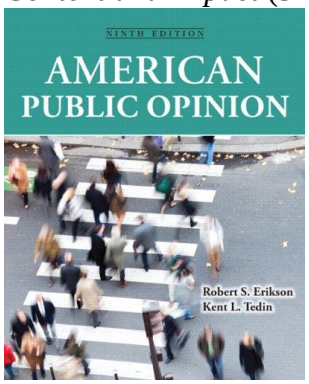
Public Opinion POS3233.0001
Pollock / Fall 2018

Office	302 Howard Phillips Hall
Office hours	MW: 9:00-10:15, 12:30-2:00 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) 

COURSE DESCRIPTIONS

Course catalog description

Credit Hours: 3
Class Hours: 3
Lab and Field Work Hours: 0
Contact Hours: 3
Prerequisite(s): None. Corequisite(s): None. Prerequisite(s) or Corequisite(s): Junior standing or C.I.

Nature, impact and development of public opinion, emphasizing the influence of race, gender, age, and class on opinions, voting, and political behavior.

Course expanded description

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 treatment of virtually all of the important academic studies of public opinion. Course resources include assigned reading, lectures, Power Point presentations, and supplemental material.

During lecture, I will make frequent reference to material in several books that you are not required to purchase. I own these books in e-book format and will display text and highlight key points while discussing lecture topics.

I will post the PowerPoint presentations, but I will not post many hyperlinked ancillary figures, tables, and other references. Therefore, it is very important that

you attend the lectures and take good notes.

STUDENT LEARNING OUTCOMES

- Understand modern opinion survey design
- Recognize key challenges to opinion polling
- Understand statistical aspects of opinion polling
- Know how to make inferences from survey statistics
- Recognize how current conditions of public opinion fit 20-year trends in public opinion
- Critically evaluate modern and current debates about public opinion

REQUIREMENTS

Exams. You will take three non-cumulative exams during the term, **each of which will count 30 percent of your course grade**. Exams will be graded in a timely manner and exam grades will be posted on the course site. The multiple choice part will be administered in-class, and you will record your answers on a Brown Scantron. The essay part will be administered on-line. Exams will be administered or are due on:

Exam	*Percent of grade*	*Multiple choice*	*Essay*
1	30%	Friday, September 21	Sunday September 23, 10:00 a.m.
2	30%	Monday, October 22	Wednesday, October 24, 10:00 a.m.
3	30%	Friday, November 30	Wednesday, December 5, 10:00 a.m.

Exams will be graded in a timely manner and exam grades will be posted on Webcourses. *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. I will begin taking attendance on Monday, August 27. **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. I will begin taking attendance on Monday, August 27.

Note: No class will be held on the following dates: Friday, August 31; Monday, September 3; Monday, November 12; and Friday, November 23. Attendance will not be taken on the following day: Wednesday, November 21.

GRADING SCALE

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

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 24 at 11:59 p.m. **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/

POLICY STATEMENTS

Professionalism and Student Conduct

Students are expected to conduct themselves in a civil and professional manner. Disrupted behavior, profanity, or any other offensive behavior will not be tolerated. **All mobile devices must be turned off and put out of view during class.** Repeated violations of professionalism will result in a reduction in course grade.

Title IX

All UCF students and faculty must strictly adhere to Title IX policies. "Title IX is a federal law that prohibits discrimination based on the sex (gender) of employees and students of educational institutions that receive federal financial assistance. Title IX's prohibition of sex discrimination includes prohibition of sexual harassment and sexual violence. Sexual harassment is unwelcome conduct of a sexual nature and can include unwelcome sexual advances, requests for sexual favors, and other verbal, nonverbal, or physical conduct of a sexual nature, including rape and sexual assault…UCF does not tolerate sex discrimination, sexual harassment or sexual violence of any kind." For more information, see https://letsbeclear.ucf.edu/

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**."

