PS115, Public Opinion and Survey Research

Department of Political Science
Tufts University

Full Syllabus and Reading List

Fall 2009 **Kent E. Portney**

This course is designed to provide you with an in-depth understanding of the social science research technique known as survey research. It will attempt to provide you with this understanding by examining a variety of theoretical and applied materials, and by providing you with some "hands-on" experience with survey research. We will look at a range of different techniques of survey research to understand the value of each, especially in terms of the costs, benefits, and trade-offs likely to be encountered in using it rather than some other research method. We will also look at how survey research purports to uncover "public opinion," and how it is often used to measure specific variables or characteristics to which reference is very commonly made in the media or elsewhere.

This reading list presents the week-to-week topics that will be addressed in class, and some of the readings on which our discussions will rely. As you probably already know, we meet twice a week, in the H+ block, on Tuesdays and Thursdays from 1:30 p.m. until 2:45 p.m. Since this is a relatively small class, you should take it as your responsibility to attend each and every class meeting. Having good and informative discussion relies very heavily on participation from everyone.

Course requirements include attendance, a two-part mid-term exam (half in class on Thursday October 15 and half take-home which will be given out in class that day, and will be due in class on Thursday, October 22), and a final paper, the details of which will be discussed in class, which will be due on Thursday, December 15 (the first day of final exams). Final grades will be computed with the mid-term exam and final paper counting 45% each, and the quality of participation in the class discussions, and the class or group survey project will count 10% toward the final grade. Participation in the development and implementation of this project will be mandatory, and may involve each of you subscribing to SurveyMonkey for the purpose of designing and implementing individual or small groups surveys. Also please note that extensions for written assignments are given only under extraordinary circumstances, and a course grade of Incomplete can only be given upon request of the student AND after a formal Incomplete Grade Form contract has been signed. In the absence of these, a grade will be entered based on the quality and quantity of work received.

The bookstore has been asked to obtain only five books for your possible purchase:

Carroll J. Glynn, Susan Herbst, Garrett J. O'Keefe, and Robert Y. Shapiro, *Public Opinion*. 2nd edition (Boulder, CO: Westview Press, 2004),

Peter Nardi, *Doing Survey Research: A Guide to Quantitative* Methods, 2nd edition (New York: Longman, 2006), and

Don Dillman, Jolene Smyth, and Leah Christian. *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. 3rd edition (New York: Wiley Interscience, 2009).

We will rely fairly heavily on these books for our initial exposure to most of the topics. But we will also rely very heavily on other readings, most of which are listed below and some of which will be cited in class. Virtually all of these readings can be found and are accessible in the stacks of Tisch. Many of the academic journal articles and other readings on the reading list are available on line with links from our class Blackboard web site.

The following pages show the applicable readings and subjects for each class period. You should read the designated sections of the Glynn, *et al*., Dillman, or Nardi books in preparation for each class meeting. Generally, the readings that are higher on the list for a particular topic are more important for you to read than those lower in the list. So start your reading for a particular class meeting at the top and work your way down.

Please note that there are three Dillman books that appear on the reading list. Readings in the newer book, ***Internet, Mail and Mixed-Mode Surveys***, are considered mandatory, and are referred to just as Dillman, with a page number; readings in the other books, *Mail and Internet Surveys* and *Mail and Telephone Surveys*, are not mandatory, and are referred to by their full citation.

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Topics and Readings

Date	Topic(s) and Readings
September 8	**An introduction to survey research: Understanding the Context**

Read: No readings to do for today

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September 10
September 15 **The Basics of Social Science Research**

On these days, our class discussions will focus on the basic pieces of social science research, and examine how survey research may be said to constitute a method of doing social science research. We will look at theories, hypotheses, variables, measurements of variables, and related subjects. We will elaborate on the use of survey research as a particular methodology for conducting social science research.

Read: Nardi, Chapters 1, 2, and 3.
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September 17 **An introduction to survey research: Background, some history, and criticisms**

A. Public opinion - so what?
1. why is public opinion worth thinking about?
2. the importance of public opinion in a democracy

B. Surveys and their uses and abuses
1. checking the "pulse" of a constituency
2. marketing candidates
3. policy advocacy/supporting policy positions
4. simple understanding of human behavior
5. not intended to be used to change peoples' attitudes
6. we will not talk about focus group/other interview methods

C. Developments in the evolution of the "science" of survey research
1. probability sampling
2. questionnaire construction and refinement

D. Major types of surveys in use today
1. in-person interviews
2. telephone interviews
3. exit polls
4. market surveys
5. panel surveys
6. tracking polls
7. popcorn polls, mall surveys, computer polls

E. Limitations
1. problems of researcher-subject interaction
2. non-opinions
3. resistance to surveys

F. Finding Public Opinion Results on the World Wide Web

Read: Glynn et al., Chapter 1 and Chapter 3.

