



**DEPARTMENT OF POLITICAL SCIENCE
FACULTY OF ARTS**

**POLI 430 –L01
Fall 2020
Public Opinion**

INSTRUCTOR:	Julie Croskill
TELEPHONE:	587 894 3866
EMAIL:	jlcroski@ucalgary.ca All course communications must occur through students' @ucalgary.ca email address. Emails will be replied to within 24 hours, Monday – Friday.
OFFICE HOURS	Available via remote meetings only (telephone or Zoom). Contact instructor via email to schedule an appointment.
COURSE DAY/TIME	Asynchronous. Course material is scheduled by week, with all assignments/evaluations due on Fridays, 11:59 pm MST.
DELIVERY METHOD	Web-based
COURSE PRE-REQUISITITES	3 units is courses labelled “Political Science”

COURSE DESCRIPTION

This course is divided into two sections, public opinion survey design and public opinion theory. Students will learn the fundamental concepts of survey design and apply these concepts to a class public opinion survey of their own creation. In the second section, students will learn about key factors that affect public opinion and examine how this type of research shapes citizens' political attitudes. The course will conclude with an examination of the relationship between public opinion and democratic governance.

COURSE OBJECTIVES & LEARNING OUTCOMES

After completing this course, students will:

- Demonstrate a knowledge of political opinion theory and practical applications
- Critically analyse and draft survey questionnaires
- Present public opinion research data
- Develop their research and writing skills

REQUIRED TEXTBOOK

The following textbook is available from the University of Calgary Bookstore website. Students may choose to purchase a hard copy, or purchase/rent an electronic copy:

Rosalee Clawson and Zoe Oxley. 2020. Public Opinion: Democratic Ideals, Democratic Practice, 4th Edition. Thousand Oaks, CA: Sage Publishing.

* Abbreviated to C and O in course reading schedule*

A selection of readings outside of the course textbook have also been assigned. These readings are available through electronic copies, and access instructions are posted under “Readings” on the Course D2L website.

REQUIRED TECHNOLOGY

There is a D2L site for this course which contains required readings and other relevant class resources and materials (see d2L.ucalgary.ca). All assignments and tests will be submitted via D2L.

To successfully engage in this course, students will require a computer device, and internet connection. Students have access to Microsoft Office Suite through their university IT account and will be required to use Word and Excel. A web camera is not necessary; however, students are welcome to utilize a web camera for video calls with their instructor or for group work.

COURSE COMPONENT WEIGHTS AND DUE DATES

COMPONENT	WEIGHTING	DUE DATES
Public Opinion Report	15%	Due by Oct. 9
Midterm	15%	Due by Oct. 16
Class Survey Report	30%	Due by Nov. 6
Research Paper	25%	Due by Nov 27
Final Test	15%	Due by Dec. 9
Total	100%	

If a student misses a required course component, please get in touch with the instructor as soon as possible.

EVALUATION DETAILS

MIDTERM

Students will write a 60-minute midterm examination via the Course D2L website. The exam will be posted on October 14, and students will have until October 16 at 11:59 pm to complete the test. This open book, multiple-choice/short answer examination will cover assigned readings and lecture material up to the end of Week 5. The midterm is worth 15% of student’s overall grade. Further information about completing online tests will be outlined via video instructions on the course D2L website.

PUBLIC OPINION REPORT

Students will select a public opinion survey and write a news style article (maximum 600 words) that reports on the data from the poll. Public opinion survey data will be provided, and students will report the results and highlight any concerns about the reliability of the survey, and implications of its findings. Further information will be provided under “Assignments” on the

Course D2L website. The report is due via D2L submission by October 9 at 11:59 pm and is worth 15% of the final grade.

CLASS SURVEY REPORT

In groups of four, students will contribute to a class survey on political attitudes and opinions. Groups will be responsible for drafting questions for a class questionnaire, analysing and writing a report on the data. Further instructions and sign-up procedures will be outlined under the assignment instructions on the Course D2L webpage and discussed in lecture videos. All students who complete the class survey as participants will be awarded a 2 percent bonus to their final grade. Reports should be no longer than 1500 words and are due via D2L submission by Nov. 6 at 11:59 pm and are worth 30% of the final grade.

RESEARCH PAPER

Students are required to complete a research report on some aspect of public opinion research that we will be reviewing in the course. Suggested topics and further instructions will be provided under the “Assignments” section of the Course D2L website. Research papers should be approximately 2500- 3000 words in length and follow an academic referencing style. Papers are due via D2L submission by Nov. 27 at 11:59 pm and are worth 25% of the final grade.

FINAL TEST

Students will write a 60-minute final test via the Course D2L website. The exam will be posted on December 7, and students will have until December 9 at 11:59 pm to complete the test. This open book, multiple-choice/short answer examination will cover assigned readings and lecture material since the midterm. The final test is worth 15% of student’s overall grade. Further information about completing online tests will be outlined via video instructions on the course D2L website.

