# Public Opinion and Political Communication

## PSC 712- Spring 2012

Department of Political Science,

Syracuse University

Thursday 9:30-12:15 pm, Maxwell Hall 309A

Professor Shana Kushner Gadarian

*Contact Information Office Hours*

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Phone: 315-443-3718

Email: sgadaria@maxwell.syr.edu

Course website: blackboard.syr.edu

**Course Overview**: The goal of this class is to introduce you to classic and contemporary work in American political behavior focusing primarily on public opinion and political communication. We will explore how public opinion matters in democracies, what methods are available and appropriate to study public opinion, and whether citizens can be trusted to affect policy. We will also think about the role of the mass media in contemporary American politics. In doing so, we will focus on several broad themes: the relationship between the media and government; the effects of the media on public opinion and voting behavior; and the critical changes to the media (new and old) taking place today. Given my own area of study, we will mainly focus on the US, but please feel free to offer perspectives from comparative politics as well.

For each week's readings, you should be prepared to discuss the following questions:

1. In your view, what are some of the major *theoretical* perspectives that structure research in a given area, what are their major strengths and weaknesses, and how do they compare with other perspectives you’re familiar with (encountered in the course or elsewhere)?
2. In your view, what do you see as some of the major strengths and weaknesses of the *methods* used to investigate the subject? What methodologies, broadly conceived (e.g., basic issues of design, measurement, etc.) do you feel are most appropriate, given the subject of inquiry, and to what degree do you think the substantive conclusions drawn are dependent on the particular methods employed?
3. Do the authors engage with each other? Is this engagement fruitful for further the field? Would we learn more as political scientists by more study in this area? What do we still not know?
4. What are the major *implications* of the findings for democratic theory and public policy? What relevance do the studies have for *your interests*? What does the study say about the way in which the American political system operates in practice – does the system live up to its billing as a democracy? According to what expectations and what definition of democracy?
5. How can this research be *improved*, in your view? What theories, methods and substantive foci deserve more attention in future research?

**Course Expectations and Requirements:**

**Participation (40%)**: You are expected to read and analyze the readings prior to each week and come to class prepared to offer your insights. You are also expected to attend class each week and will need to inform me ahead of time if you will be absent. Multiple unexcused absences will lead to a lower grade. Your participation grade will be made up of two components: 8 response papers and active, engaged participation in class.

*Response papers*: As part of your participation grade, you are required to turn in 8 (2-page) papers that offer a brief critical analysis of the readings. You can select 8 weeks of your choice. These are not graded for content but are designed to help you think about the readings in preparation for discussion. The papers are due to me by **email by 5 pm** on the **Wednesday** before class.

*Active engagement*: Active student participation is essential to a successful seminar. Your participation should be intelligent, informed and frequent. Optimally, all three. Tradeoffs among them should not be necessary.

**Discussion leading (20%):** Two times over the course of the semester, you will help to lead discussion. During one meeting, you will lead the week’s discussion starting with a 10 minute introduction to the week’s readings that provides a concise summary of key findings and questions and raises questions for discussion. Do not feel obliged to address each article from the week. Rather, you may want to focus on the key issues or debate and follow those through several pieces During a different week, you will discuss one of the optional readings from the syllabus, providing a summary of the argument and putting it in context with the week’s readings. We will coordinate discussion leading during the first week of class.

**Graded papers (40%): Choose either option A or B**

A)  **2 ten-page** double-spaced papers critically analyzing two weeks of readings, two weeks per paper. Critically reflect on the assigned selections and offer an argument about them. Suggest ways to advance the theoretical debate or the conceptual issues that the readings take up. **The first paper is due to my email address by the first day of the mid-semester break, March 12. The second paper is due by Friday, May 11.** You may submit your papers earlier than these dates. No late papers are accepted. Each paper is 20% of the course grade.

**OR**

(B) **A 20-25** page double-spaced research paper. (The page limit is for the text; figures and references can take up additional pages.) Pick a question or a theory from the course and apply it to a problem of interest to you. Critical analysis papers are acceptable, but better yet are papers that lay out a research design to test some proposition you develop and actually test hypotheses using public opinion and/or media data. **Due on** **Friday, May 11**. A detailed paper outline is due to my email address on the first day of the mid-semester break, March 12. Late papers will be penalized 1/3 of a grade for each 24 hours they are late. No papers will be accepted more than 3 days after the deadline.