Course Accessibility

The University of Central Florida is committed to providing access and inclusion for all persons with disabilities. Students with disabilities who need specific access in this course, such as accommodations, should connect with Student Accessibility Services

(Ferrell Commons, 7F, Room 185, sas@ucf.edu, phone (407) 823-2371). Through Student Accessibility Services, a Course Accessibility Letter may be created and sent to professors, which informs faculty of potential access and accommodations that might be reasonable.

Campus Safety

Emergencies on campus are rare, but if one should arise in our class, we will all need to work together. Everyone should be aware of the surroundings and familiar with some basic safety and security concepts.

- In case of an emergency, dial 911 for assistance.
- Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Please make a note of the guide's physical location and consider reviewing the online version at http://emergency.ucf.edu/emergency_guide.html.
- Familiarize yourself with evacuation routes from each of your classrooms and have a plan for finding safety in case of an emergency.
- If there is a medical emergency during class, we may need to access a first aid kit or AED (Automated External Defibrillator). To learn where those items are located in this building, see http://www.ehs.ucf.edu/AEDlocations-UCF (click on link from menu on left).
- To stay informed about emergency situations, sign up to receive UCF text alerts by going to my.ucf.edu and logging in. Click on "Student Self Service" located on the left side of the screen in the tool bar, scroll down to the blue "Personal Information" heading on your Student Center screen, click on "UCF Alert", fill out the information, including your e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK."
- If you have a special need related to emergency situations, please speak with me during office hours.
- Consider viewing this video (https://youtu.be/NIKYajEx4pk) about how to manage an active shooter situation on campus or elsewhere.

Deployed Active Duty Military Students

If you are a deployed active duty military student and feel that you may need a special accommodation due to that unique status, please contact me to discuss your circumstances.

FALL 2018 SCHEDULE

Week of:	**Topic**	**Reading∞**	**Notes**
Aug 20	Public opinion and democracy I	ET1	*Drop/Swap deadline 8/23 11:59 PM. *Academic activity confirmation due 8/24 11:59 PM. * Late registration deadline 8/24 11:59 PM. *Add deadline 8/24 11:59 PM.
Aug 27	Public opinion and democracy		*No class 8/31: Instructor at conference

	II		
[Sep 3] Sep 7	Measuring public opinion	ET2 *Pew report, "Assessing the Representativeness of Public Opinion Surveys" (posted) *Catherine Marsh, "Back on the Bandwagon" (posted)	No class 9/3 Labor Day
Sep 10 Sep 17	Micro-level opinion	ET3	**Exam 1 MC in-class: Friday, September 21**
Friday, Sep 21	**Exam 1 MC**		9/21: Football Game: Campus Closes at 2:30 PM
Sunday, Sep 23	**Exam 1 Essay**		**Exam 1 on-line Essay closes: Sunday September 23, 10:00 a.m.**
Sep 24 Oct 1	Macro-level opinion	ET4 *Wildavsky, "Choosing Preferences by Constructing Institutions" (posted)	
Oct 8 Oct 15	Political socialization	ET5 *Alford, Funk, and Hibbing, "Are Political Orientations Genetically Transmitted?" (posted)	
Oct 15 Oct 22	Democratic stability	ET6 *Gibson, "Enigmas of Intolerance" (posted)	
Monday, Oct 22	**Exam 2 MC**		**Exam 2 MC in-class: Monday, October 22**
Wed Oct 24	**Exam 2 Essay**		**Exam 2 on-line Essay closes: Wednesday, October 24, 10:00 a.m.**
Fri Oct 26			*Grade Forgiveness Deadline *Withdrawal Deadline (11:59PM)
Oct 29	Group differences	ET7	
Nov 5 *[Nov 12]*	Media	ET8	No class 11/12: Veterans Day
Nov 19	Elections	ET9	No class 11/23: Thanksgiving
Nov 26	Public policy	ET10	
Friday, Nov 30	**Exam 3 MC**		**Exam 3 MC in-class: Friday, November 30**
Wed, Dec 5	**Exam 3 Essay**		**Exam 3 on-line Essay closes: Wednesday, December 5, 10:00 a.m.**
Wed, Dec 12			Grades Due (12 noon)

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