




MATTHEW BARNIDGE

Sharon Dunwoody Early Career Award

ABOUT MATTHEW

- Assistant professor in Department of Journalism & Creative Media at the University of Alabama
- Associate editor of the International Journal of Public Opinion Research with more than 40 peer-reviewed articles in journals
- Research specialization: Comparative political communication with a focus on how political news and public opinion are shaped by media systems, social norms, and digital platforms
- Hometown: Houston, Texas
- Hobbies: Chess, music, history and travel

 **Favorite Place to Study on Campus**
The Union Terrace

 **Favorite J-School Class**
Media and Institutions with Lew Friedland

CURRENT FOCUS

Starting a project to create a comprehensive data resource for successes and failures of other countries' media systems.



If you were to give your college self a piece of advice, what would it be?

Put more effort into people and relationships. That effort will come back around to you in time.



What's the most important lesson you learned in the J-School that helped you in your career?

Keep learning. The Wisconsin Idea is to get to the truth by "sifting and winnowing," and it is easy to lose sight of that idea when you become immersed in the day-to-day grind of your profession. You can become a victim of your own success – you find a particular way of doing things that works for you, and then you stop evolving as a professional. The only way to avoid that is to keep learning from the people around you and to keep asking new questions about the world.



School of Journalism and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON