#### **GV917 The Analysis of Public Opinion**

2019-2020

##### Module Tutor: Professor Paul Whiteley (5.024) ([whiteley@essex.ac.uk](mailto:whiteley@essex.ac.uk))

Class Meets on Monday 9:00 to 11:00 in NTC.2.04 in weeks 2 to 11 in the Autumn Term and in 5N.4.6 in weeks 16 to 18 in the Spring Term. It will then meet in IT Lab N in the remaining weeks 19 to 25 of the Spring Term

(Office hours: Monday 12:00-14:00)

## Module Aims

The aim of this module is to introduce students to the latest theoretical debates about the nature, significance, measurement and analysis of public opinion. In addition it aims to provide them with the background knowledge and practical skills needed to undertake surveys of public opinion. These are required by anyone seeking employment in polling and market research industry or who wishes to conduct further research in the fields of political attitudes and behaviour.

The course examines three broad issues:

*How do we Understand Public Opinion*?

* How do citizens acquire information and convert it into opinions?
* Given that it is rational for individuals not to invest too much in acquiring political knowledge, how do they manage to learn what they know?
* Can politicians and the media influence public opinion and if so, how?

*How do we measure Public Opinion?*

* *Polls and surveys*. How do the public understand opinion questions in surveys and how can we go about measuring this?
* *Sampling Theory.* How do we select representative samples in order to understand what the public really thinks?
* *Measurement and Scaling.* How do we measure opinion accurately? What types of measurement scales are available to help us do this?

*How do we analyse Public Opinion?*

* *Correlation and Regression methods*. Bivariate and multivariate regression, and path analysis.
* *Factor analysis and Data reduction* techniques. Principal components and principal factor analysis, latent versus manifest opinion measures and measurement error.

**Objectives**

By the end of the module students should have a good working knowledge of

* The latest theoretical debates about the nature and dynamics of public opinion
* An understanding of the processes of opinion formation, the nature of public reasoning about political issues and interpersonal influences on opinion including the role of the mass media
* A sound understanding of the techniques used to measure opinion within a variety of settings
* A working knowledge of the statistical theory required to select representative samples of the population
* An understanding of the main multivariate techniques used to analyse public opinion data including data reduction techniques and regression analysis

## Key Skills

The seminar will engage students in interactive discussions and group study skills. It will foster critical thinking, problem solving, collaborative learning and oral communication. Essays will help develop the ability to organise facts and data and produce a logical, coherent and empirically supported argument. The seminars will also help to develop the capacity for critical judgement. The laboratory sessions will develop the skills needed for the quantitative analysis of polling data as well as information technology skills. They will also provide knowledge of the statistical methods and software needed for the analysis of surveys of public opinion. The key skills are:

* Communications – oral presentations; writing clearly and working to a deadline
* Collaboration – interacting with others in academic debates
* Information Technology – online searching, word processing, statistical analysis
* Problem solving – analysing quantitative and qualitative evidence, summarizing complex findings from surveys and identifying trends in data
* Numeracy – Data analytic and statistical skills, interpreting bivariate and multivariate models
* Work experience – students can opt to take a three week work placement with a polling agency, subject to availability.

**Module Organisation**

The course is based around two-hour seminars in the autumn term and at the start of the Spring term. From week 19 in the spring term the class will move to Computer Lab N to work on topics relating to the statistical analysis of survey data.

In the first teaching week of the autumn term the tutor will lead the discussion, presenting theoretical ideas and research findings relevant to understanding the nature and dynamics of public opinion. Each subsequent week in the autumn term will involve presentations of key readings by individual students followed by a class discussion. The purpose of the presentations is to allow students to critically evaluate theoretical arguments and research findings relevant to understanding the nature of public opinion. In the spring term from week 19 the organisation of the course will change, with the tutor lecturing on statistical topics for the first hour followed by student participation in computer laboratory exercises in the second hour. These exercises are designed to give students practical skills in sampling theory and data analysis of the type needed to understand opinion data. The exercises use data from a variety of actual opinion surveys.