Norman Bradburn and Seymour Sudman. *Polls and Surveys: Understanding What They Tell Us*. (San Francisco: Jossey-Bass Publishers, 1988), chapters 1 and 2.

September 22 **An introduction to survey research: Background, some history, and criticisms, continued**

Read: Glynn et al., Chapter 2.

Charles Roll and Albert Cantril. *Polls: Their Uses and Misuses in Politics*. (Cabin John, MD: Seven Locks Press, 1972).

Seymour Sudman and Norman Bradburn. "The Organizational Growth of Public Opinion Research in the U.S." in *Public Opinion Quarterly*, Vol. 51, Winter 1987, Part II, pp. S67-S78.

Peter H. Rossi, "Four Landmarks in Voting Research," in Burdick and Brodbeck, eds. *American Voting Behavior*, 1959, Chapter 1, pp. 5-54.

Kenneth Webb and Harry Hatry. *Obtaining Citizen Feedback: The Application of Citizen Surveys to Local Governments*. Washington, D.C.: The Urban Institute, 1973.

Richard G. Niemi, John Mueller, and Tom W. Smith. *Trends in Public Opinion: A Compendium of Survey Data*. (Westport, CT: Greenwood Press, 1989).

Tom W. Smith, "The International Social Survey Program," in *International Journal of Public Opinion Research*, Vol. 4, No. 3, Autumn 1992, pp. 275-278.

Limor Peer, "The Practice of Opinion Polling as a Disciplinary Mechamism: A Foucauldian Perspective," in *International Journal of Public Opinion Research*, Vol. 4, No. 3, Autumn 1992, pp. 230-242.

Pierre Bourdieu, "Public Opinion Does Not Exist," in A. Mattelart and S. Siegelaub, eds. *Communication and Class Struggle*. (New York: International General, 1979).

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September 24 — September 29 **The Psychological and Sociological Foundations of Survey Research**

A. Attitudes and beliefs: definitions
B. Attitude and Opinion formation
B. Public opinion: does it exist, what do we understand it to be?
C. Cognitive spaces, elements, and belief systems
D. Surveys as stimulus-response situations
E. Why People Choose to Participate in Surveys
F. Media Effects on Public Opinion

Read: Glynn et al., Chapters 4 through 7, Chapter 11.

Forrest Chisman. *Attitude Psychology and the Study of Public Opinion*. Penn State University Press, 1976, Chapters 2 and 3.

Milton Rosenberg, Carl Howland, William McGuire, Robert Abelson, and Jack Brehm. *Attitude Organization and Change*. New Haven: Yale University Press, 1960, Chapter 1, especially pp. 1-14.

Martin Fishbein. *Readings in Attitude Theory and Measurement*. New York: Wiley, 1967.

Harwood L. Childs. *Public Opinion: Nature, Formation, and Role*. (Princeton, NJ: D. Van Nostrand, 1965).

Elisabeth Noelle-Neumann, "Public Opinion and the Classical Tradition: A Re-evaluation," in *Public Opinion Quarterly*, Vol. 43, No. 2, Summer 1979, pp. 143-156.

Stuart Oskamp. *Attitudes and Opinions*. (Englewood Cliffs, NJ: Prentice-Hall, 1977).

Robert Graves, Robert Cialdini, and Mick Couper, "Understanding the Decision to Participate in a Survey," in *Public Opinion Quarterly*, Vol. 56, 1992, pp. 475-495.