At the end of the semester, your grade will be assigned based on the following scale:

A (93-100), A- (90-92), B+ (87-89), B (83-86), B- (80-82), C+ (77-79), C (73-76), C- (70-72). F (69 and below). There are no D grades in graduate courses.

**Course Politics**

**SCHOLASTIC DISHONESTY AND ACADEMIC INTEGRITY**

There are many ways to succeed in this class. Cheating and plagiarism are not among them and will not be tolerated. The Syracuse University Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort. For more information and the complete policy, see http://academicintegrity.syr.edu. Please see me if you have any questions about what constitutes original work. Plagiarism on research papers or the analytical papers will lead to an F for the course.

**ACADEMIC FREEDOM**

I encourage and value student participation. Keep in mind that since this is a class on politics and media, you will no doubt encounter point of views that differ from your own. Students in this class come from a variety of personal and academic backgrounds and these backgrounds may lead to a variety of perspectives on the political world. I believe that having a variety of viewpoints will make our discussions more interesting and will allow us to learn from each other. We will maintain a respectful dialogue even when we disagree and no student’s grade will be affected by his or her personal views.

**ACCOMMODATIONS**

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), http://disabilityservices.syr.edu, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible. You are also welcome to contact me privately to discuss your academic needs, although I cannot arrange for disability-related accommodations.

**RELIGIOUS OBSERVANCES**

It is the policy of Syracuse University that no student should be refused admission or be expelled because he or she is unable to participate in any examination, study, or work requirement because of his or her religious holy day requirements. An opportunity will be provided to make up any examination, study, or work requirements that may have been missed because of an absence due to a religious observance providing that I have been notified in writing one week before the absence. No fees will be charged to the student for the costs incurred by the University for such makeup work. In effecting this policy, the University agrees that no adverse or prejudicial effect should result to any student who avails herself or himself of its provisions.

**Readings:**

Most of our readings will be from journal articles in political science, communication, or psychology. They are all easily accessed using JStor ([www.jstor.org](http://www.jstor.org)) or going directly to the journals website through the library. Book chapters can be found under “Course Reserves” on our Blackboard page. For several books listed below, though, we are reading multiple chapters and I am not able to post that much copyrighted material on Blackboard. You should purchase them either from the bookstore or an online retailer like Amazon. If you intend to take a comprehensive exam in American politics, I highly recommend that you purchase these.

Druckman, James et al. (Eds.), 2011. *Cambridge Handbook of Experimental Political Science*. New

York,NY: Cambridge University Press.

Sniderman, Paul,  Richard Brody and Phillip Tetlock.  1991.  *Reasoning and Choice: Explorations*

*in Political Psychology.*  New York, NY: Cambridge University Press

Iyengar, Shanto and Donald Kinder. 1987. *News that Matters*. Chicago: University of Chicago

Press.

Mutz, Diana. 2006. *Hearing the Other Side.* New York, NY: Cambridge University Press.

Page, Benjamin and Robert Shapiro. 1992. *The Rational Public.* Chicago:University of Chicago Press.

Verba, Sidney, Kay Lehman Schlozman, and Henry Brady. 1995. *Voice and Equality: Civic Voluntarism*

*in American Politics*.

Zaller, John. 1992. *The Nature and Origins of Mass Opinion*. New York, NY: Cambridge University

Press.

**January 19 – Introduction and course overview**

Key, V.O. 1961. *Public Opinion and American Democracy*. New York: Knopf. pp. 3-18

(“Introduction”).

Converse, Philip E. 1987. “Changing Conceptions of Public Opinion in the Political Process.”

*Public Opinion Quarterly* 51(2)/Supplement: 12-24.

Kinder, Donald. “Attitude and Action in the Realm of Politics.” In Daniel T. Gilbert, Susan T. Fiske

and Gardner Lindzey, (eds.), *The Handbook of Social Psychology*, 4th ed., pp. 778-867. Skim for broad trends and topics in the study of political behavior.

*Recommended*

Brehm, John. 1993. *The Phantom Respondents*. Ann Arbor, MI: University of Michigan Press.

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

Lippmann, Walter. 1922. *Public Opinion*. New York: Free Press.

