

<p>Amer. Public Opinion. Pol. Sci. # 3714, Code #44085 Williamson. 204 M,W,F 12-1pm, Fees: 50\$, or current, Workbook for \$12 Prerequisite PS 1550, 1560, or perm. of instructor</p>	<p>Dr. David Porter Office; 430 DeBartolo Hall Ph # 330-941- 3436 (1669) E-Mail: dsporter@ysu.edu Office Hours; M W F, 10:00-10:50am, 2:00-3:00pm, and by appoint on T &amp; Th</p>
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**Text:** Nardi, Doing Survey Research, Allyn and Bacon, 2006  
Erikson, & Tedin, American Public Opinion, 7<sup>th</sup> Edition, Pearson Longman, 2007  
Porter, Public Opinion Data Analysis, Workbook and Assignments, includes data sets, provided handed out thru class, small copy charge.

**COURSE DESCRIPTION:** See Undergraduate Bulletin

**Educational Goals:** This course is an analytical introduction to the study of public opinion. The course has two educational objectives; 1) to introduce the student to the basic assumptions and theories concerning the measurement and uses of public opinion and surveys, and 2) to introduce the student to basic research methodologies and computer applications commonly used in the Social Sciences, specifically to the study of public opinion. Please note however, that it is assumed that the student has had no introduction to statistics or research design, no prior knowledge is required.

*This is a computer based course that stress critical thinking, statistical applications, group research, public opinion research methodology, and drafting final research reports.*

**Evaluation:** The class is divided into two section: First Section stresses the study of American Public Opinion. There will be a take home test over the first section. The second section is based on the Workbook assignments which outlines computer exercises and the Individual and Group Research Projects. The final is divided between a take home and in class sections.

**Computer Projects:** The Public Opinion Data Analysis Workbook and Assignments, presents the Individual and Group Research Projects and is organized as six assignments that cover each step in the public opinion research process. Each assignment is highly structured with detailed instructions. Correct & returned handbook work assignments for up to 50% of points lost

**Group Research Project (SEE Workbook Section #7):** Whether one works in the public or private sector group approaches to management, research, and problem solving is increasing. Educational Goals; Introduce the student to computer and statistical applications for the analysis of public opinion surveys. Students are responsible for forming their own groups of two or three people - and note that the same grade will be given to all members of the group.

Each group is to select one of the research projects located at the back of the Workbook. Each research project consist of six assignments designed to reinforce basic research procedures common while introducing students to each step in the research process. Each Group will presents its research to the class during Section Three. **Final report due last day of class.** All report must be types - written reports are not accepted in the work place or for this class.

**Individual Research Project (see Appendix Two of the Workbook):** Same basic Educational Goals; but students graded individually, main difference will be students collection and data entry. All report must be types - written reports are not accepted in the work place or for this class.

**Grade Definitions:** F - Failure to meet the minimum requirements, D - Demonstrated below average comprehension of material, C - Demonstrated an average comprehension of material, B - Demonstrated an above average comprehension of material, A - Demonstrated a well above average comprehension of material

**Late Work:** Late work is down graded by 5% if handed in same day but after class, and downgrades 10% a day starting the day after the work was due. THIS INCLUDES E-MAILED WORK! & Weekends count!

**Attendance:** Students may miss up to 20% of classes without penalty, grade reduced 10% for each additional absence.

**Grade Distribution:** Quiz 0 points, Four Section Tests 400 points (100 points each) In Class Final 50 points, Case

Study (note length option) 100 points

**Grade Definitions & Scale:** (65 - 0%) F - Failure to meet the minimum requirements, (69 - 65%) D - below average comprehension of the material, (79 - 70%) C - an average comprehension of the material, (94 - 80%) B - above average comprehension . (100 - 95%) A - well above average comprehension. (Difficult to get an AA@ without ex-credit)

**Academic Dishonesty:** Any form of cheating or plagiarism will result in a failing grade for the term and the matter may be referred to the Deans office for further action. See the Undergraduate Bulletin, and the Student Code of Conduct for University policy. <http://www.ysu.edu/thecode.pdf>

**Students with Disabilities:** Students with disabilities must be registered with handicapped services. See undergraduate bulletin disability services <http://www.ysu.edu/services/disabilityservices/>

**Extra Credit:** Complete a multi-variable analysis - see instructor.

Date	Topic	Am Pub. Op	Survey Research	Wordbook
8/24-10/2	<b>Section One</b> - Public Opinion and Dem. Society & Poling Groups & the Media, & elections	1-338		
<b>10/2</b>	<b>Test One: take home</b> handed out 10/2, <b>Due:</b> 10/9, <b>GROUPS FORMED,</b> Individual Assignments Questionnaires Handed Out			
10/3-11/18	<b>Section Two</b> - Research Methods Class will Move to Computer Lab, 444 DeBartolo Hall, for rest of semester		1-65	Sec. One
10/3 thru 11/20	Questioners & Sampling		66-126	
	Qualitative Research Intro to Computing & SPSS			Sec. Two
	Descriptive Statistics and Univariate Analysis		127-151	Sec. Three
	Bivariate Analysis		152-191	Sec. Four
	Grafting the Results			Sec. Five
<b>11/23-12/4</b>	<b>Section Three:</b> The Final Report Writing the Research Report		214-232	Sec. Six
<b>11/30-12/2 of Group Research Project Presentations - Each Presentation no more than 10-15 minutes. And Wednesday 12/9 from 1030-1230 (final Exam Assigned Time)</b>				
<b>12/4</b>	<b>Last Day of class, in class final &amp; Take Home Portion of Final Handed Out</b>			
<b>12/9</b>	from 1030-1230 Group Research Project Presentations			
<b>12/11</b>	<b>Take Home Final Due by 12 Noon</b>			