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October 1 **Choosing the Survey Method and Approach;**
October 6 **Questionnaires: Question Wording and Response Categories**
October 8

A. What type of survey to use
   1. Trade-offs: costs and benefits
   2. Limits to specific types of methods
   3. Hidden costs

B. Major question wording problems to be avoided
   1. loaded, leading, double-barreled questions
   2. language and the meaning of words
   3. technical terminology and common concepts
   4. response sets

C. Open-ended versus fixed-response questions
   1. Fixed response categories
   2. uses of open-ended questions and trade-offs
   3. coding of open-ended questions

D. Asking about tough issues
   1. socially unacceptable attitudes or illegal behavior
   2. questions revealing ignorance
   3. the "free-rider" problem
   4. issues requiring "recall"

E. Screening questions: uses and examples from election studies- likelihood of voting

F. Style issues for in-person, mail, and telephone surveys

Read: Dillman, Chapter 4 and 5;
Nardi, Chapter 4.

Howard Schumann and Stanley Presser. *Questions and Answers in Attitude Surveys: Experiments on Question Form, Wording, and Context*. NY: Academic Press, 1981.

October 1 Questionnaires: Question Wording, continued
October 6
October 8

Pamela Shoemaker, Martin Eichholz, and Elizabeth Skewes, "Item Nonresponse: Distinguising Between Don't Know and Refused," in *International Journal of Public Opinion Research,* Vol. 14, No. 2, Summer 2002, pp. 193-201.

Jean Converse and Stanley Presser. *Survey Questions: Handcrafting the Standardized Questionnaire*. Beverly Hills: Sage, 1986.

Paul Abramson and Charles Ostrom, "Question Wording and Partisanship: Change and Continuity in Party Loyalties During the 1992 Election Campaign," in *Public Opinion Quarterly*, Vol. 58, 1994, pp. 21-48.

Richard Pett, Greg Rennier, and John Cacioppo, "Assertion versus Interrogation Formats in Opinion Surveys," in *Public Opinion Quarterly*, Vol. 51, No. 4, Winter 1987, pp. 481-494.

Seymour Sudman and Norman Bradburn. *Asking Questions: A Practical Guide to Questionnaire Design*. San Francisco: Jossey-Bass, 1982.

Norman Bradburn, Seymour Sudman, Ed Blair, and Carol Stocking, "Question Threat and Response Bias," in *Public Opinion Quarterly*, Vol. 42, Summer 1978, pp. 221-234.

John Geer, "What Do Open-Ended Questions Measure?" in *Public Opinion Quarterly*, Vol. 52, No. 3, Fall 1988, pp. 365-371.

G.F. Bishop, R.W. Oldendick, and A.J. Tuchfarber, "Effects of Filter Questions in Public Opinion Survey," *Public Opinion Quarterly*, Vol. 47, 1983, pp. 528-546.

G.F. Bishop, "Experiments with the Middle Response Alternative in Survey Questions," *Public Opinion Quarterly*, Vol. 51, 1987, pp. 220-232.

John Colombotos,"The Effects of Personal vs Telephone Interviews on Socially Acceptable Responses," in *Public Opinion Quarterly*, Vol. 29, 1965, pp. 457-458.

October 1 Questionnaires: Question Wording, continued
October 6
October 8

Stanley Warner, "Randomized Response: A Survey Technique for Eliminating Evasive Answer Bias," in *American Statistical Association Journal*, Vol. 60, 1965, pp. 63-69.

Floyd Fowler, Jr., "How Unclear Terms Affect Survey Data," in *Public Opinion Quarterly*, Vol 56, 1992, pp. 218-231.

S.M. Zdep, Isabelle Rhodes, R.M. Schwarz, and Mary Kilkenny, "The Validity of The Randomized Response Technique," in *Public Opinion Quarterly*, Vol. 43, No. 4, Winter 1979, pp. 544-549.

James A Fox and Paul E. Tracy. *Randomized Response: A Method for Sensitive Surveys*. Beverly Hills: Sage, 1986.

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October 15 **Constructing and Revising Questionnaires**
October 20
October 22

A. The form of in-person, mail, and telephone surveys
   1. general layout
   2. introductory materials

B. The importance of question order
C. Checking validity: an iterative small-group process
D. Testing reliability: the pre-test of questionnaires

Read: Dillman, Chapter 6.

Don Dillman. *Mail and Telephone Surveys*. Chapter 4 (mail) and Chapter 6 (telephone).

Jon Krosnick and Duane Alwin, "An Evaluation of a Cognitive Theory of Response-Order Effects in Survey Measurement," in *Public Opinion Quarterly*, Vol. 51, 1987, pp. 201-219.

George Bohrnstedt "A Quick Method for Determining the Reliability and Validity of Multiple Items Scales," *American Sociological Review*, Vol. 34, 1969, pp. 524-548.