Tilly, Charles.1983. “Speaking Your Mind without Elections, Surveys, or Social Movements.” *Public*

*Opinion Quarterly* 47(4): 461-478.

Verba, Sidney.  1996.  The Citizen as Respondent: Sample Surveys and American Democracy.  APSR, 90: 1-7.

**January 26 – Measuring Public Opinion**

Herbst, Susan. 1993. *Numbered Voices: How Opinion Polling Has Shaped American Politics*.

Chicago: University of Chicago Press. Introduction, Chapter 3.

Blumer, Herbert. 1948. “Public Opinion and Public Opinion Polling.” *American Sociological*

*Review* 13:542-554.

Zaller, John and Stanley Feldman. 1992. "A Simple Theory of the Survey Response: Answering

Questions or Revealing Preferences?" *American Journal of Political Science*, 36(3): 579-616.

Sears, David. 1986. “[College sophomores in the laboratory](http://www.uky.edu/AS/PoliSci/Peffley/pdf/sears1986%20College%20Sophomores.pdf): Influences of a narrow data base on

psychologists' views of human nature.” *Journal of Personality and Social Psychology.* 51: 515-530.

Druckman, James et al. (Eds.), *Cambridge Handbook of Experimental Political Science*. Cambridge, 2011.

Chs. 1-4, 36.

*Recommended*

Asher, Herbert. 2007. *Polling and the Public: What Every Citizen Should Know*, 7th ed. Washington, DC:

CQ Press.

Bassili, John N. 1995. "Response Latency and the Accessibility of Voting Intentions: What

Contributes to Accessibility and How It Affects Vote Choice." Personality and Social

Psychology Bulletin, 21(July): 686-695.

Bassili, John N., and B. Stacey Scott. 1996. "Response Latency as a Signal to Question

Problems in Survey Research. Public Opinion Quarterly, 60(Fall): 390-399.

Berinsky, Adam J. 2004. “Public Opinion in the 1930s and 1940s: The Analysis of Quota

Controlled Sample Survey Data.”

Sanders, Lynn M. 1999. “Democratic Politics and Survey Research.” *Philosophy of the Social*

*Sciences* 29:248-80. (available at http://faculty.virginia.edu/lsanders/P29s2s5.pdf)

Brady, Henry E. 2000. “Contributions of Survey Research to Political Science.” *PS: Political Science*

*& Politics* 33(1): 47-57.

Kam, Cindy, Jennifer R. Wilking, and Elizabeth J. Zechmeister. 2007. “Beyond the ‘Narrow Data

Base’: Another Convenience Sample for Experimental Research.” *Political Behavior* 29(4):

415-440.

**Feb 2 – Information and Ignorance**

Downs, Anthony. 1957. *An Economic Theory of Democracy*. New York: Harper and Row.

Chapters 11-13

Zaller, John. 1992. *The Nature and Origins of Mass Opinion*. Cambridge: Cambridge University

Press. Chapters 2, 3, 6.

Delli Carpini, Michael X. and Scott Keeter. 1996. *What Americans Know About Politics and Why*

*It Matters.* New Haven: Yale University Press. Introduction and Chapters 4.

Lupia, Arthur. 1994. “Shortcuts Versus Encyclopedias: Information and Voting Behavior

in.California Insurance Reform Elections.” *American Political Science Review* 88: 63-76.

Gilens, Martin. 2001. “Political Ignorance and Collective Policy Preferences.” *American Political*

*Science Review* 95(2): 379-396.

*Recommended*

Althaus, Scott L. 2003. *Collective Preferences in Democratic Politics*. New York: Cambridge University

Press.

Althaus, Scott L. 1998. “Information Effects in Collective Preferences.” *American Political Science*

*Review* 92(3): 545-558.

Bartels, Larry M. 1996. “Uninformed Votes: Information Effects in Presidential Elections.”

*American Journal of Political Science* 40(1): 194-230.

Gordon, Stacy B., and Gary M. Segura. 1997. “Cross-National Variation in the Political

Sophistication of Individuals: Capability or Choice?” *Journal of Politics* 59(1): 126-147.

Gronlund, Kimmo, and Henry Milner. 2006. “The Determinants of Political Knowledge in

Comparative Perspective.” *Scandinavian Political Studies* 29(4): 386-406.