WRITING STATEMENT

Written assignments are often required in Political Science courses, and the quality of writing skills, including but not limited to such elements as grammar, punctuation, sentence structure, clarity, citation, and organization, will be taken into account in the determination of grades. Students are encouraged to make use of the services offered through Writing Support Services in the Student Success Centre by contacting them at <http://www.ucalgary.ca/ssc/writing-support>.

GRADE SCALE:

The following grading scale will be used:

A+ (91-100)	B+ (77-79)	C+ (67-69)	D+ (55-59)
A (85-90)	B (73-76)	C (63-66)	D (50-54)
A- (80-84)	B- (70-72)	C- (60-62)	F (0-49)

LATE PENALTIES

Late submissions will be subject to a 5-percentage point penalty per day (including weekends).

Submissions that are more than 5 days late will not be accepted.

COURSE SCHEDULE & TOPICS

The schedule is tentative and may change as the need arises.

DATE	TOPIC	READINGS	IMPORTANT DATES
Week One	What is Public Opinion	C and O Chapter One Lang, Kurt. 2008. "What Polls Can and Cannot Tell Us About Public Opinion." See "Readings"	
Week Two	Measuring Public Opinion: Survey Design I	C and O Appendix to Chapter One Verba, Sidney. 1995. . "The Citizen as Respondent: Sample Surveys and American Democracy" See "Readings" Fink, Arlene. 2009. "Sampling" See "Readings"	
Week Three	Measuring Public Opinion: Survey Design II	Pew Research Centre, 2019. "When Online Survey Respondents Only 'Select Some That Apply'" See "Readings" Fink, Arlene. 2009. "The Survey Form: Questions, Scales and Appearance" See "Readings" Tourangeau and Smith. 1996. "Asking Sensitive Questions: The Impact of Data-	

		Collection Mode, Question Format, and Question Context.” See “Readings”	
Week Four	Data Collection: Evolving Methods and Approaches	Pew Research Centre. 2018. For Weighting Online Opt-In Samples, What Matters Most?” See “Readings” Gittelman et al., 2015. “Quota Controls in Survey Research” See “Readings”	
Week Five	Data Analysis and Presentation	Pew Research Centre. 2020. “Assessing the Risks to Online Polls From Bogus Respondents” See “Readings” Brown and Santos. 2019. “Marginally Better: Polling in the 2015 Alberta Election” See “Readings”	Public Opinion Report Due by Oct 9
Week Six	Where Does Public Opinion Come From? Attitudes, Partisanship and Socialization	C and O Chapter 2, 4-5	Midterm due by Oct 16
Week Seven	Where Does Public Opinion Come From? Demographical Factors	C and O Chapter 7 Anderson, Cameron and Elizabeth Goodyear-Grant. “Conceptions of Political Representation in Canada: An Explanation of Public Opinion.” See “Readings: Nir and McClurg,	

		2015. “How Institutions Affect Gender Gaps in Public Opinion Expression” See “Readings”	
Week Eight	Public Opinion and the Media: Agenda Setting, “Fake News” and Selective Audiences	C and O Chapter 3 Pew Research Centre, 2019. “Trusting the News Media in the Trump Era” See “Readings” Searles et al., 2018. “Partisan Media, Electoral Predictions, and Wishful Thinking” See “Readings”	
Week Nine	Public Opinion and Elections	Shiraeve and Sobel. 2006. “Opinions and Voting” See “Readings” Searles et al., 2018. “Partisan Media, Electoral Predictions, and Wishful Thinking” See “Readings” Jacobs and Shapiro. 2005. “Polling Politics, Media, and Election Campaigns” See “Readings”	Public Opinion Class Survey Due by Nov 6
Week Ten	***Term Break***		
Week Eleven	Analysing Public Opinion Polls: The US 2020 Election	Readings TBD	
Week Twelve	Public Opinion and Domestic Issues	C and O Chapter 9 – 10 Wald et al., 2010. “In the Court of Public Opinion: Prejudging Defendants in Terrorism Trials” See	Research Paper Due by Nov 27

		Readings	
Week Thirteen	Public Opinion and Democratic Governance	C and O Chapter 11- 13	Final test due by Dec 9

MODERATED QUESTION AND DISCUSSION BOARD

Students are encouraged to utilize the discussion board on the course D2L website to ask questions about lecture and reading content, as well as participate in course-related discussion groups. Questions emailed to the instructor that would benefit the entire class will be posted to the discussion board anonymously. Content posted on each week’s discussion board is considered “course content” for the purposes of quiz questions, and as such, students should include each week’s message thread(s) as a component of their study preparation.

IMPORTANT POLICIES AND INFORMATION

Supporting Documentation and the Use of a Statutory Declaration

As stated in the University Calendar:

Students may be asked to provide supporting documentation for an exemption/special request. This may include, but is not limited to, a prolonged absence from a course where participation is required, a missed course assessment, a deferred examination, or an appeal. Students are encouraged to submit documentation that will support their situation. Supporting documentation may be dependent on the reason noted in their personal statement/explanation provided to explain their situation. This could be medical certificate/documentation, references, police reports, invitation letter, third party letter of support or a statutory declaration etc. The decision to provide supporting documentation that best suits the situation is at the discretion of the student. Students cannot be required to provide specific supporting documentation, such as a medical note.