## Students Should:

## Attend all lectures and classes after having done the required reading.

## Actively participate in the class discussion.

## Think about the readings and lecture notes before the class, and be ready to discuss them.

## Identify the key assumptions in the texts; map the structure of the argument; underline the conclusions. Ask yourself whether you agree with the text, whether you can identify weaknesses or gaps in the argument, and what could someone who disagrees with it argue against it.

## Learning about and discussing these texts is a communal endeavour and it helps you to learn and acquire skills. Further, part of what we want you to achieve is clear and confident oral presentation.

## Weekly reading and class participation is essential. The following questions are helpful to keep in mind while you do the readings

## What type of reading is this? Is it theoretical piece, literature review, or an empirical piece?

**More generally when selecting a topic and writing an essay ask:**

## What is the major research question motivating the essay?

## What are the key concepts and theoretical ideas addressed in the essay?

## What are the main arguments, propositions or hypotheses advanced in previous research on this topic?

* Do you have criticisms of previous research on this topic?

## What are the hypotheses you are addressing in the essay and what are their theoretical foundations and the causal mechanism underlying them?

## Are the logical arguments and evidence you are presenting sufficient to back the main claims you are making?

## What are the main implications of the findings for our broader understanding of public opinion and political behaviour?

## Module Administration

Contact govtpgq@essex.ac.uk.

**Assessment**

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| --- | --- | --- |
| **Assignment** | **Due Date** | **Weighting** |
| First Essay | Week 11 | 25% |
| Second Essay | Week 24 | 25% |
| Written Report on Class Presentation | Two Weeks after the Presentation | 15% |
| Unseen Class Test | Week 25 | 35% |

The assessment will involve two essays, a report on your presentation and a two hour unseen class test at the end of the year. The essays should be word processed and double-spaced with adequate margins and not in a pdf format. The topic of the essay is up to you to define. That said, it should be related to the issues discussed in the module and be about 3,000 words long. An additional requirement of the second essay is that it should involve some computer based data analysis.

Each student will sign up to presenting a Powerpoint to the class on the topics discussed each week. These class presentations will take place from week 3 up to week 18 and you will be asked to sign up for one of them at the initial meeting in week 2. Some of the presentations may involve two or more students working together, but each individual will be responsible for their own written report. This will be delivered two weeks after the presentation. The report on the presentation should be about 2,500 words which includes a 5% mark for class participation, both in relation to the effectiveness of the presentation and more generally in contributions to class discussions. The written report should focus on answering the question raised in the topic of the week, taking into account the above guidance on writing essays. The Powerpoint presentation should be uploaded onto Moodle on the Friday before the presentation on Monday.

Note that no extensions to deadlines are given except for health reasons, and a medical note is required to validate this. An additional requirement is that students will have successfully completed the computer exercises undertaken in the Spring Term. So it is important to keep a record of these, so that they can be evaluated in the summer term.

**How to submit your essay using FASER (Online Coursework Submission)**

You will be able to access the online submission via your myEssex portal or via https://faser.essex.ac.uk. FASER allows you to store your work-in-progress. This facility provides you with an ideal place to keep partially completed copies of your work and ensures that no work is lost. If you have problems uploading your coursework, you should contact [ltt@essex.ac.uk](mailto:ltt@essex.ac.uk). You may find it helpful to look at the FASER guide http://www.essex.ac.uk/elen/student/ocs.shtm. If you have any questions about FASER, please contact your administrator or refer to the handbook. Under NO circumstances is your coursework to be emailed to the administrators or the lecturer since this will not be counted as a submission. Coursework deadline policy for postgraduate is that essays and assignments must be uploaded before 09.45 on the day of the deadline. All coursework submitted after the deadline will receive a mark of zero. The mark of zero shall stand unless the student submits satisfactory evidence of extenuating circumstances that indicate that the student was unable to submit the work prior to the deadline. For further information on late submission of coursework and extenuating circumstances procedures please refer to http://www.essex.ac.uk/students/exams-and-coursework/ext-circ.aspx. Essay feedback will be given via FASER. All submissions should be provided with a coversheet (available from Moodle).