Kuklinski, James H., and Norman L. Hurley. 1994. “On Hearing and Interpreting Political

Messages: A Cautionary Tale of Citizen Cue-Taking.” *Journal of Politics* 56(3): 729-751.

Lau, Richard R., and David P. Redlawsk. 2001. “Advantages and Disadvantages of Cognitive

Heuristics in Political Decision Making.” *American Journal of Political Science* 45(4): 951-971.

Lau, Richard R., and David P. Redlawsk. 2006. *How Voters Decide: Information Processing in Election*

*Campaigns*. New York: Cambridge University Press.

Lodge, Milton, Marco R. Steenbergen, Shawn Brau. 1995. “The Responsive Voter:

Campaign Information and The Dynamics of Candidate Evaluation.” *American Political Science*

*Review* 89:309-26

Luskin, Robert C. 1987. “Measuring Political Sophistication.” *American Journal of Political Science*

31(4): 856-899.

Luskin, Robert C. 1990. “Explaining Political Sophistication.” *Political Behavior* 12(4): 331-361.

Mondak, Jeffrey. 2001. Developing Valid Knowledge Scales. *American Journal of Political*

*Science*. 45: 224-238.

Nie, Norman H., and Kristi Andersen. 1974. “Mass Belief Systems Revisited: Political Change and

Attitude Structure.” *Journal of Politics* 36(3): 540-591.

Prior, Markus, and Arthur Lupia. 2008. “Money, Time, and Political Knowledge: Distinguishing

Quick Recall and Political Learning Skills.” *American Journal of Political Science* 52(1): 169-183

Sides, John, and Jack Citrin. 2007. “European Opinion about Immigration: The Role of Identities,

Interests and Information.” *British Journal of Political Science* 37: 477-504.

**Feb 9 – Ideology and Reasoning**

Achen, Christopher H. 1975. “Mass Political Attitudes and the Survey Response.” *American Political*

*Science Review.* 69:1218-1231

Converse, Philip. 1964 “The Nature of Belief Systems in Mass Publics.” In David Apter

(ed.), *Ideology and Discontent.*

Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1960. *The American*

*Voter.* Chicago: University of Chicago Press. Chapter 10.

Kinder, Donald R. 1983. “Diversity and Complexity in American Public Opinion.” In *Political Science:*

*The State of the Discipline,* ed. Ada Finifter. Washington, DC: APSA Press.

Sniderman, Paul, Richard Brody and Phillip Tetlock.  1991.  *Reasoning and Choice: Explorations in Political Psychology.*  New York, NY: Cambridge University Press. Ch. 1-2, 8-10.

*Recommended*

Hetheringon, Marc and Jonathan Weiler. *Authoritarianism and Polarization in America.* Cambridge

University Press.

Lane, Robert E. 1962. *Political Ideology: Why the Common Man Believes What He Does*. New York: Free

Press. Chapters, 4, 22

Lavine, Howard, Diana Burgess, Mark Snyder, John Transue, John L. Sullivan, Beth Haney, and Lavine, Howard, Lodge, Milton, Polichak, J., and Charles Taber. 2002. Explicating the Black Box

through Experimentation: Studies of Authoritarianism and Threat. *Political Analysis*, 10, 342-360.

Wagner, Stephen H.. 1999. “Threat, Authoritarianism, and Voting: An Investigation of Personality

and Persuasion.” *Personality and Social Psychology Bulletin* 25:337-347.

**Feb 16 – Material Interests and Symbolic Politics**

Sears, David O., Richard R. Lau, Tom Tyler and A.M. Allen Jr. 1980. “Self-Interest versus

Symbolic Politics in Policy Attitudes and Presidential Voting.” *American Political Science Review*

74: 670-684.

Green, Donald Philip and Jonathan A. Cowden. 1992. “Who Protests: Self-Interest and

White Opposition to Busing.” *The Journal of Politics* 54:471-496.

Kinder, Donald and Roderick Kiewiet. 1981. “Sociotropic Politics: The American Case,”

*British Journal of Political Science*. 11:129–41

Cambell, Andrea. 2002. “Self-Interest, Social Security, and the Distinctive Participation

Patterns of Senior Citizens.” *American Political Science Review* 96: 565-574

Erikson, Robert and Laura Stoker. “Caught in the Draft: The Effects of Vietnam Draft Lottery

Status on Political Attitudes.” *American Political Science Review*, Volume 105, Issue 02, May 2011, pp 221 - 237

*Recommended*

Downs, Anthony. 1957. An Economic Theory of Democracy. New York: Harper and Row.