Students can make a Statutory Declaration as their supporting documentation (available at ucalgary.ca/registrar). This requires students to make a declaration in the presence of a Commissioner for Oaths. It demonstrates the importance of honest and accurate information provided and is a legally binding declaration. Several registered Commissioners for Oaths are available to students at no charge, on campus. For a list of locations to access a Commissioner for Oaths, visit ucalgary.ca/registrar).

Falsification of any supporting documentation will be taken very seriously and may result in disciplinary action through the Academic Discipline regulations or the Student Non-Academic Misconduct policy.

This statement is accessible at: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

Absence From a Mid-term Examination

Students who are absent from a scheduled term test or quiz for legitimate reasons are responsible for contacting the instructor via email within 48 hours of the missed test to discuss alternative arrangements. A copy of this email may be requested as proof of the attempt to contact the

instructor. Any student who fails to do so forfeits the right to a makeup test.

Deferral of a Final Examination

Deferral of a final examination can be granted for reasons of illness, domestic affliction, and unforeseen circumstances, as well as to those with three (3) final exams scheduled within a 24-hour period. Deferred final exams will not be granted to those who sit the exam, who have made travel arrangements that conflict with their exam, or who have misread the examination timetable. The decision to allow a deferred final exam rests not with the instructor but with Enrolment Services. Instructors should, however, be notified if you will be absent during the examination. The Application for Deferred Final Exam, deadlines, requirements and submission instructions can be found on the Enrolment Services website at <https://www.ucalgary.ca/registrar/exams/deferred-exams>.

Appeals

If a student has a concern about the course or a grade they have been assigned, they must first discuss their concerns with the instructor. If this does not resolve the matter, the student then proceed with an academic appeal. The first step in an academic appeal is to set up a meeting with the Department Head. Appeals must be requested within 15 days of receipt of the graded assignment.

University Regulations

Students are responsible for familiarizing themselves with the University policies found in the Academic Regulations sections of the Calendar at www.ucalgary.ca/pubs/calendar/current/academic-regs.html.

Student Accommodations

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor.

The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

Plagiarism and Other Forms of Academic Misconduct

Academic misconduct in any form (e.g. cheating, plagiarism) is a serious academic offence that can lead to disciplinary probation, suspension or expulsion from the University. Students are expected to be familiar with the standards surrounding academic honesty; these can be found in the University of Calgary calendar at <http://www.ucalgary.ca/pubs/calendar/current/k.html>. Such offences will be taken seriously and reported immediately, as required by Faculty of Arts policy.

Required Access to Technology

Please see the University's resource page at <https://ucalgary.service->

now.com/it?id=kb_article&sys_id=86e7438013753ac06f3afbb2e144b031

Copyright Legislation

As stated in the University of Calgary Calendar, Academic Regulations, “students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright and requirements of the copyright act to ensure they are aware of the consequences of unauthorised sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.”

<https://www.ucalgary.ca/policies/files/policies/acceptable-use-of-electronic-resources-and-information-policy.pdf> and <https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>

Instructor Intellectual Property

Course materials created by instructors (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing.

Freedom of Information and Protection of Privacy (FOIP)

FOIP legislation requires that instructors maintain the confidentiality of student information. In practice, this means that student assignment and tests cannot be left for collection in any public place without the consent of the student. It also means that grades cannot be distributed via email. Final exams are kept by instructors but can be viewed by contacting them or the main office in the Department of Political Science. Any uncollected assignments and tests meant to be returned will be destroyed after six months from the end of term; final examinations are destroyed after one year.

Faculty of Arts Program Advising and Student Information Resources

For program planning and advice, please consult with the Arts Students’ Centre by calling 403-220-3580 or by email at artsads@ucalgary.ca. You can also visit arts.ucalgary.ca/advising for program assistance.

For registration (add/drop/swap), paying fees and assistance with your Student Centre, contact Enrolment Services at (403) 210-ROCK [7625].

Important Contact Information

Faculty of Arts Undergraduate Students’ Union Representatives

Phone: 403-220-6551

Email: arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca,
arts4@su.ucalgary.ca

Students’ Union URL: www.su.ucalgary.ca

Graduate Students' Association

Phone: 403-220-5997

Email: askgsa@ucalgary.ca

URL: www.ucalgary.ca/gsa

Student Ombudsman

Phone: 403-220-6420

Email: ombuds@ucalgary.ca

Campus Mental Health Resources

The University of Calgary recognizes the pivotal role that student mental health plays in physical health, social connectedness and academic success, and aspires to create a caring and supportive campus community where individuals can freely talk about mental health and receive supports when needed. We encourage you to explore the excellent mental health resources available throughout the university community, such as counselling, self-help resources, peer support or skills-building available through the following resources:

SU Wellness Centre: <http://www.ucalgary.ca/wellnesscentre/>

Student Wellness Services:

<https://www.ucalgary.ca/wellness-services/services/mental-health-services>

Campus Mental Health Strategy website: <https://www.ucalgary.ca/mentalhealth/>.