**Plagiarism**

It is a very serious academic offence to submit written work in which text has been taken from the work of someone else, whether another student or from a book or article, without acknowledgement. The University regards this as **cheating**, for which the penalties are very severe. For details of what constitutes cheating and the penalties imposed, see the relevant section of the Graduate Handbook. Note that plagiarism detection software is used to scrutinise submissions to FASER.

Essays must be entirely students’ own work, and any passages from the work of others that are quoted directly, or even summarised, must be acknowledged and accompanied by full references. The work of others for these purposes includes books, articles, materials downloaded from the internet and, needless to say, the work of other students. Class teachers can give further guidance on what does and does not constitute plagiarism, and further details can also be found at <http://www.essex.ac.uk/plagiarism>

There are some cultures in which teachers almost promote plagiarism, in the sense that they reward students for identifying appropriate passages in the texts of ‘authoritative’ authors and then reproducing those passages in their own work. For our purposes, however, essay-writing does not consist in the art of selective quotation. Students can be deemed to have understood material only if they are able to process it in their own minds and express it in their own words.

**Web Resources**

<https://yougov.co.uk/> An online survey company with an international presence in Europe and the US

<https://www.pewresearch.org/> An international company surveying public opinion across the world

<http://www.mori.com/> Market Opinion Research International – one of Britain’s leading pollsters

<http://www.bmrb.co.uk/gateway.asp> BMRB International does extensive polling in Britain and the United States

<http://www.scpr.ac.uk/>. NatCen, The National Centre for Social Research (formerly SCPR) is a leading survey agency specialising in large scale complex surveys for government, universities and the private sector

<http://www.nopworld.com/> The gateway to NOP international, a leading market research and polling agency operating in Europe and the US.

<http://europa.eu.int/comm/public_opinion/index_en.htm> Access point for Opinion research sponsored by the European Commission

<http://www.europeansocialsurvey.org/> The Home Page of the European Social Survey – a survey of public opinion and political participation in Europe

<http://www.issp.org/> The Home page of the International Social Survey – a survey of public opinion in most of the World’s democracies

<http://worldvaluessurvey.org/> The Home page of the World Values survey – a survey of attitudes and behaviour which encompasses a majority of the World’s population

**Journals**

Key journals in this area include:

Journal of Elections, Public Opinion and Parties, Public Opinion Quarterly, Electoral

Studies, The American Political Science Review, the American Journal of Political

Science, The British Journal of Political Science, the Journal of Politics, Political

Analysis, and the European Journal of Political Research.

**Essential Books (to buy)**

A. Berinsky. 2015. New Directions in Public Opinion (Taylor and Frances)

A. Field. 2018. Discovering Statistics Using SPSS, (Sage).

C. Glynn, S. Herbst, G. O’Keefe, M. Lindeman, R. Shapiro. 2015. Public Opinion (Taylor and Frances).

R. Tourangeau, L. Rips and K. Rasinski. 2000. The Psychology of Survey Response, (Cambridge University Press).

## Other Useful Texts

Asher, Herbert. 2017. Polling and the Public: What Every Citizen should Know. (CQ Press).

J. Bethlehem. 2018. Understanding Public Opinion Polls. (CRC Press Taylor and Francis).

Diamond and J. Jeffries. 2001. Beginning Statistics, (Sage) (for those with little statistical background).

H. Schuman and S. Presser, 1996. Questions and Answers in Attitude Surveys, (Sage).

D. Kahneman. 2011. Thinking Fast and Thinking Slow, (Allen Lane).

P. Kennedy. 2008. A Guide to Econometrics (Wiley-Blackwell) (for those with a good grounding in statistics)

A. Studenmund, 2017. Using Econometrics. (Pearson) (intermediate).

D. DeVaus, 2004. Surveys in Social Research, (Routledge).

J. Zaller, 1992. The Nature and Origins of Mass Opinion, (Cambridge University Press)

## Seminar Topics

(These are listed according to the university calendar).

(Note that the items in italics are essential reading.)

