

Preview of “What shapes public opinion?”

Department of Political Science and Government
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Overview for next week

Moving into the second part of the course. . .

Readings for Next Week

- Petersen et al. – “Deservingness versus Values in Public Opinion on Welfare”
- Gerber et al. “How Large and Long-Lasting Are the Persuasive Effects of Televised Campaign Ads?”
- Chong and Druckman – “Framing Public Opinion in Competitive Democracies”

Readings for Next Week

- Petersen et al. – “Deservingness versus Values in Public Opinion on Welfare”

Petersen et al.

- What is the deservingness heuristic? Where does it come from?
- What does this study say about opinion constraint? (Especially about values)
- If opinions about welfare are about deservingness, what role is their for political debate/deliberation in changing opinions?

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Gerber et al.

- What is their research design? What is the treatment?
- Why did this study get published in the top political science journal?
- What does it tell us about how people form opinions, if anything?
- What does the study say about elite influence on opinion?
- What does it say about the stability of opinions over time?

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Chong and Druckman

- What does political debate look like?
- What is “framing”?
- How do opinions respond to different kinds of political debate?
- How realistic is the research design? How credible are their results?

Who will lead discussion next week?