Edwin Carpenter and Larry Blackwood, "The Effects of Question Position on Responses to Attitudinal Questions," in *Rural Sociology*, Vol.44, 1979, pp. 56-72.

Robert Mason, John Carlson, and Roger Touranjian, "Contrast Effects and Subtraction in Part-Whole Questions," in *Public Opinion Quarterly*, Vol 58, 1994, pp. 569-578.

Maria Sanchez, "Effects of Questionnaire Design on the Quality of Survey Data," in *Public Opinion Quarterly*, Vol. 56, 1992, pp. 206-217.

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October 27 **Sampling Respondents and sampling methods from**
October 29 **specific well-known surveys and firms**

1. General sampling issues
    - A. Simple random samples
    - B. Stratified samples; examples from electoral studies stratified by number of registered voters
    - C. Oversampling and weighting
    - D. Area probability sampling
    - E. Sampling theory, an introduction
    - F. Sampling error and sample size
2. Sampling from other surveys
    - A. General Social Survey (NORC)
    - B. American National Election Studies (ISR)
    - C. CBS News/New York Times Election Surveys
    - D. Others

Read: Nardi, Chapter 6.
Dillman, Chapter 3.

Dillman, Don. *Mail and Telephone Surveys*. Chapter 7 (telephone surveys).

F.R. Jolliffe. Survey Design and Analysis.

Taro Yamane. Elementary Sampling Theory. Englewood Cliffs, NJ: Prentice-Hall, 1967.

Leslie Kish. Survey Sampling. New York: Wiley, 1965.

William Cochran. Sampling Techniques. New York: Wiley, 1977.

Graham Kalton. Introduction to Survey Sampling. Beverly Hills, CA: Sage, 1983.

Seymour Sudman. Applied Sampling. New York: Academic Press, 1976.

M. Frankel and L. Frankel, "Fifty Years of Survey Sampling in the U.S.," in Public Opinion Quarterly, Vol. 51, Winter 1987, Part II, pp. S127-S138.

October 27 Sampling Respondents and sampling methods from
October 29 specific well-known surveys and firms, continued

Steven G. Herringa, Judith H. Connor, and Doris C. Darrah. *The 1980 SRC/National Sample: Design and Development*. Ann Arbor: Institute for Social Research, University of Michigan, February 1986.

Benjamin King and Carol Richards, "The 1972 NORC National Probability Sample." Chicago: NORC, August 1972. (NORC, 6030 S. Ellis Ave, Chicago, IL 60637)

Joseph Waksberg, "Sampling Methods for Random-Digit Dialing," in *Journal of The American Statistical Association*, Vol 73, March 1978, pp. 40-46.

Clyde Tucker, James M. Lepkowski, Robert J. Casady, and Robert M. Groves, "Commerical Residential Telephone Lists: Their Characteristics and Uses in Survey Design," in *Social Science Computer Review*, Vol. 10, No. 2, Summer 1992, pp. 158-172.

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November 3 **Survey-type-specific problems in sampling**
November 5
November 10

A. mail surveys
1. self-selection response bias and representativeness
2. controlling who responds
3. methods of improving response rates
4. offers of confidentiality

B. telephone surveys
1. random digit dialing vs. known number dialing
2. selecting respondents within households
3. call-backs, and other sources of bias
4. the challenge of small-area samples
5. examples from the CP studies
6. example from Boston electoral study

C. Email and Web-based surveys
1. sampling issues and biases
2. identifying the universe and target populations
3. recruiting respondents
4. controlling access

D. Exit polls (choosing voting areas, districts, precincts)

Read: Dillman, Chapter 3, 8, and 11.

Mark Levy, "The Methodology and Performance of Election Day Polls," in *Public Opinion Quarterly*, Vol. 47, 1983, pp. 54-67.

James Frey. *Survey Research by Telephone*. Beverly Hills, CA: Sage, 1983.

Gerald Glasser and Gale Metzger, "Random-Digit Dialing as a Method of Telephone Sampling," in *Journal of Marketing Research*, Vol. 9, 1972, pp. 59-64.

Verling Trodahl and Roy Carter, “Random Selection of Respondents Within Households in Phone Surveys,” in *Journal of Marketing Research*, Vol. 1, 1964, pp. 71-76.

