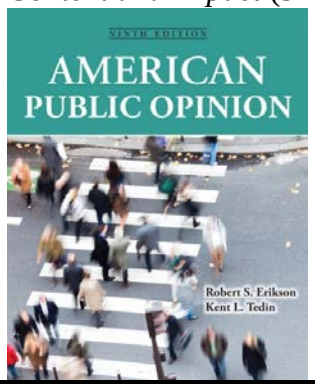
Public Opinion POS3233.0001

Pollock / Fall 2015

Office	302 Phillips Hall
Office hours	MW: 8:30-10:15, 2:30-3:30 and by appointment
Voice	407-823-2608
Email	Philip.Pollock@ucf.edu
Book	Erikson & Tedin, *American Public Opinion: Its Origins, Content and Impact* (9th 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—on **September 28, October 30, and December 7.** 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 **signature verification sheet by September 31**. You are responsible for signing the attendance sheet each day.

Note: No class will be held on the following dates: Friday, September 4; Monday, September 7; Wednesday, November 11; Friday, November 27.

GRADING SCALE

Letter	*Numeric*
A	90 or higher
B+	87-9
B	80-86
C+	77-79
C	70-76
D+	67-69
D	60-66
F	59 or lower

FINANCIAL AID REQUIREMENT

All faculty members are required to document students' academic activity at the beginning of each course. In order to document that you began this course, please complete the following academic activity by the end of the first week of classes, or as soon as possible after adding the course, but no later than August 28. **Failure to do so will result in a delay in the disbursement of your financial aid.** For details: http://online.ucf.edu/teach-online/resources/financial-aid/

ACADEMIC INTEGRITY AND DISHONESTY

You must adhere to the highest standards of academic integrity and conduct, as specified in UCF's Rules of Conduct (UCF-5.008). **Any student who violates these standards will receive an F in the course.** Section UCF-5.008 describes acts that constitute Academic Misconduct:

"1. Academic Misconduct (a) **Unauthorized assistance**: Using or attempting to use unauthorized materials, information or study aids in any academic exercise unless specifically authorized by the instructor of record. The unauthorized possession of examination or course related material also constitutes cheating. (b) **Communication to another** through written, visual, electronic, or oral means. The presentation of material which has not been studied or learned, but rather was obtained through someone else's efforts and used as part of an examination, course assignment or project. (c) **Commercial Use** of Academic Material: Selling notes, handouts, etc. without authorization or using them for any commercial purpose without the express written permission of the University and the Instructor is a violation of this rule. (d) **Falsifying** or misrepresenting your academic work. (e) **Plagiarism**: Whereby another's work is used or appropriated without any indication of the source, thereby attempting to convey the impression that such work is the student's own. (f) **Multiple Submissions**: Submitting the same academic work for credit more than once without the express written permission of the instructor. (g) **Any student who knowingly helps another violate academic behavior standards is also in violation of the standards**."

SCHEDULE FOR THE TERM

Week of:	**Topic:**	**Reading:**∞
Aug24 Aug31	Public opinion and democracy	ET1
[Sep7] Sep14	Measuring public opinion	ET2 Pew report, "Assessing the Representativeness of Public Opinion Surveys" (posted) Catherine Marsh, "Back on the Bandwagon" (posted)
Sep21	Micro-level opinion	ET3
Sep28	**Exam 1**	
Sep28 Oct5	Macro-level opinion	ET4 Wildavsky, "Choosing Preferences by Constructing Institutions" (posted)
Oct12 Oct19	Political socialization	ET chap5 Alford, Funk, and Hibbing "Are Political Orientations Genetically Transmitted?" (posted)
Oct26	Democratic stability	ET chap6 Gibson, "Enigmas of Intolerance" (posted)
Oct30	**Exam 2**	
Nov2	Group differences	ET chap7
Nov9 Nov16	Media	ET chap8 Posner, "Bad News" (posted)
Nov23	Elections	ET chap9 Geer, "Rise of Negativity" (posted)
Nov30	Public policy	ET chap10
Dec7	**Exam 3**	

∞Additional reading will be required at the discretion of the instructor.
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