Chapters 1-3

Kramer, Gerald. 1983. “The Ecological Fallacy Revisited: Aggregate- Versus Individual-

Level Findings on Economics and Elections, and Sociotropic Voting.” *American Political*

*Science Review* 77:92–111

Markus, Gregory B. 1988. “The Impact of Personal and National Economic Conditions On

the Presidential Vote: A Pooled Cross-Sectional Analysis. *American Journal of Political Science*

32: 137-54.

**Feb 23 – Groups in American Politics**

Nelson, Thomas E. and Donald Kinder. 1996. “Issue Frames and Group-Centrism in American

Public Opinion.” *The Journal of Politics* 58(4): 1055-78.

Payne, Keith et al. “[Implicit and explicit prejudice in the 2008 American presidential election](http://www.unc.edu/polisci/aprg/pdfs/Payne%20et%20al%202010%20JESP.pdf).”

*Journal of Experimental Social Psychology*.

Kuklinski , James and Michael Cobb. 1998. “[When White Southerners Converse About Race](http://www.uky.edu/AS/PoliSci/Peffley/pdf/491H%26PCh3KuklinskiCobb.pdf)”. In

*Perception and Prejudice: Race and Politics in the United States*, eds. Jon Hurwitz and Mark Peffley. New Haven, CT: Yale University Press. <http://www.uky.edu/AS/PoliSci/Peffley/pdf/491H%26PCh3KuklinskiCobb.pdf>

Anderson, Robert and Tina Fetner. 2008. Economic Inequality and Intolerance: Attitudes toward

Homosexuality in 35 Democracies. *American Journal of Political Science*, Vol. 52, No. 4, October 2008, Pp. 942–958.

Brader, Ted, Nicholas A. Valentino, and Elizabeth Suhay. 2008. "What Triggers Public Opposition

to Immigration? Anxiety, Group Cues, and Immigration Threat." *American Journal of Political Science.* 52:(4).

Hopkins, Daniel. 2010. “[Politicized Places](http://journals.cambridge.org/download.php?file=/PSR/PSR104_01/S0003055409990360a.pdf&code=6fb4018b3fa1fce290aecae20ceafeb1): Explaining Where and When Immigrants Provoke Local

Opposition.” *American Political Science Review.* 104(1):40-60.

*Recommended*

Sides, John and Kimberly Gross. 2009. “Stereotypes of Muslims and Support for the War on

Terror.”

Sniderman, Paul, Louk Hagendoorn, and Markus Prior, 2004. “Predispositional Factors and

Situational Triggers: Exclusionary Reactions to Immigrant Minorities,” *American Political Science Review*, 98: 35-50.

**March 1 – Participation**

Verba, Sidney, Kay Lehman Schlozman, and Henry Brady. 1995. *Voice and Equality: Civic Voluntarism in American Politics*. Chapters 1, 7-14, 16.

Rosenstone, Stephen J. and Mark Hansen. *Mobilization, Participation and Democracy in America*, Chapters 1-3

Michelson, Melissa and Nickerson, David W. 2011. “Voter Mobilization.” in *Handbook of Experimental Political Science*, edited by Jamie Druckman, Donald P. Green, James Kuklinski, and Skip Lupia. Cambridge University Press, p. 228-242.

*Recommended*

Burns,Nancy et al. 2001. *The Private Roots of Public Action*. Cambridge: Harvard University Press.

Chs. 1, 10, 13.

Gerber, Alan, Donald Green and Christopher Larimer. 2008. “Social Pressure and Voter Turnout:

Evidence from aLarge-Scale Field Experiment.” *APSR* 102 (1).

McDonald, Michael and Samuel Popkin. 2001. “The Myth of the Vanishing Voter” *American Political Science Review* 95(4): 963-974.

Pasek, Josh et al. 2009. “Determinants of Turnout and Candidate Choice in the 2008 US Presidential Election. *Public Opinion Quarterly.* 73(5): 943-994.

