

POS 4750 – 83118
Survey Research (Fall 2017)
Tuesday 6:00pm – 8:45pm
Building 51, Room 1201

Dr. Michael Binder

Office Hours: 3:30pm to 6:00pm Monday and Tuesday or by appointment

Office: Building 51, Room 2108 or 51/2222

Office Phone: (904) 620-1205

Email: m.binder@unf.edu

Objectives:

This course focuses on polling and public opinion in the American political system. Public opinion plays a vital role in the democratic process, and experiencing firsthand how public opinion gets measured provides an understanding of the process that goes beyond the classroom. We will focus on the history and methodology behind polls, how that data and information get disseminated and presented, and the impact it has on governance and elections. At the end of this course you will have a better understanding of the relationship between public opinion, how it gets measured, how that information gets presented and its setting within our democracy.

Learning Outcomes:

Communication

- Construct clear and persuasive representations of public opinion data.

Content

- Describe current and historical methodologies of public opinion.
- Distinguish between effective and ineffective methods of gathering survey information.

Critical Thinking

- Design and implement a public opinion survey project.
- Identify and construct appropriate analyses given survey project data.

Required Texts:

Ruel, Erin, William Edward Wagner III and Brian Joseph Gillespie. 2016. *The Practice of Survey Research: Theory and Applications*. Sage.

Course Resources:

Course resources such as the syllabus, assignments, selected readings, etc. are available on Canvas. Not all functions of Canvas will be used for the course, but Canvas is an essential communication tool that is used extensively in this course, so make sure you regularly check your email associated with Canvas.

Attendance and Participation:

Attendance is taken regularly, and since this is a small class, participation is vital for success. Attendance and participation account for 30 points of the final course grade.

Reading Quizzes:

For most reading assignments you will have the opportunity to earn points by completing a reading quiz on Canvas prior to the class that the reading is due. There is a total of 60 possible points available for all of the quizzes.

Polling Project:

We will write questions for and conduct a telephone survey during the semester. The first part of the project will address creating survey questions that operationalize the concepts you are interested in learning about. The second portion of the project will put the students 'in the field' making live calls from the Public Opinion Research Laboratory (PORL) to complete the survey. Part three of the project is based on the data collected during the survey, and presenting that information to the public.

Survey Topic of Interest – via Canvas you will submit a topic about local Duval County issues that you are interested in asking questions about on the survey, 10 points.

Survey Question – you will submit your question and possible answer choices (assuming you opt for a closed-end question) on Canvas, 10 points.

Press Release – you will construct a press release clearly highlighting the information (from the survey) that you want the media to pick up on, 10 points.

Op-Ed – you will author a persuasive editorial based in public opinion data, garnered from our survey project, 20 points for draft and 25 points for final submission.

Graph – you will create a graph (from the data collected during the survey) that provides a clear representation of the survey data you are interested in, along with a detailed written description of the data, 25 points.

Late Assignments

Assignments completed outside of class (i.e. Survey Question and Press Releases, etc.) must be handed in at the beginning of class or on Canvas by the assigned date and time. Assignments turned in after class has begun or later in the day will be considered late. Assignments handed in during class that are of **multiple pages MUST be stapled**. Unstapled assignments will **NOT** be accepted. I deduct 20% of the value of the assignment once it is late and then an additional 20% for each 24-hour period that the assignment is late. In order to maintain a level playing field for all students, no matter the circumstance, all late assignments are treated equally. You have the course schedule now. Remember, due dates are the absolute last minute assignments and exercises can be turned in, you are free to turn in any assignment prior to that due date. If you suspect you may have difficulty getting an assignment in on a certain date, please feel free to turn it in early.

Plagiarism/Cheating/Academic Integrity:

During exams, all phones must be turned off and put away. If I see a cell phone, I have to assume that you are using it to cheat. As such, you will **fail the course** and be subject to all appropriate disciplinary action as laid out in the university's misconduct policies.

Canvas includes a tool called "VeriCite." This is a plagiarism checking device used for this course. You will be penalized for plagiarism in a final assignment. Please note that VeriCite is a limited tool; it does not find all forms of plagiarism. You remain responsible for any form of plagiarism found in your final assignment, even if you have used VeriCite.

Because students have the opportunity to learn about, check for, and avoid plagiarism prior to turning in the final assignments, I have to assume any plagiarism I find in assignments is intentional. ***There are no "second chances." The same is true for other violations of academic integrity.*** That you "didn't mean to" or "didn't know" are not excuses for plagiarism or other violations of academic integrity. I am available to assist you; please see me if you have questions about plagiarism ***before*** turning in your papers!

