

## Welcome Alan Rosenblatt to Lake Research Partners!

Lake Research Partners is pleased to announce the addition of "[DrDigiPol](#)", Alan Rosenblatt, Ph.D., as our Director for Digital Research.

"We're delighted that Alan is bringing his decades as a trailblazer in this space to create a whole new category of research," said Celinda Lake, president of Lake Research Partners. "Analyzing how people express themselves online will help our clients continue to be at the cutting edge of changing opinions."

"The potential for deepening our understanding of public opinion by analyzing what people are saying on social media is extraordinary," commented Rosenblatt. "Social media offers a window, not only into what people are thinking, but what they are willing to say publicly about the issues that matter to them. As Lake Research's new Director of Digital Research, I have the exciting opportunity to work with an amazing team to move public opinion research deep into the 21st Century."

Alan Rosenblatt, Ph.D., is a political scientist who caught the digital bug in the late 1980s. His research analyzing presidential speeches and their impact on public opinion dovetailed with his work leveraging digital networks for research, communications and campaigns from the earliest days of the web and onward. For the past three decades he helped pioneer the use of digital and social media for politics and advocacy as a consultant at turner4D, as a professor at several universities and directing the online advocacy and social media strategy program at the Center for American Progress. In addition to his role at Lake Research, Alan continues to provide strategic services through turner4D and to teach graduate courses in digital political strategy

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