## Autumn Term

**Week 2 (October 7th) Introduction – Types of Surveys - The History and Origins of Polling and Social Surveys**

*A. Berinsky, chaps 1.*

*C. Glynne et al. chapters 1, 2.*

*P. Converse, Changing Conceptions of Public Opinion in the Political Process’, Public Opinion Quarterly, 50th Anniversary Supplement, 1987, vol 51, s12-s24.*

N. Moon, 1999. Opinion Polls: History, Theory and Practice (Manchester University Press) chap 1.

D. Broughton. 1995. Public Opinion Polling and Politics in Britain (Harvester Wheatsheaf) chap 1.

C. Moser and G. Kalton. 1992. Survey Methods in Social Investigation. (Dartmouth Press) chaps 1 to 3.

H. Blumler, 1948. ‘Public Opinion and Public Opinion Polling’, American Sociological Review, 13:542-554.

D. De Vaus, 2004. Surveys in Social Research (Routledge) Part I.

**Week 3 (October 14th) What is Public Opinion? Theoretical Foundations and Approaches**

*A. Berinsky, New Directions in Public Opinion, chap 8.*

*C. J. Glynn et al. Public Opinion, chap 3.*

*D. Kahneman, Thinking Fast and Slow. chaps 1-5*

*J. Zaller, 1992. The Nature and Origins of Mass Opinion, (Cambridge University Press). chap 2.*

P. Sniderman, R. A. Brody and P. E. Tetlock 1991. Reasoning and Choice (Cambridge University Press) chap 2.

M. Rokeach, 1973. The Nature of Human Values, (Free Press) chaps 1, 2 and 4.

S. Popkin, 1994. The Reasoning Voter (University of Chicago Press) chaps 1 to 3.

## Week 4 (October 21st ) The Structuring of Beliefs – Are Opinions Random or Coherently Structured?

*H. Asher ‘The Problem of Non-Attitudes’, in Polling and the Public, chap 2.*

*C. J. Glynn et al. Public Opinion, chap 5.*

*P. Converse, 1964.‘The Nature of Belief Systems in Mass Politics’, in D. Apter, Ideology and Discontent (Free Press) 206-61.*

*J.Zaller, The Nature and Origins of Mass Opinion. chap 2.*

Ansolabehere, S., J. Rodden and J. M. Snyder .2008. “The strength of issues: Using multiple measures to gauge preference stability, ideological constraint, and issue voting”. American Political Science Review 102: 215–232

Pierce, J. C. and D. Rose .1974. “Nonattitudes and American Public Opinion: The Examination of a Thesis”. American Political Science Review 68: 626–649

R. Inglehart, 1985. ‘Aggregate Stability and Individual-Level Flux in Mass Belief Systems: The Level of Analysis Paradox’, American Political Science Review, 79: 97-116.

P. Sniderman, R. Brody and P. Tetlock, 1991. Reasoning and Choice,(Cambridge University Press). chap 8.

B Page and R. Shapiro, 1992. The Rational Public, (University of Chicago Press) chaps 1, 2

N. Nie, S. Verba and J. Petrocik, 1976. The Changing American Voter (Harvard University Press) chap 8.

Sullivan, J. L, J. E. Piereson and G. E. Marcus.1978. “Ideological Constraint in the Mass Public: A Methodological Critique and Some New Findings”. American Journal of Political Science 22: 233–249.

Wyckoff, M. L. 1987. “Measures of Attitudinal Consistency as Indicators of Ideological So-phistication: A Reliability and Validity Assessment”. Journal of Politics 49: 148–168.

**Week 5 (October 28th) The Social-Psychological Perspective – How Do Other People Influence Opinions?**

*C. J. Glynn et al. Public Opinion, chap 6.*

*A. Berinsky, New Directions in Public Opinion, chap 5.*

*D. Mutz, 1998. Impersonal Influence, (Cambridge University Press) chaps 1, 2.*

*R. Huckfeldt and J. Sprague. 1995. Citizens, Politics and Social Communication (Cambridge University Press) chaps 3, 4.*

Conover, P. J. 1984. “The Influence of Group Identifications on Political Perception and Evaluation”. Journal of Politics 46: 760–85.

