-probability Samples in a Country with Almost Full Internet Coverage" Paper presented at the American Association for Public Opinion Research (AAPOR) 68<sup>th</sup> Annual Conference 2013, Boston, MA, USA.

Dahlberg, **Sebastian Lundmark**, and Johan Martinsson (2012) "How representative is a self-selected web-panel? - The effect on representation of different sampling procedures and survey modes." Paper presented at American Association for Public Opinion Research 67<sup>th</sup> Annual Conference 2012, Orlando, FL, USA.

Dahlberg Stefan, Henrik Lindholm, **Sebastian Lundmark**, Henrik Oscarsson, and Rebecka Åsbrink (2010) *The 2010 Internet Campaign Panel*. Multidisciplinary Opinion and Democracy Research Group, Working paper 2011:1 University of Gothenburg.

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### Conference Papers (continued):

**Lundmark, Sebastian**, Andrej Kokkonen, and Peter Esaiasson (2016) "Generalized Trust and Oxytocin: Investigating Validity of Survey Questions through Neuropeptides." Poster presented at the American Political Science Association (APSA) 113<sup>th</sup> Annual Meeting, Philadelphia, PA, USA.

### Work in Progress:

**Lundmark, Sebastian** and Jon A. Krosnick "Ostracism and Generalized Trust: The impact of playing Cyberball on Generalized Trust."

**Lundmark, Sebastian**, Ellen Konar, and Jon A. Krosnick "Can the Net Promoter Score Predict Company Growth? Applying Survey Methodology Practices to Evaluating and Improving the 'Ultimate Question'."

**Lundmark, Sebastian** and Jon A. Krosnick "The Dunning-Kruger Effect Revisited: Is the percentile survey question inflating the Dunning-Kruger effect?"

Soohee Kim, **Lundmark, Sebastian**, and Jon A. Krosnick "Advertising as a signal of brand popularity: The mediating role of perceived brand popularity in advertising effectiveness."

Herold, Kristiina, and **Sebastian Lundmark**. "Organizational outsiders: Psychological Effects of Top-Down Organizational Secrecy."

**Lundmark, Sebastian**, Frida Sandelin, and Björn Rönnerstrand "Unconditional vs. conditional incentives in paper-and-pencil questionnaires: Impact among hard-to-reach populations."

### Master- and Bachelor-theses:

**Lundmark, Sebastian** (2011) "*Gaming together – When an imaginary world affects generalized trust*" Gothenburg: University of Gothenburg, Department of Political Science. *Master Thesis*

**Lundmark, Sebastian** (2009) *Den fungerande stadsplaneringen - En studie i uppfattningar och effekter av torget och dess påverkan på demokrati*. Trollhättan: University West, Institutionen för Ekonomi och IT. *Bachelor Thesis*

### Conference Presentations:

Metascience Symposium – 2019.

General Online Research – 2019.

American Political Science Association – 2014, 2016, and 2017.

American Association for Public Opinion Research – 2013, 2014, 2015, and 2017.

World Association for Public Opinion Research – 2013.

Midwest Political Science Association - 2012, 2014.

Panel Analysis Workshop, Aarhus, Denmark – 2012.

The Multidisciplinary Opinion & Democracy Research Group Workshop - 2011, 2012, and 2013.

### Other invited talks:

"Measuring Immigrant Populations: Subjective versus Objective Assessments." *World Bank*, March 13, 2018, Washington, DC, USA.

### Referee/Reviewer:

*Public Opinion Quarterly*

*International Journal of Public Opinion Research*

*Information Technology and Politics*

*Sociological Methods and Research*

*Political Research Quarterly*

*Methods, data, analyses*

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### Awards and honors:

#### Stipends as main applicant:

Kungliga Vetenskaps- och Vitterhets-Samhället i Göteborg, 2015.  
Karl Staafs fond, 2015.  
Knut and Alice Wallenberg Foundation, 2014.  
Helge Ax:son Johnsons Stiftelse, 2012.  
Wilhelm och Martina Lundgrens Vetenskapsfond. 2012

### Teaching Experience:

#### Graduate level courses:

Applied Statistical Analysis, 2012-2014, Department of Political Science, University of Gothenburg, Sweden.  
- Lectures about Multilevel Analysis, Statistical Inference, SPSS, and Mentoring/Supervising Students writing a Research Report. Language: English.