Powell, G. Bingham. 1986. American Voting Turnout in Comparative Perspective. *American Political*

*Science Review* 80: 17-43

**March 8 – Aggregation and Enlightened Preferences**

Page, Benjamin I. and Robert Y. Shapiro. 1992. *The Rational Public: Fifty Years of Trends in*

*American Policy Preferences*. Chicago: University of Chicago Press. Chapter 1,2,8,9

Converse, Philip E. 1990. “Popular Representation and the Distribution of Information.” in

*Information and Democratic Processes*, ed. John Ferejohn and James Kuklinski. Urbana and

Chicago: University of Illinois.

Bartels, Larry M. 1996. “Uninformed Votes: Information Effects in Presidential Elections.”

*American Journal of Political Science* 40:194-230.

Althaus, Scott L. “Information Effects in Collective Preferences” *American Political Science*

*Review* 92 (2):545-558.

Gilens, Marty. 2001. “Political Ignorance and Collective Policy Preferences.” *American*

*Political Science Review* 95:379-396.

*Recommended*

Stimson, James A. 1999. *Public Opinion in America. Moods, Cycles, and Swings* (2nd edition).

Boulder, Colorado: Westview Press.

**March 15 – No class, spring break**

**March 22 – Social networks and Political Talk**

Mutz, *Hearing the Other Side*, entire

Huckfeldt, Robert, Paul E. Johnson, and John Sprague. 2002. “Political Environments, Political

Dynamics, and the Survival of Disagreement.” *Journal of Politics* 64(1): 1-21.

Druckman, James N., and Kjersten R. Nelson. 2003. “Framing and Deliberation: How Citizens’

Conversations Limit Elite Influence.” *American Journal of Political Science* 47(4): 729-745.

Gibson, James L. 2001. “Social Networks, Civil Society, and the Prospects for Consolidating

Russia’s Democratic Transition.” *American Journal of Political Science* 45(1): 51-68.

*Recommended*

Gamson, William A. 1992. *Talking Politics*. New York: Cambridge University Press.

Huckfeldt, Robert, Paul E. Johnson, and John Sprague. 2004. *Political Disagreement: The Survival of*

*Diverse Opinions within Communication Networks*. New York: Cambridge University Press.

Huckfeldt, Robert, and John Sprague. 1987. “Networks in Context: The Social Flow of Political

Information.” *American Political Science Review* 81(4): 1197-1216.

**March 29 – Framing, Priming, and Media Effects**

Bennett, W. Lance. 1990. “Toward a Theory of Press-State Relations in the United States.” *Journal*

*of Communication* 40(2): 103-125.

Iyengar, Shanto and Donald Kinder. 1987. *News that Matters*. Chicago: University of Chicago

Press. Chapter 1-3, 6-12

Miller, Joanne and Jon Krosnick. 2000. “News Media Impact on the Ingredients of

Presidential Evaluations: Politically Knowledgeable Citizens Are Guided by a Trusted

Source.” *American Journal of Political Science.* 44(2) 301-15.

Nelson, Thomas E., Rosalee A. Clausen and Zoe M. Oxley 1997. “Media Framing of a Civil

Liberties Conflict and Its Effect on Tolerance.” *The American Political Science Review* 91:567-

83.

Gilens, Martin. 1999. *Why Americans Hate Welfare.* Chicago: University of Chicago Press.

Chapters 5 and 6.

Druckman, Jamie. 2001. “The Implications of Framing Effects for Citizen Competence,”

*Political Behavior* 23: 225-256.

*Recommended*

Bartels, Larry M. 1993. “Messages Received: The Political Impact of Media Exposure.”

*American Political Science Review* 87: 267-285.

Berinsky, Adam J., and Donald R. Kinder. 2006. “Making Sense of Issues through Media Frames:

Understanding the Kosovo Crisis.” *Journal of Politics* 68(3): 640-656.

Gasper , John T. (2011) "Shifting Ideologies? Re-examining Media Bias", Quarterly Journal of

Political Science: Vol. 6:No 1, pp 85-102. http:/dx.doi.org/10.1561/100.00010006

Groseclose, Tim and Jeffrey Milyo. 2005. “A Measure of Media Bias.” *Quarterly Journal of Economics.*

CXX(4): 1191-1236

Iyengar, Shanto. 1991. *Is Anyone Responsible?* Chicago: University of Chicago.