T. L. Glasser and C. T. Salmon, 1995. Public Opinion and the Communication of Consent (Guilford Press) chap 8

J. Grosser and A. Schram, 2006. ‘Neighbourhood Information Exchange and Voter Participation: An Experimental Study’. American Political Science Review, 100: 235-248.

Huddy, L. 2003. ‘Group Identity and Political Cohesio’. (eds) L. Huddy, D. Sears and R. Jervis. Oxford Handbook of Political Psychology. (Oxford University Press).Chap. 15.

Jennings, M. Kent and R. G. Niemi. 1968. ‘The transmission of political values from parent to child’. American Political Science Review 62:169–184.

S. Milgram, 1974. Obedience to Authority (Harper and Row) chaps 1,2 and 10.

E. Noelle-Neumann, 1984. The Spiral of Silence. (University of Chicago Press), chaps 1-4.

**Week 6 (November 4th ) The Rational Choice Perspective – Is it Irrational to Have Opinions About Politics?**

*C. J. Glynn et al. Public Opinion, chap 8.*

*A. Downs, 1957. An Economic Theory of Democracy ( Harper and Row). chaps 11, 12.*

*D. Chong. 2013. ‘Degrees of Rationality in Politics’ Oxford Handbook of Political Psychology. (eds) L. Huddy , D. Sears and R. Jervis. (Oxford University Press). 96-129.*

*Quattrone, G. A. and A.Tversky. 1988. ‘Contrasting Rational and Psychological Analyses of Political Choice’. The American Political Science Review 82: 719–736*

D. Ariely, 2009. Predictably Irrational. (Harper). Chapters 1, 2.

M. Fiorina, 1990. ‘Information and Rationality in Elections’ in (ed) J. Ferejohn and J. Kuklinski, Information and Democratic Processes. (University of Illinois Press) 329-344.

A. Lupia and M. D. McCubbins, 1998. The Democratic Dilemma (Cambridge University Press), chaps 2, 3.

H. Simon, 1985. ‘Human Nature is Politics: The Dialogue of Psychology and Political Science’. American Political Science Review, 79: 293-304.

K. Shepsle and M. Bonchek. 1997. Analyzing Politics: Rationality, Behavior and Institutions. (Norton) chaps 1, 2.

R. Tversky and D. Kahneman, 1986. ‘Rational Choice and the Framing of Decisions’ in (eds) R. Hogarth and M. Reder, Rational Choice (Chicago University Press).

**Week 7 (November 11th) The Role of Values - Is There a Set of Core Values that Drive Opinions?**

*R. Inglehart. 1997. Modernization and Post-Modernization. (Princeton University Press) chaps 1, 2.*

*S. Feldman, 1988. ‘Structure and Consistency in Public Opinion: The Role of Core Beliefs and Values’, American Journal of Political Science, 32: 416-438.*

*M. Peffley and J. Hurwitz. 1985.‘A Hierarchical Model of Attitude Constraint’, American Journal of Political Science, 29: 871-890.*

*A. Heath, G. Evans and J. Martin, 1994.‘The Measurement of Core Beliefs and Values: The Development of Balanced Socialist/Laissez Faire and Libertarian/Authoritarian Scales’. British Journal of Political Science, 24: 115-132.*

A. Berinsky, New Directions in Public Opinion, chap11.

P. Surridge, 2012.‘A Reactive Core? The Configuration of Values in the British Electorate 1986-2007’, Journal of Elections, Public Opinion and Parties, 22: 51-76.

W. Jaccoby. 2006. ‘Value Choices and American Public Opinion’. American Journal of Political Science: 50: 706-723.

S. Feldman, 1988. ‘Structure and Consistency in Public Opinion: The Role of Core Beliefs and Values’, American Journal of Political Science, 32: 416-440.

