

This course is a research seminar and workshop on Public Opinion. In this course you will engage with the core ideas at issue in scholarship on public opinion. You will also learn about the evolving methodologies for studying public opinion. And, most importantly, you will do. As a class we will design, conduct, and analyze our own national sample survey. Your final papers and project will be drawn from this survey.

Grading will be based on your engagement with the class, the work you submit along the way, and your final paper.

We will mostly read articles in this course. However, I would encourage you to buy the following books:

- Robert Groves, et al. Survey Methodology
- Norman Bradburn, Seymour Sudman, and Brian Wansink, Asking Questions.
- James March, A Primer on Decision-Making
- Sniderman, Brody, and Tetlock, Reasoning and Choice.
- Zaller, The Nature and Origin of Mass Opinions
- Katherine Cramer, The Politics of Resentment

We will rely on Groves and Bradburn in mapping out the concepts and logic of survey design.

Some interesting background reading.

Walter Lippmann, *Public Opinion*. Online: <https://archive.org/details/in.ernet.dli.2015.126489/page/n235/mode/2up> or at: <https://www.gutenberg.org/ebooks/6456>

John Dewey, *The Public and Its Problems*. Online: <https://archive.org/details/in.ernet.dli.2015.190550>

Date and Topic	Readings	Assignment
January 23 Introduction	<p>Frederick Mosteller, “Errors: Nonsampling errors.” In International Encyclopedia of the Social Sciences, Vol. 5, edited by D. L. Sills, pp. 113–132. New York: Macmillan and Free Press, 1968.</p> <p>https://www.encyclopedia.com/earth-and-environment/ecology-and-environmentalism/environmental-studies/errors</p>	<p>Analyze and compare several survey questionnaires (you will pick one of these and analyze data for next week.)</p> <p>Divide into teams</p>

Enns and Koch, "Public Opinion in the United States, 1956-2010" State Politics and Policy Quarterly 13 (2013): 349-372.

Polls as Forecasts:

Gelman and King, "Why Are American Presidential Election Campaign Polls So Variable When Votes are So Predictable?" BJPS 23 (1993): 409-451;

Lukas Stoetzer, et al., "Forecasting Elections in Multiparty Systems" Political Analysis 27(2019): 255-262;

Will Jennings and Christopher Wlezien, "The Timeline of Elections: A Comparative Perspective" AJPS 60 (2016): 219-233;

Poll Biases:

Define your research question.

Martin, Traugott, Kennedy, "A Review and Proposal for a New Measure of Poll Accuracy" POQ 69 (2005): 342-369.

Identify 6 articles on that topic.

Meng, "Statistical Paradises and Paradoxes in Big Data," Annals of Applied Statistics 12 (2018): 685-726

Meet with your survey team.

Weighting:

T.M.F. Smith, "Post-Stratification" The Statistician 40 (1991): 315-323

Park, Gelman, Bafumi, "Bayesian Multilevel Estimation with Post-Stratification" Political Analysis 12(2004): 375-385.

Warshaw and Rodden, "How Should We Measure District-Level Opinion on Individual Issues" JOP 74 (2012): 203-219.

Kuriwaki, Ansolabehere, Dagonel, and Yamauchi,

January 30

Prediction and Aggregating

	<p>â€œThe Geography of Racial Votingâ€ APSR forthcoming.</p>	
<p>February 6</p> <p>Asking Questions</p>	<p>Bradburn, Asking Questions, chapters 1,2,4,10, and 11</p> <p>Converse, â€œThe Nature of Belief Systems in Mass Publicsâ€</p> <p>Achen, â€œMass Political Attitudes and the Survey Responseâ€ APSR 69(1975): 1218</p> <p>DOI:10.2307/1955282</p> <p>Feldman, â€œThe Measure and Meaning of Trust in Governmentâ€ Political Methodology 3 (1983): 341-354.</p> <p>Bingley and Martinello, â€œMeasurement Error in Income and Schooling and the Bias of Linear Estimatorsâ€ Journal of Labor Economics 35 (2017): 1117-1148.</p> <p>Stanley Presser et al, â€œMethods for Testing and Evaluating Survey Questionsâ€ POQ 68 (2004): 109-130.</p>	<p>Write a battery of no more than 10 questions designed to answer your research question</p>
<p>February 13</p> <p>Rationality, Part 1</p>	<p>James March, A Primer on Decision-Making, Chapter 1.</p> <p>Gerber et al, â€œSelf Interest, Beliefs, and Policy Opinionsâ€ Political Research Quarterly 70 (2017): 155-171</p> <p>Green and Cowden, â€œWho Protests: Self-Interest and White Opposition to Busingâ€ JOP 54 (1992): 471-496.</p> <p>Brady and Ansolabehere, â€œThe Nature of Utility Functions In Mass Publicsâ€ APSR 83 (1989): 143-163.</p>	<p>Refine your survey battery.</p> <p>Ask a friend (who is not in your field, maybe even a parent or grandparent or sibling) to answer your survey, time it, and give your comments on what they found difficult to answer and why.</p>