Paul Lavrakas. *Telephone Survey Methods: Sampling, Selection, and Supervision*. Newbury Park, CA: Sage, 1987.

November 3 **Survey-type-specific problems in sampling, continued**
November 5
November 10

Michael J. O'Neil, "Estimating the Nonresponse Bias Due to Refusals in Telephone Surveys," in *Public Opinion Quarterly*, Vol. 43, No. 2, 1979, pp. 218-232.

Theresa J. DeMaio, "Refusals: Who, Where, and Why," in *Public Opinion Quarterly*, Vol. 44, No. 2, Summer 1980, pp. 223-233.

Charlotte Steeh, "Trends in Nonresponse Rates, 1952-1979," in *Public Opinion Quarterly*, Vol. 45, No. 1, 1981, pp. 40-57.

Arthur Stinchcombe, Calvin Jones, and Paul Sheatsley, "Nonresponse Bias for Attitude Questions," in *Public Opinion Quarterly*, Vol. 45, 1981, pp. 359-375.

Eleanor Singer, Hans-Jurgen Hippler, and Norbert Schwarz, "Confidentiality Assurances in Surveys: Reassurance or Threat?" in *International Journal of Public Opinion Research*, Vol. 4, No. 3, Autumn 1992, pp. 256-268.

David Sanders, Harold Clarke, Marianne Stewart, and Paul Whiteley, "Does Mode Matter for Modeling Political Choice? Evidence from the 2005 British Election Study," in *Political Analysis* Advance Access, December 6, 2006, pp. 1-29. Available at: http://pan.oxfordjournals.org/cgi/content/full/15/3/257

Neil Malhotra and Jon Krosnick, "The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior: Comparison the 2000 and 2004 ANES to Internet Surveys with Nonprobability Samples," in *Political Analysis*, Vol. 15, 2007, pp. 286-323. Available at: http://pan.oxfordjournals.org/cgi/content/abstract/15/3/286

Seth Hill, James Lo, Lynn Vavreck, and John Zaller, "The Opt-in Internet Panel: Survey Mode, Sampling Methodology, and the Implications for Political Research. Available at: http://web.mit.edu/polisci/portl/cces/material/HillLoVavreckZaller2007.pdf

Stephen Sills and Chunyan Song, "Innovations in Survey Research: An Application of Web-Based Surveys," in *Social Science Computer Review*, Vol. 20, Spring 2002, pp. 22-30.

November 3 **Survey-type-specific problems in sampling, continued**
November 5
November 10

Samuel Best, Brian Krueger, Clark Hubbard, and Andrew Smith, "An Assessment of the Generalizability of Internet Surveys," in *Social Science Computer Review*, Vol. 19, Summer 2001, pp. 131-145.

Scott Crawford, Mick Couper, and Mark Lamias, "Web Surveys: Perceptions of Burden," in *Social Science Computer Review*, Vol. 19, Summer 2001, pp. 146-162.

Dirk Heerwegh and Geert Loosveldt, "Web Surveys: The Effect of Controlling Access Using PIN Numbers," in *Social Science Computer Review*, Vol. 20, Spring 2002, pp. 10-21.

Syd Kiskey and Nicholas Troop, "Online Longitudinal Survey Research: Viability and Participation, " in *Social Science Computer Review*, Vol. 20, Fall 2002, pp. 250-259.

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November 12 **The Process of Conducting Interviews (sending questionnaires,**
November 17 **etc.) to minimize bias**

A. Protocols for different survey types
B. Effects of Protocols on response quality, response/refusal rates
C. Interviewer effects: gender, race, speech characteristics
D. Variations in response rates across interviewers
E. Interviewer selection, training, and monitoring
F. Sponsorship of the survey
G. Using computer-aided interviewing
H. Enountering answering machines in telephone surveys

Read: Dillman, Chapter 7, 10, 11, and 12

Jeffrey Berry, David Arons, Gary Bass, Matthew carter, and Kent Portney, *Surveying Nonprofits: A Methods Handbook*. Aspen Institute, Chapter 5.

Don Dillman. *Mail and Telephone Surveys*. Wiley, 1978, chapter 5 (mail surveys) and Chapter 7 (telephone surveys).

Michael Traugott, "The Importance of Persistence in Respondent Selection for Pre-Election Surveys," in *Public Opinion Quarterly*, Vol. 51, 1987, pp. 48-57.