P. Goran, 2005.‘Party Identification and Core Political Values’. American Journal of Political Science, 41: 881-896.

**Week 8 (November 18th ) Models of Political Reasoning: How do people think about politics?**

*D. Kahneman. 2011.Thinking, Fast and Slow. Chapters 6-9.*

*J. Zaller, 1992. The Nature and Origins of Mass Opinion, chaps 3 to 5*

*J. Zaller and S. Feldman, 1992. ‘A Simple Theory of the Survey Response: Answering Questions versus Revealing Preferences’. American Journal of Political Science, 36: 579-616.*

R. Tourangeau, L. Rips and K. Rasinski, 2000.The Psychology of Survey Response, (Cambridge University Press), chap 6.

G. Gigerenzer. 2008. Rationality for Mortals: How People Cope with Uncertainty. (Oxford University Press). Chaps 1,2.

P. Sniderman, R. A. Brody and P. E. Tetlock 1991. ‘The role of heuristics in political reasoning: A theory sketch’. Reasoning and Choice: Explanations in Political Psychology (Cambridge University Press). Chap. 2.

**Week 9 (November 25th) The Role of Emotions – How Do They Affect Opinions?**

*A. Berinsky, New Directions in Public Opinion, chap 10.*

*G. Markus, W Russell Neuman and M. Mackuen, 2000. Affective Intelligence and Political Judgement. (University of Chicago Press) chaps 2, 4 and 6.*

*P. Conover and S. Feldman, 1986.‘Emotional Reactions to the Economy: I’m Mad as Hell and I’m Not Going to Take it Any More’, American Journal of Political Science, 30: 30-78.*

G. Markus, 1988.‘The Structure of Emotional Response: 1984 Presidential Candidates’, American Political Science Review,82: 735-61.

G. Markus 1993. ‘Anxiety, Enthusiasm and the Vote: The Emotional Underpinnings of Learning and Involvement during Presidential Campaigns’, American Political Science Review, 87: 688-701.

R. Nadeau, R. G. Niemi and T. Amato. 2005. ‘Emotions, Issue Importance and Political Learning. American Journal of Political Science, 49: 388-405.

R. Frank, 1988. Passions within Reason, (Norton) chaps 1 to 5.

**Week 10 (December 2nd ) The Role of the Media – Does the Media Determine Public Opinion?**

*A. Berinsky, New Directions in Public Opinion, chap 15.*

*D. Mutz, 1998. Impersonal Influence, (Cambridge University Press), chaps 1, 3.*

*J. Zaller, 1996.‘The Myth of Massive Media Impact Revived: New Support for a Discredited Idea’, in(eds) D. Mutz, P. Sniderman and R. Brody, (eds) Political Persuasion and Attitude Change, (University of Michigan Press) 17-78*

A. Berinksy and D. R. Kinder, 2006.‘Making Sense of Issues Through Media Frames: Understanding the Kosova Crisis’, Journal of Politics, 68: 640-656.

D. Mutz, 1992. ‘Mass Media and the Depoliticization of Personal Experience’, American Journal of Political Science, 36: 483-508.

P. Norris, J. Curtice, D. Sanders, M. Scammell and H. Semetko, 1996. On Message, (Sage) chaps 1 to 3.

S. Iyengar, 1991. Is Anyone Responsible? How Television Frames Political Issues. University of Chicago Press) chaps 1 to 4.

D. Mutz and B. Reeves. 2005. ‘The New Videomalaise: Effects of Televised Incivility on Political Trust’ American Political Science Review, 99: 1-15.

S. Soroka, 2006. ‘Good News and Bad News: Asymmetric Responses to Economic Information’, Journal of Politics, 68: 372-385.

J. Druckman and M. Parkin, 2005. ‘The Impact of Media Bias: How Editorial Slant Affects Voters’, Journal of Politics, 67:1030-1049.

D. Sanders and N. Gavin. 2004. ‘Television News, Economic Perceptions and Political Preferences in Britain, 1997-2001’. Journal of Politics, 66: 1245-1266.

Soroka, Stuart N, Dominik A. Stecula and Christopher Wlezien. 2015. “It’s (Change in) the (Future) Economy, Stupid: Economic Indicators, the Media, and Public Opinion”. IAmerican Journal of Political Science 59: 457–474.

