This class is a graduate seminar introduction to the study of public opinion. The scope of the readings in this class should bring you current with academic research in public opinion. We will examine such topics as the meaning of public opinion, forces affecting the formation of public opinion, the distribution of opinion on major issues, and the consequences of public opinion in modern politics.

The grading for this class will be based on two short papers (5-10 pages, 20% each), a longer paper (15-20 pages, 40%), and class participation (20%). The short papers should synthesize an argument from a single week’s readings. The short papers should not be literature reviews, but criticisms of central themes in the readings. Appropriate short paper topics might examine the implications of the research approaches for the conclusions drawn by the different readings, point out central problems that the readings fail to address, extend the implications of one reading into the conclusions of another, and so forth. Brehm will be glad to assist with selection of these topics.

The final assignment takes one of two forms: either a research design proposal or a full-fledged research project. This research design should identify an unstudied problem in public opinion, explain why this problem deserves attention, and argue for a research program to explore this problem. The scope of the research problem should be something that one might complete as a dissertation. The research project should identify an interesting problem in the study of public opinion, examine primary or secondary data (but not tertiary analyses of such data), and draw meaningful conclusions. See Brehm for help on either of these.

The following books are on order in the Seminary Coop:
- Alvarez and Brehm, *Hard Choices, Easy Answers*
- Sniderman, Brody, and Tetlock, *Reasoning and Choice* [on back-order]
- Erikson, MacKuen, and Stimson, *The Macro Polity*

Suggested readings are also on order:
- Erikson, Luttbeg and Tedin, *American Public Opinion*
- Schuman, Steeh and Bobo, *Racial Attitudes in America*
- McClosky and Zaller, *The American Ethos* [out of print]

The bulk of the readings for this class are articles. The articles will be in folders (by weeks) in my office, and in the grad lounge.
8 January   Introduction (Week 1)

15 January   Definitions and Measurement (Week 2)

- VO Key, Public Opinion and American Democracy, Chapter 1, pp. 3-18
- Walter Lippman, *Public Opinion*, Ch 1, pp 3-20
- Murray Edelman, Symbolic Uses of Politics, Ch. 1.
- Zaller, Ch. 2-3 (4)
- Sniderman, Brody, and Tetlock (SBT), Ch. 1-2, 6
- Brehm, *The Phantom Respondents*, Ch. 3
- Erikson, Luttbeg, and Tedin (ELT), Ch. 2
- Krosnick, Jon. “The causes of no-opinion responses to attitude measures in surveys: They are rarely what they appear to be.” In R.M. Groves, D.A. Groves, D.A. Dillman, J.L. Eltinge, and R.J.A. Little (Eds.) *Survey nonresponse* New York: Wiley

22 January   Ideology (Week 3)

- SBT, Ch. 8-10
- Zaller, Ch. 7
- Alvarez and Brehm, Ch 2.
- E, L & T, Ch 4.

29 January  Origins: Self-interest (Week 4)

• Chong, Dennis, Jack Citrin, and Patricia Conley. 2001. “When self-interest matters.” Political Psychology 22 (3): 541-570
• Sears, David and Carolyn Funk.
• Alvarez and Brehm, Ch. 3


5 February  Origins: Media (Week 5)

• Iyengar, Peters and Kinder, “‘Experimental demonstration of the not-so-minimal consequences of television news,” American Political Science Review, 1982
• Bartels, L. "Messages Received: The Political Impact of Media Exposure" *APSR*.
• Erbring, L., E Goldenberg, and A Miller. "Front Page News and Real World Cues: A New Look at Agenda Setting by the Media" *AJPS*.
• MacKuen, M. "Exposure to Information, Belief Integration, and Individual Responsiveness to Agenda Change" *APSR*.

5 February  Origins: Values (Week 5)

• Alvarez and Brehm, Ch 4.
• SBT, Ch. 7.

• Putnam, Making Democracy Work, Ch. 6.
• Putnam, “Bowling Alone.”

**FIRST THOUGHT PIECE DUE NO LATER THAN 12 FEB!!**

12 February  Manifestations: Attitudes towards racial policy (Week 6)

• SBT, Ch. 12-13.
• McConahay, “Modern racism, ambivalence, and the modern racism scale,” in *Prejudice, Discrimination, and Racism*,...
• Gaertner and Dovidio, “The aversive form of racism,” in *Prejudice, Discrimination, and Racism*.
• Kinder and Sanders, “Mimicking political debate with survey questions.” Chapter 5, *Divided by Color*
• Alvarez and Brehm, Ch 6.

• Schuman, Steeh & Bobo, Ch 1, 3, 5
• Oliver, J. Eric; Mendelberg, Tali 2000. “Reconsidering the environmental determinants of white racial attitudes.” *American Journal of Political Science* 44(3):574-90
• Dawson, Black Visions or Behind the Mule, chapters ?
• Tate K 2003. “Black opinion on the legitimacy of racial redistricting and minority-majority districts.” *APSR* 97 (1): 45-56

19 February  Manifestations: Attitudes towards welfare (Week 7)

• MacKuen, Erikson, and Stimson (1996)

26 February  Manifestations: Attitudes toward foreign policy (Week 8)

• Alvarez and Brehm, Ch 9
• Zaller, Ch 11

• Cunningham, Jennifer; Moore, Michael K. 1997. “Elite and mass foreign policy opinions: Who is leading this parade?” *Social Science Quarterly* 78(3):641-56.

SECOND THOUGHT PIECE DUE NO LATER THAN 8 MARCH!!!
8 March  Consequences: Participation? (Week 9)

- Zaller, Ch. 10
- Ginsberg, “Polling and the Transformation of Public Opinion”

15 March  Consequences: Representation? (Week 10)

- Alvarez and Brehm, Ch 8.
- Brehm, *The Phantom Respondents*, Ch. 1

FINnal RESEARCH PROJECT DUE AT CLOSE OF QUARTER!!!