

PMGT 214.10: Public Opinion Dynamics
Monroe Hall (2115 G Street, NW), Room 350
Thursday 7:10 to 9:40

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Office Hours: By appointment

Required Books:

- Robert S. Erikson and Kent L. Tedin. 2001. *American Public Opinion*. (New York, NY: Longman Publishers).
- David W. Moore. 1995. *The Superpollsters*. (New York, NY: Four Walls Eight Windows).
- James Sorowiecki. 2005. *The Wisdom of Crowds*. (Anchor).
- Valerie M. Sue and Lois A. Ritter. 2007. *Conducting Online Surveys*. (Los Angeles, CA: Sage Publications).
- Jeffrey M. Stonecash. 2003. *Political Polling*. (Rowman and Littlefield)
- Kenneth F. Warren. 2001. *In Defense of Public Opinion Polling*. (Boulder, CO: Westview Press).

Assignments and Grading:

- 4 short papers based on assigned readings: Choose 4 of possible 6 assignments based on weekly readings and complete according to assignment instructions. Topics distributed one week prior to due date. Due in class the week of the assigned readings—3 to 5 pages. (10% each)
- Midterm examination: In class **November 13th**. (30%)
- Battleground Poll Analysis: Campaign analysis of the GSPM Battleground Survey. Due October 1st. (20%)
- Attendance and participation. (10%)

All assignments are due before class on the date listed on the syllabus. Late assignments will not be accepted.

Class Topics and Readings for that week:

1. September 4: Introduction
Course introduction
2. September 11: Theory and Democracy—1st paper
Warren: Chapters 1, 2
3. September 18: History—2nd paper
Warren: Chapters 3
Moore: Chapters 2 and 3
4. September 25: How people develop opinions
Erikson and Tedin: Chapters 1, 3, 4.
5. October 1: How people develop opinions part 2—Poll analysis assignment due
Erikson and Tedin: chapters 5-7
6. October 9: NO CLASS
7. October 16: Political Polling
Stonecash: Chapters 1-9
8. October 23: Internet Polls—3rd paper
Sue and Ritter: Chapters 1-6
9. October 30: Focus Groups and Pseudo Polls —4th paper
Warren: Chapter 4
Berg: Chapter 5 (HANDOUT)
Greenbaum: Chapters 1-4 (HANDOUT)
10. November 6: Media and Exit Polls—5th paper
Exit poll article (HANDOUT)
Moore: Chapter 6
11. November 13^h: **Midterm**
12. November 20: The Wisdom of Crowds—6th paper
Sorowiecki: Introduction, Chapters 1-6, 12
13. November 27: No class
14. December 4: TBD