### Week 11 (December 9th) How Are Opinions Influenced by Political Campaigns?

*S. Ansolabehere, S. Iyengar, A. Simon and N. Valentino 1994. ’Does Attack Advertising Demobilize the Electorate?’ American Political Science Reivew 88: 829–838.*

*A. Berinsky, New Directions in Public Opinion, chap 12.*

*M. Lodge, M. Steebergen and S Brau. 1995. ‘The Responsive Voter: Campaign Information and the Dynamics of Candidate Evaluation’. American Political Science Review, 89: 309-326.*

*H. Clarke, D. Sanders, M. Stewart and P. Whiteley. 2004. Political Choice in Britain. (Oxford University Press). chap 5.*

R. Huckfeldt and J. Sprague. 1995. Citizens, Politics, and Social Communication. (Cambridge University Press) chaps 6, 7 and 9.

L. Sigelman and M. Kugler. 2003. ‘Why is research on the Effects of Negative Campaigning so Inconclusive? Understanding Citizens’ Perceptions of Negativity’ Journal of Politics, 65: 142-160.

H. Brady and R. Johnson. 2006. ‘Capturing Campaign Effects’ . in (eds) H. Brady and R. Johnson. University of Michigan Press.

D.J. Brooks, 2006. ‘The resilient voter: Moving towards closure in the debate over negative campaigning and turnout’, Journal of Politics 68: 684-696.

M. Lodge, 1995. ‘Towards a Procedural Model of Candidate Evaluation’ in (ed) Milton Lodge, Political Judgement: Structure and Process. (University of Michigan Press) 111-140.

D. P. Green and A. S. Gerber, 2004. Get Out the Vote! How to Increase Voter Turnout. (The Brookings Institution) chaps 1 to 8.

H. Brady and R. Johnston (eds) 2006. Capturing Campaign Effects. (University of Michigan Press).

Arceneaux, Kevin and Martin Johnson. 2013. Changing Minds or Changing Channels? Media Effects in the Era of Expanded Choice. (University of Chicago Press).

### Spring Term

**Week 16 (January 13th) How Does the Public Understand Survey Questions?**

*A. Berinsky, New Directions in Public Opinion, chap 2.*

*C. J. Glynn et al. Public Opinion, chap 9.*

*R. Tourangeau, L. Rips and K. Rasinski, The Psychology of Survey Response, chaps 1 to 3.*

*R. M. Alvarez and J. Brehm, 2002. Hard Choices, Easy Answers, (Princeton University Press) chaps 4, 5.*

C. Marsh, 1982. The Survey Method, (Allen & Unwin), chap 5.

J. Converse and S. Presser, 1986. Survey Questions: Handcrafting the Standardized Questionnaire, (Sage University Paper).

D. Broughton. 1995. Public Opinion Polling and Politics in Britain (Harvester Wheatsheaf) chap 3.

H. Palmer and R. M. Duch, 2015.‘Do Surveys Provide Representative or Whimsical Assessments of the Economy?’, Political Analysis, 9:58-77.

R. P Berrens, A. K. Bohara, H. Jenkins-Simth, Carole Sivlan and David Weimer, 2003. ‘The Advent of Internet Surveys for Political Research: A Comparison of Telephone and Internet Samples’, Political Analysis, 11:1-22.

J. Jerit, J. Barabas, and T. Bolsen. 2006. ‘Citizens, Knowledge, and the Information Environment’, American Journal of Political Science, vol. 50:266-282.

Week 17. (January 20th) Practical Considerations When Designing Questionnaires and Administering Surveys.

*A. Berinsky. 2017. ‘Measuring Public Opinion with Surveys’. Annual Review of Political Science 20: 309-329.*

*D. De Vaus, 2004. Surveys in Social Research, London: Routledge, chaps 7, 8.*

*H. Schuman and S. Presser, 1996. Questions and Answers in Attitude Surveys, (Sage), chaps 1, 2.*

J. M. Converse and S. Presser, 1986. Survey Questions: Handcrafting the Standardized Questionnaire. (Sage).

H. Weisberg, J. Krosnick and B. D. Bowen, 1996. An Introduction to Survey Research, Polling and Data Analysis, (Sage) chap 4.