In addition, all sources of reference from which students take quotations, major theories or concepts must be properly cited. Submitting plagiarized work or any other forms of academic dishonesty will not be tolerated and such actions will result in ***failure of the course*** and potentially expulsion from the University. The University's policy on plagiarism can be found at http://www.unf.edu/registrar/forms/misconduct_policy.pdf.

Electronic devices:

I understand that sometimes we forget to turn off our cell phones. However, I ask that you are courteous to others and try to remember to silence all phones and other electronic devices. This may go without saying but I need to say it, do not answer your phone and engage in conversation while class is taking place. If you need to take a call, please leave the class and do so, but do not make it a habit. Texting or web surfing on your mobile phone, personal laptop or class computer is also prohibited during class.

Class conduct:

I ask that all students respect each other and maintain our classroom as a neutral environment where the diversity of opinion is welcomed. This respect also takes place in the form of your attending class regularly and arriving on time. Excessive absences and tardiness will be reflected in your class attendance score. Additionally, all students are expected to act in accordance with to the UNF Code of Student Conduct.

	Course Grade	Due Date
Attendance and Participation	30	Everyday
Reading Quizzes	60	Most Tuesdays by 5:59pm
Survey Topic Interest	10	August 31 st
Survey Question	10	September 5 th
Complete One Day of Calling	10	October 3 rd
Press Release Workshop Participation	10	October 17 th
Op-Ed Draft	20	October 24 st
Op-Ed Final Submission	25	November 7 th
Graph Assignment	25	November 14 th
Final Exam	100	December 5 th
Total Points	300	

Grade Scale:

278 – 300 = A
 269 – 277 = A-
 260 – 268 = B+

248 – 259 = B
 239 – 247 = B-
 230 – 238 = C+

209 – 229 = C
 179 – 208 = D
 178 or less = F

<u>Dates</u>	<u>Topic</u>	<u>Due by date shown below</u>
8/22	Introductions, Goals and Plans Why Public Opinion Matters Local Survey Project	Chapter 1 & 2
8/29	Questions of Interest How to Write Survey Questions	Chapter 4 PSR Survey Tip Sheet AAPOR 2007 – Question Wording Reading Quiz 1
8/31	Survey Topic of Interest Due on Canvas	
9/5	Survey Question Workshop Survey Questions Due on Canvas by 4pm	Chapter 5
9/12	The History, Present and Future of Public Opinion	VO Key 1961 AAPOR 2016 – Evaluating Survey... Miller 2017 Reading Quiz 2
9/19	Sampling and Weighting	Chapter 7 Visser, Krosnick & Lavrakas 2014 AAPOR Report 2017 – Future of Telephone Surveys p. 28-42 Lynn 1996 Post Stratification Weights Reading Quiz 3
9/26	Training for Calling How to Write a Press Release	Media Advocacy Basics p. 1-12 7 Steps to Effective Press Releases How to Write a Press Release Publicity Insider How to Turbocharge your Writing... What Journalists Really Think... Reading Quiz 4
10/3	“In the Field” Calling 4:30pm – 9pm PORL 51/2222	

10/10	Press Release Writing Workshop	PORK Press Releases Sienna Press Releases Quinnipiac Press Releases PPP Press Releases Reading Quiz 5
10/17	How to Write an Op-Ed	5 Easy Steps for an Op-Ed - AWC How to Write and Op-Ed - Duke Media Advocacy Basics p. 13-20 Op-Ed Guide - Columbia 2010 Op-Ed Guide - Kennedy School 2012 Reading Quiz 6
10/24	The 2016 Election	AAPOR 2016 Election Report p. 1-59 PORK Oct 2016 Press Release #1 PORK Oct 2016 Press Release #2 Reading Quiz 7 Op-Ed Draft #1 Due
10/31	How to Graphically Present Data	CDC Using Charts and Graphs 2008 IARC Describing and Presenting Data QGSO Presenting Statistical Info 2015 Creating Charts-Graphs in Excel Reading Quiz 8
11/7	Telephone Surveys Refusals & Non response	Chapter 6 AAPOR Report 2017 – Future of Telephone Surveys p. 1-26, 71-74 Pew Non-Response 2017 Reading Quiz 9 Final Op-Ed Due
11/14	Addressed Based Surveys	AAPOR 2016 – ABS Report Reading Quiz 10 Graph Assignment Due
11/21	Internet Surveys	Chapter 8 Dutwin & Buskirk 2017 Terhanian 2017 Merkle 2017 Suzer-Gurtekin, Lee & Lepkowski 2017 Jans 2017

Dutwin & Buskirk (Reply) 2017
Reading Quiz 11

11/28 Intercept Surveys
Final Exam Review

Flint, et al. 2016
Cela, et al. 2009
Reading Quiz 12

12/5 Final Exam