Don Dillman, Jean G. Gallegos, and James H. Frey, "Reducing Refusal Rates for Telephone Interviews," in *Public Opinion Quarterly*, Vol. 40, 1976, pp. 66-78.

Floyd Fowler and Thomas Mangione. *Standardized Survey Interviewing: Minimizing Interviewer-Related Error*. Newbury Park, CA: Sage, 1989.

Gideon Vigderhous, "Scheduling Telephone Interviews: A Study of Seasonal Patterns," in *Public Opinion Quarterly*, Vol. 45, No. 2, Summer 1981, pp. 250-259.

Stanley Presser, Johnny Blair, and Timothy Triplett, "Survey Sponsorship, Response Rates, and Response Effects," in *Social Science Quarterly*, Vol. 73, No. 3, September 1992, pp. 699-702.

Reginald P. Baker, "New Technology in Survey Research: Computer-Assisted Personal Interviewing (CAPI)" in *Social Science Computer Review*, Vol. 10, No. 2, Summer 1992, pp. 145-157.

Minghua Xu, Benjamin Bates, and John Schweitzer, "The Impact of Messages on Survey Participation in Answering Machine Households," in *Public Opinion Quarterly*, Vol. 57, 1993, pp. 232-237.

November 19 Measuring response rates; checking for representativeness and bias

A. Calculation of response rates
B. Acceptable response rates
C. Checking biases: comparing results to existing data
    1. Census data
    2. officials statistics (voter registration)

Read: Dillman, Chapter 6.

Don Dillman. *Mail and Telephone Surveys*. Wiley, 1978, Chapter 2.

Darnell Hawkins, "Estimation of Nonresponse Bias," in *Sociological Methods and Research*, Vol. 3, 1975, pp. 461-488.

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November 24 **Special Problems in Measuring Attitude Change**

A. Problems with relying on two independent surveys
B. The concept of attitude change; cognitive dissonance
C. The panel design survey
    1. sampling issues: tracking, attrition, and substitution
    2. matched-sample issues
D. Tracking polls

Read: Dillman, Chapter 9.

Charles Backstrom and Gerald Hursh-Cesar. *Survey Research*. 2nd edition. Wiley, 1981, pp. 107-109, pp. 109-112.

Milton Rosenberg, Carl Howland, William McGuire, Robert Abelson, and Jack Brehm. *Attitude Organization and Change*. New Haven: Yale University Press, 1960, especially Chapter 1 and 2.

Milton Rokeach, "Attitude Change and Behavioral Change," in *Public Opinion Quarterly*, Winter 1966-67, pp. 529-550.

Harvey Goldstein. *The Design and Analysis of Longitudinal Studies*. New York: Academic Press, 1979.

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December 1 The Idea of *Deliberative Polling* as an Alternative

A. How deliberative polling purports to overcome shortcomings
B. Questionnaires and sampling techniques
C. Interview and deliberation processes
D. Examples of specific surveys and "projects"

Read: James S. Fishkin and Robert C. Luskin, "Experimenting with a Democratic Ideal: Deliberative Polling and Public Opinion," paper delivered at the European University Institute, 2004. Paper is available at http://cdd.stanford.edu/research/papers/2005/presidential-nomination.pdf

Shanto Iyengar, Robert C. Luskin and James S. Fishkin, "Deliberative Public Opinion in Presidential Primaries: Evidence from the Online Deliberative Poll," paper delivered at the University of Washington, 2004. Paper is available at http://cdd.stanford.edu/research/papers/2005/acta-politica.pdf

Other research on deliberative polling is available from the Stanford Center for Deliberative Democracy at: http://cdd.stanford.edu/research/index.html

James S. Fishkin, *The Voice of the People*. New Haven: Yale University Press, 1995.

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December 3 **Analyzing and Presenting Survey Results**
December 8

A. Basic factual information about how the survey was conducted
B. Presenting question responses; frequency distributions
C. The special case of multiple response questions
D. Crosstabulation results; two questions at the same time

Read: Nardi, Chapters 6 through 10;

Substantive Issues in Public Opinion

A. Public Policy Issues
B. Electoral Issues
C. Candidate Preferences
D. Presidential Approval

Read: Glynn et al., Chapters 8 through 12.
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December 10 **Class Summary**
(last day of class)

No additional readings.

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December 15 **Final Papers Due**

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