F. Fowler, 1995. Improving Survey Questions: Design and Evaluation. (Sage) chaps 1,4, 6.

G. Bishop, A.Tuchfarber and R. Oldendick. 1986. ‘Opinions on Fictious Issues: The pressure to answer survey questions’ Public Opinion Quarterly, 50: 579-616.

**Week 18. (January 27th) Scaling and Measurement Methods in Survey Analysis**

*R. Tourangeau, L. Rips and K. Rasinski, 2000. The Psychology of Survey Response, (Cambridge University Press) chap 8.*

*D. De Vaus, 2004. Surveys in Social Research, London: (Routledge) chap 11.*

R. F. DeVellis. Scale Development: Theory and Applications, Sage,1991 chaps 1 to 5.

H. Schuman and S. Presser, 1996. Questions and Answers in Attitude Surveys, (Sage) chaps 3, 4, 5.

**Week 19 (February 3rd) A primer on SPSS and a review of statistical concepts**

*A Field, 2018. Discovering Statistics Using SPSS, London: (Sage). chaps, 1-4.*

I. Diamond and J. Jeffries. 2002. Beginning Statistics. (Sage). chaps 1 to 6 (basic)

Studenmund, A. H. 2017. Using Econometrics: A Practical Guide. 7th ed. Pearson (more advanced but very readable)

P. Kennedy. 2008. A Guide to Econometrics (Wiley-Blackwell) (for those with a good grounding in statistics)

Week 20 (February 10th ) An Introduction to Sampling Theory – How Do We Choose Representative Samples?

*D. De Vaus, 2004. Surveys in Social Research, London: Routledge. chap 6.*

*C. Moser and G. Kalton,1992. Survey Methods in Social Investigation (Dartmouth Press) chaps 4, 5.*

*G. Kalton, 1983. Introduction to Survey Sampling. (Sage University Paper).*

### G. Henry,1990. Practical Sampling, (Sage Applied Social Research Methods), vol 21.

P. Lavrakas, 1993. Telephone Survey Methods: Sampling, Selection and Supervision. (Sage Applied Social Research Methods) vol 7, chaps 2, 3.

**Week 21 (February 17th) An Introduction to Regression Analysis for Survey Analysis**

*A. Field, 2018. Discovering Statistics Using SPSS. ( Sage) chaps 8, 9.*

*I. Diamond and J. Jeffries. 2002. Beginning Statistics. (Sage) chap 13 (basic)*

*C. Lewis-Beck and M. Lewis-Beck.2016. Applied Regression ( Sage) chaps 1, 2.*

G. Upton and I. Cook, 2000. Introducing Statistics. (Oxford University Press). chap 14. (advanced)

A. Studenmund, 2017. Using Econometrics. (Pearson) chaps 1, 2.

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**Week 22 (February 24th) Learning to Use Regression Analysis in Opinion Research**

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W. Berry and S. Feldman. 1985. Multiple Regression in Practice. (Sage) chaps 1 to 3.

**Week 23 (March 2nd) Logistic Regression Modelling**

*R. Tarling.2009. Statistical Modelling for Social Researchers. (Routledge) chaps 5, 8.*

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P. Kennedy. 2003. A Guide to Econometrics. (Blackwell) chap 15.

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**Week 24 (March 9th) An Introduction to Factor Analysis and Measurement Models – the Basic Ideas**

*A. Field, 2018 Discovering Statistics Using SPSS. (Sage), chap 18.*

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D. Bartholomew, F. Steele, I. Moustaki and J. Galbraith, 2008. Analysis of Multivariate Social Science Data (Chapman & Hall) chap 5.

J. On Kim and C. Mueller, 1978. Introduction to Factor Analysis. (Sage), chaps 1, 2.

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**Week 25 (March 16th) Class Test**