

Gregory J. Martin

Associate Professor, Stanford Graduate School of Business

655 Knight Way, Stanford CA USA

✉ gjmartin@stanford.edu ☎ +1 650 498 3321 🌐 web.stanford.edu/~gjmartin/ | Updated: Jan. 10, 2024

Academic Appointments

Stanford Graduate School of Business

Associate Professor (with tenure) of Political Economy 2022-present

Assistant Professor of Political Economy 2018-2022

Emory University

Assistant Professor of Political Science 2013-2018

Education

Stanford Graduate School of Business, Ph.D. Political Economics 2013

Massachusetts Institute of Technology, S.B. Economics 2006

Current Research

WORKING PAPERS

"Media and Ideological Movements: How Fox News Built the Tea Party." With Zhao Li.

"Policy Decay and Political Competition." With Steve Callander.

WORK IN PROGRESS

"Election Coverage and Slant in Television News." With Mitchell Linegar and Ali Yurukoglu.

"Media Consolidation." With Nicola Mastrorocco, Josh McCrain, and Arianna Ornaghi.

"Beyond the Paywall." With Andrey Simonov and Shoshana Vasserman.

"Who Funds the News? Readers, subscribers and production decisions for local newspapers in the online era." With Cameron Pfiffer and Shoshana Vasserman.

Publications

PEER-REVIEWED JOURNAL ARTICLES

Djourelouva, Milena, Ruben Durante, and Gregory J. Martin (2023). "The Impact of Online Competition on Local Newspapers: Evidence from the Introduction of Craigslist." *Review of Economic Studies* Forthcoming.

Canen, Nathan and Gregory J. Martin (2023). "How campaign ads stimulate political interest." *Review of Economics and Statistics* 105(2), pp. 292–310.

Izzo, Federica, Gregory J. Martin, and Steven Callander (2023). "Ideological Competition." *American Journal of Political Science* 67(3), pp. 687–700.

Fowler, Erika Franklin, Michael M. Franz, Gregory J. Martin, Zachary Peskowitz, and Travis N. Ridout (2021). "Political advertising online and offline." *American Political Science Review* 115(1), pp. 130–149.

Garz, Marcel and Gregory J. Martin (2021). "Media influence on vote choices: Unemployment news and incumbents' electoral prospects." *American Journal of Political Science* 65(2), pp. 278–293.

Turkel, Eray, Rhett Carson Owen, Anish Saha, Gregory J. Martin, and Shoshana Vasserman (2021). "A method for measuring investigative journalism in local newspapers." *Proceedings of the National Academy of Sciences* 118(30).

Martin, Gregory J. and Steven W. Webster (2020). "Does residential sorting explain geographic polarization?" *Political Science Research and Methods* 8(2), pp. 215–231.

Martin, Gregory J. and Joshua McCrain (2019). "Local news and national politics." *American Political Science Review* 113(2), pp. 372–384.

Martin, Gregory J. (2018). "Dividing the dollar with formulas." *The Journal of Politics* 80(2), pp. 479–493.

Martin, Gregory J. and Zachary Peskowitz (2018). "Agency problems in political campaigns: Media buying and consulting." *American Political Science Review* 112(2), pp. 231–248.

Callander, Steven and Gregory J. Martin (2017). "Dynamic policymaking with decay." *American Journal of Political Science* 61(1), pp. 50–67.

Martin, Gregory J. and Ali Yurukoglu (2017). "Bias in cable news: Persuasion and polarization." *American Economic Review* 107(9), pp. 2565–2599.

Martin, Gregory J. and Zachary Peskowitz (2015). "Parties and electoral performance in the market for political consultants." *Legislative Studies Quarterly* 40(3), pp. 441–470.

Martin, Gregory J. (2012). "Testing theories of congressional-Presidential interaction with veto override rates." *Political Analysis* 20(4), pp. 501–519.

Chatterji, Shourov, Lindy Blackburn, Gregory J. Martin, and Erik Katsavounidis (2004). "Multiresolution techniques for the detection of gravitational-wave bursts." *Classical and Quantum Gravity* 21(20), p. S1809.

OTHER ACADEMIC WRITING

Review of "Building a Business of Politics." *Perspectives on Politics* 17(1), March 2019.

Review of "Grassroots for Hire: Public Affairs Consultants in American Democracy." *Political Science Quarterly* 130(4), Winter 2015–16.

Reply to "Veto, bargaining, and boundary conditions." *Political Analysis* 20(4), Autumn 2012.

PUBLIC SCHOLARSHIP

"Preparing for Generative AI in the 2024 Election: Recommendations and Best Practices Based on Academic Research." [University of Chicago White Paper](#), November 2023.

"Does the Media Really Affect Elections?" [Not Another Politics Podcast](#), May 2020.

"Ownership Matters for News Content." With Josh McCrain. [LSE US Politics and Policy Blog](#), October 2019.

“Bias in Cable News.” With Ali Yurukoglu. [Microeconomic Insights](#), January 2019.

“The Real Culprit Behind Geographic Polarization.” With Steven Webster. [The Atlantic](#), November 2018.

“Yes, Sinclair Broadcast Group does cut local news, increase national news and tilt its stations rightward.” With Josh McCrain. [The Washington Post](#), April 2018.

“How to Judge your Consultant.” With Zac Peskowitz. [Campaigns and Elections](#), December 2014.

Teaching

COURSES TAUGHT

At Stanford:

GSBGEN 208, Leading With Values. Fall 2021-22.

POLECON 682, Workshop on Institutional Theories and Empirical Tests in Political Economy. Spring 2019-23.

POLECON 230, Strategy Beyond Markets. Spring 2019-21, Winter 2024.

