Public Opinion POS3233.0001

Pollock / Spring 2013

Office	302 Phillips Hall
Office hours	TTh 8-850 / 1030-1145
Voice	407-823-2608
Email	Philip.Pollock@ucf.edu
Book	Erikson & Tedin, *American Public Opinion: Its Origins, Content and Impact* (8th Edition)

This course covers all major topics in American public opinion—its definition and measurement, its relationship with democratic governance, the quality of political opinions among citizens, the learning of political orientations, the connection between aggregated opinion and public policy, the role of media and political elites in shaping opinion, and the connection between opinions and electoral choice. The assigned text provides up-to-date treatment of virtually all of the important academic studies of public opinion. Course resources include assigned reading, lectures, Power Point presentations, and supplemental material.

Requirements:

Exams. You will take three non-cumulative exams during the term.

Exam	*Date(s)*	*Modality*
1	Feb5	In-class
2	Mar14, 5 p.m. (open) Mar17, 11 p.m. (close)	Online
3	Apr23, 5 p.m. (open) Apr25, 11 p.m. (close)	Online

Your best exam score will count *40 percent* of your course grade. Your next-best exam score will count *30 percent* of your course grade. Your worst exam score will count *20 percent* of your course grade. Exams will be graded in a timely manner and exam grades will be posted on the course site.

If you know that you will be unable to take any of the exams on the scheduled dates: Drop the course. No early exams and no make-up exams will be given. No "extra credit" work will be assigned or accepted. *If you want to look at your exam*: Come to my office during office hours. Bring the following materials to my office—your textbook, your notes on the reading, and the notes you have written during lecture.

Attendance. Attendance is required. *Attendance will count 10 percent of your course grade*. Do not arrive late for class. Do not depart early from class. You are responsible for signing the attendance sheet each day.

Grading Scale. Your course grade will be determined by this numeric scale:

Course average	*Letter grade*
90-above	A
87-89	B+
80-86	B
77-79	C+
70-76	C
67-69	D+
60-66	D
59-below	F

Schedule for the term:

Week of:	*Topic:*	*Reading:*∞
Jan8	Public opinion and democracy	ET1
Jan15 Jan22	Measuring public opinion	ET2 Pew report, "Assessing the Representativeness of Public Opinion Surveys" (posted) Catherine Marsh, "Back on the Bandwagon" (posted)
Jan29	Micro-level opinion	ET3
Feb5 *[No class Feb7*]*	**Exam 1**	
Feb12 Feb19	Macro-level opinion	ET4 Ellis and Stimson, "Pathways to Ideology in American Politics" (posted) Gallup report, "Nearly Half Identify as Economically Conservative" (posted) Wildavsky, "Choosing Preferences by Constructing Institutions" (posted)
Feb26 *[No class Mar5, Mar7]*	Political socialization	ET chap5 Alford, Funk, and Hibbing "Are Political Orientations Genetically Transmitted?" (posted)
Mar12	Democratic stability	ET chap6 Gibson, "Enigmas of Intolerance" (posted)
Mar14-17	**Exam 2**	*[Syllabus continues on next page…]*

Mar19	Group differences	ET chap7
Mar26 Apr2	Media	ET chap8 Posner, “Bad News” (posted)
Apr9 *[No class Apr11*]*	Elections	ET chap9 Geer, “Rise of Negativity” (posted)
Apr16	Public policy	ET chap10
Apr23-25	**Exam 3**	

∞Additional reading may be required at the discretion of the instructor.
*Instructor at conference.