	<p>Page and Shapiro, The Rational Public, chapters 1,2,7,8,9, and 10</p> <p>Jamie Druckman and Thomas Leeper, “Is Public Opinion Stable?” Daedalus 141 (2012): 50-68</p>	
February 20 (Holiday)	[We will try to reschedule class this week.]	Meet with your survey team and refine the survey.
February 27 Rationality, Part 2: Information and Heuristics	<p>Sniderman, Brody, and Tetlock, Reasoning and Choice.</p> <p>Zaller, The Nature and Origin of Mass Opinions</p>	<p>Final survey instrument is due.</p> <p>Research design statement is due.</p>
March 6 (no class)	<p>[We will schedule meetings this week on W, Th and F to discuss your papers one-on-one]</p> <p>Zaller, The Nature and Origin of Mass Opinions</p>	Survey Fielded this week.
March 13 (Spring Recess)		Survey Fielded this week.
March 20 Identity, Part 1	<p>James March, A Primer on Decision-Making, Chapter 2.</p> <p>Green et al, Partisan Hearts and Minds, chapters 1,2,3,5, and 8.</p> <p>Sears, et al., “Self Interest v. Symbolic Politics” APSR 74 (1980): 670-684</p> <p>Leeper and Slothuus, “Political Parties, Motivated Reasoning, and Public Opinion Formation” Political Psychology 35(2014): 129-156.</p> <p>Lilliana Mason, Uncivil Agreement, chapters</p>	Six-page research literature review.

	1,3,4, and 5	
March 27 Identity, Part 2	<p>Michael Dawson, Behind the Mule, chapters 1,3,4, and 5</p> <p>Kinder and Sanders, Divided By Color, chapters 1,2, and 4</p> <p>Carmines, Sniderman, and Easter, "On the Meaning, Measurement and Implications of Racial Resentment," Annals of American Political Science 634 (March 2011), pp. 98-116</p> <p>Tesler, "The Spillover of Racialization into Health Care: How President Obama Polarized Public Opinion by Racial Attitudes and Race," AJPS 56 (2012): 690-704</p> <p>Paul Kellstedt, "Media Framing and the Dynamics of Racial Policy Preferences" AJPS 44 (2000): 245-260</p> <p>Valentino, N. A., & Sears, D. O. (2005). "Old times there are not forgotten: Race and partisan realignment in the contemporary South." American Journal of Political Science, 49, 672-688.</p>	
April 3 Measurement, Scaling	<p>Structural Models: Peffley and Hurwitz, "How Are Foreign Policy Attitudes Structured? A Hierarchical Model" APSR 81 (1987): 1099-1120</p> <p>Peffley and Hurwitz, "A Hierarchical Model of Attitude Constraint" AJPS 29 (1985): 871-890</p> <p>Factor Analysis:</p> <p>Ansolabehere, Rodden, Snyder, "The Strength of Issues" APSR 102 (2008): 215-232.</p> <p>IRT:</p> <p>Michael Neblo, "Meaning and Measurement: Reorienting the Race Politics Debate" Political Research Quarterly 62 (2009): 474-484.</p>	Survey Toplines

	<p>Sean Trier and Sunshine Hillygus, "The Nature of Ideology in the Contemporary Electorate" POQ 73 (2009): 679-703</p> <p>Stephen Jesse, "Spatial Voting in the 2004 Presidential Election" APSR 103 (2009): 59-81</p> <p>Text:</p> <p>Benjamin Lauderdale and Tom S. Clark "Scaling Politically Meaningful Dimensions Using Text and Votes" AJPS 58 (2014): 754-771</p>	
<p>April 10</p> <p>Social Context, Part 1</p>	<p>Lazarsfeld, et al, The People's Choice</p> <p>Lazarsfeld, et al, Voting</p> <p>Huckfeldt and Sprague, "Networks in Context: The Social Flow of Political Communication" APSR 81 (1987): 1197-1216.</p> <p>Andrew Perrin and Katherine McFarland, "Social Theory and Public Opinion," Annual Review of Sociology 37(2011): 87-107</p>	<p>Preliminary results from your survey</p>
<p>April 17</p> <p>Social Context, Part 2</p>	<p>Katherine Cramer, The Politics of Resentment</p> <p>Enos, "Causal Effect of Intergroup Contact on Exclusionary Attitudes" Proceedings of the NAS 111(2014): 3699-3704</p> <p>Ternullo, "Place Based Partisanship: How Place Reproduces Americans' Partisan Attachments"</p>	<p>Presentations</p>

April 24

Public Mood and Political
Responsiveness

Stimson, Mackuen, Erikson, "Dynamic
Representation," APSR 89 (1995): 543-565.

Kertzer, "Making Sense of Isolationism:
Foreign Policy Mood as a Phenomenon" JOP 75
(2013): 225-240.

Koch and Thomsen, "Gender Equality Mood
Across States and Over Time," State Politics and Presentations
Policy Quarterly 17 (2017): 351-360

Broockman, "Approaches to Studying Policy
Representation" LSQ 41(2016): 181-215.

Reeves and Rogowski, "Unilateral Powers,
Public Opinion, and the Presidency," JOP
(2016): 137-151.