At Emory:

QTM 110, Introduction to Scientific Methods. Fall 2014-15, Spring 2018.

POLS 585, Electoral Politics. Spring 2015.

POLS 570, Limited Dependent Variable Models. Fall 2013-15.

POLS 571, Longitudinal Data Analysis. Spring 2014-18.

THESIS SUPERVISIONS AND COMMITTEES

At Stanford:

Fang Guo (PhD, Political Economics, expected June 2024) (advisor)

Anna Dagorret (PhD, Political Economics, expected June 2024) (reader)

Tom Yu (PhD, Political Economics, expected June 2024) (reader)

Eray Turkel (PhD, Political Economics, September 2021) (reader)

William Marble (PhD, Political Science, June 2021) (outside chair)

Jesse Yoder (PhD, Political Science, June 2021) (reader)

Chris McConnell (PhD, Political Economics, June 2020) (reader)

Dan Thompson (PhD, Political Science, June 2020) (reader)

Nathan Lee (PhD, Political Science, June 2020) (outside chair)

At Emory:

Josh Fjelstul (PhD, Political Science, May 2019)

Steven Webster (PhD, Political Science, May 2018)

Beth Fossen (PhD, Marketing, December 2016)

Ashley Moraguez (PhD, Political Science, December 2015)

Seminars and Invited Conference Presentations

2023 Yale (Political Economy Seminar); Columbia Non-Market Effects of Market Power Conference; Caltech Conference on Empirical Models in Political Economy.

2022 Columbia (IO Seminar); Utah Winter Finance Conference (*Discussant*); Washington PECO (*Discussant*), Einaudi Institute Conference on Media, Technology, Politics, and Society (*Discussant*); NBER SI Political Economy (*Discussant*).

2021 University of Mannheim (Applied Seminar); UC Berkeley (Research Workshop in American Politics); Trinity College Dublin; Wallis Conference (*Discussant*).

2020 Harris Public Policy (Political Economy Seminar); Stanford Political Science (Political Psychology Research Group); Virtual Quant Marketing Seminar, Virtual Formal Theory Seminar.

2019 Social Media Economics Conference, ENS de Lyon; Conference on Rational Inattention in Political Economy, UCSD; Local Political Economy Conference, George Washington University; Conference on Institutions and Lawmaking, Emory (*Discussant*).

2018 UCLA (American Politics Workshop); Caltech (Social Sciences Seminar); Maryland (Economics Seminar); Princeton (CSDP American Politics Colloquium); Center for the Study of Law, Politics and Economics Annual Conference, Emory University; APSA Political Communication Pre-Conference, Harvard Kennedy School; Microsoft Research Digital Economics Conference, Washington, DC; Wesleyan Media Project Post-Election Conference, Wesleyan University.

2017 Vanderbilt (Political Economy Seminar); London School of Economics (Political Economy Seminar); University of Warwick (Political Economy Seminar); Stanford Graduate School of Business (Political Economics Seminar); Yale (Leitner Political Economy Seminar); Princeton (Political Economy Workshop), Emory (Political Institutions and Methodology Seminar); Wallis Institute Annual Conference, University of Rochester; Economics of Media Bias Workshop, University of Lausanne; Political Economy of Elections Conference, University of Houston.

2016 Stanford Graduate School of Business (Political Economics Seminar); Federal Communications Commission (Economics Seminar, Office of Strategic Planning & Policy Analysis); California Institute of Technology (Political Economy Seminar); Center for the Study of American Politics Conference, Yale (*Discussant*).

2015 USC Marshall School of Business (Applied Microeconomics Seminar); University of Rochester (American Politics Seminar); Emory (Political Institutions and Methodology Seminar); Political Polarization: Media and Communication Influences Conference, Princeton University; Wallis Institute Annual Conference, University of Rochester (*Discussant*); Economics of Media Bias Workshop, Hamburg Media School.

2013 Emory (Political Institutions and Methodology Seminar); Wallis Institute Annual Conference, University of Rochester; Atlanta Computational Social Science Workshop, Georgia Tech.

2012 University of Rochester (Wallis Political Economy Seminar); Yale (American Politics Seminar); University of Illinois (Applied Microeconomics Seminar).

Awards, Honors and Grants

Political Science Research & Methods Best Paper award for “Does Residential Sorting Explain Geographic Polarization?”, 2021.

Stanford GSB Business School Trust Faculty Scholar, 2020-2021.

Program on Democracy and the Internet Grant, with Shoshana Vasserman, for “Measuring Impact and Consumption of Local News in a Changing Environment,” 2020.

APSA Information Technology & Politics Section Best Paper Award for “Political Advertising Online and Offline,” 2019.

MPSA Pi Sigma Alpha and Best Paper in American Politics Awards for “Local News and National Politics,” 2018.

Professional Activities

REFEREEING

American Economic Journal: Applied Economics, American Economic Journal: Economic Policy, American Economic Journal: Microeconomics, American Economic Review, American Economic Review: Insights, American Journal of Political Science, American Political Science Review, British Journal of Political Science, The Economic Journal, Electoral Studies, European Economic Review, Games & Economic Behavior, International Economic Review, International Journal of Press/Politics, Journal of Political Economy, Journal of Politics, Journal of Public Economics, Journal of Theoretical Politics, Legislative Studies Quarterly, Political Behavior, Political Science Research & Methods, Proceedings of the National Academy of Sciences, Public Choice, Quarterly Journal of Economics, Quarterly Journal of Political Science, Review of Economics and Statistics.

GRANT PROPOSAL REVIEW

National Science Foundation
ETH Zurich Research Commission

OTHER SERVICE

Member, Social Science One Political Advertising Commission.
Organizer, Mass Media Section, MPSA 2018.