Kinder, Donald R. 1998. “Communication and Opinion.” *Annual Review of Political Science* 1:

 167-197

Krosnick, Jon A. and Donald R. Kinder. 1990. “Altering the Foundations of Support for the

President through Priming.” *American Political Science Review* 84: 497-512.

McCombs, Maxwell E., and Donald L. Shaw. 1972. “The Agenda-Setting Function of Mass

Media.” *Public Opinion Quarterly* 36: 176-187.

Dalton, Russell J., Paul Allen Beck, Robert Huckfeldt, and William Koetzle. 1998. “A Test of

Media-Centered Agenda Setting: Newspaper Content and Public Interests in a Presidential

Election.” *Political Communication* 15: 463-481.

Lenz, Gabriel S. 2009“Learning and Opinion Change, Not Priming: Reconsidering the Evidence for

the Priming Hypothesis.” *American Journal of Political Science* 53(4): 821-37.

Miller, Joanne M. 2007. “Examining the Mediators of Agenda Setting: A New Experimental

Paradigm Reveals the Role of Emotions.” *Political Psychology* 28(6): 689-717.

Tewksbury, David, and Dietram A. Scheufele. 2007. “Framing, Agenda Setting, and Priming: The

Evolution of Three Media Effects Models.” *Journal of Communication* 57(1): 9-20.

Zaller, John. 1996. “The Myth of Massive Media Impact Revived: New Support for a

Discredited Idea.” In *Political Persuasion and Attitude Change.* Diana C. Mutz, Paul M.

Sniderman, and Richard A. Brody (eds.). p-17-78

**April 5 - Campaigns and campaign advertising**

Shaw, Daron R. 1999. “The Effect of TV Ads and Candidate Appearances on Statewide

Presidential Votes, 1988-96.” *American Political Science Review* 93(2): 345-361.

Hillygus, D. Sunshine, and Todd G. Shields. 2008. *The Persuadable Voter: Wedge Issues in Presidential*

*Campaigns*. Princeton, NJ: Princeton University Press. pp. 82-106 (Chapter 4, “Capturing

Campaign Persuasion”).

Sides, John, and Andrew Karch. 2008. “Messages That Mobilize? Issue Publics and the Content of

Campaign Advertising.” *Journal of Politics* 70(2): 466-476.

Freedman, Paul, Michael Franz, and Kenneth Goldstein. 2004. “Campaign Advertising and

Democratic Citizenship.” *American Journal of Political Science* 48(4): 723-741.

Huber, Gregory A., and Kevin Arceneaux. 2007. “Indentifying the Persuasive Effects of

Presidential Advertising.” *American Journal of Political Science* 51(4): 957-977.

Lau, Richard R., Lee Sigelman, and Ivy Brown Rovner. 2007. “The Effects of Negative Political

Campaigns: A Meta-Analytic Reassessment.” *Journal of Politics* 69(4): 1176-1209.

*Recommended*

Franz, Michael M., Paul B. Freedman, Kenneth M. Goldstein, and Travis N. Ridout. 2007.

*Campaign Advertising and American Democracy.* Philadelphia: Temple University Press.

Fridkin, Kim L., Patrick J. Kenney, Sarah Allen Gershon, Karen Shafer, and Gina Serignese

Woodall. 2007. “Capturing the Power of a Campaign Event: The 2004 Presidential Debate

in Tempe.” Journal of Politics 69(3): 770-785.

Shaw, Daron R. 2006. *The Race to 270: The Electoral College and the Campaign Strategies of 2000 and 2004*.

Chicago: University of Chicago Press.

Hillygus, D. Sunshine, and Simon Jackman. 2003. “Voter Decision Making in Election 2000:

Campaign Effects, Partisan Activation, and the Clinton Legacy.” *American Journal of Political*

*Science* 47(4): 583-596.

*Among the many studies on negative advertising:*

Ansolabehere, Stephen, and Shanto Iyengar. 1995. *Going Negative: How Political Advertisements Shrink*

*and Polarize the Electorate*. New York: Free Press.

Ansolabehere, Stephen, Shanto Iyengar, Adam Simon, and Nicholas Valentino. 1994. “Does Attack

Advertising Demobilize the Electorate?” *American Political Science Review* 88(4): 829-838.

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**April 19 – Public Opinion and Democratic Politics**

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**April 26 – Public Opinion and Public Policy**

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