Citizens, Politicians, and the Media, 2012-2013, Department of Political Science, University of Gothenburg, Sweden.  
- Lecturing about Online Gaming and its possible impact on Generalized Trust. Language: English

Supervisor/Mentor, 2011-2019, Department of Political Science, University of Gothenburg, Sweden.  
- Supervising Political Science Bachelor and Master theses. Language: English and Swedish.

#### Undergraduate level courses:

Methods in Social Science, 2012-2013, Department of Political Science, University of Gothenburg, Sweden.  
- LECTURED Undergraduate students about the basics of research design and statistical methods. Language: Swedish

Tematisk Fördjupning, 2014, Department of Political Science, University of Gothenburg, Sweden.  
- Teaching included leading seminars and tutoring groups of students in writing literature reviews and research reports. Language: Swedish

#### Supervision of Bachelor and Master theses:

Primary supervisor of Bachelor theses, 2012-2015, Department of Political Science, University of Gothenburg, Sweden  
Secondary supervisor Master thesis: 2015, Department of Political Science, University of Gothenburg, Sweden

#### Public Seminars:

"The Positive Effects of Online Gaming?" Lecture Series for Folkuniversitetet, Kungälv Library, Orust Library, and University West Trollhättan, Spring and Fall 2015.

#### Pedagogical training:

Teaching and Learning in Higher Education 1: Basic Course, 5 ECTS, 2013-12-20.

#### Additional training:

Questionnaire Design – Jon A. Krosnick, equivalent to 10 ECTS, Stanford University, Stanford, CA, USA, 2015.

Regression Analysis II – Timothy McDaniel, equivalent to 7.5 ECTS, Ann Arbor, MI, USA, 2013. ICPSR Summer Program In Quantitative Methods of Social Research.

Panel Data Analysis – Henning Lohmann, Equivalent to 3 ECTS, Vienna, Austria, 2012, ECPR Winter School in Methods and Techniques at The University of Vienna, Austria.

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### Other Research Experiences:

Research assistant, MOD research group at the University of Gothenburg 2010-2012.

The MOD-program is a multidisciplinary project that aims to function as a network between the different institutions of the University of Gothenburg ([www.mod.gu.se/English](http://www.mod.gu.se/English)). The position entailed performing statistical analyses, data collection and data management, planning of projects, and ensuring that projects were finalized on time and with specific responsibilities of "crisis democracy"-surveys where I planned, created, and oversaw the fielding of the web-based questionnaires.

### Written Computer Applications:

**Lundmark, Sebastian** and Jamie Leigh Rodriguez (2018) "JavaScript for true random assignment in Qualtrics using Random.org." <https://osf.io/dq265/>

### Language proficiencies:

Very proficient in Swedish

Very proficient in English

### Other proficiencies:

Very proficient knowledge in STATA

Very proficient knowledge in SPSS

Very proficient knowledge in Microsoft Office

Very proficient knowledge in Web survey-software such as Qualtrics

### References:

#### Jon Krosnick

Professor at the Communication Department at Stanford University, CA, USA, PI of Decline Effect project.

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E-mail: [krosnick@stanford.edu](mailto:krosnick@stanford.edu)

#### Peter Esaiasson

Professor at the Department of Political Science at the University of Gothenburg, Sweden, Supervisor of the Ph.D. thesis.

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#### Mikael Gilljam

Professor, Head of the Department of Political Science at the University of Gothenburg, Sweden, Co-author.

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