

WEEK		PO Chapter
January 14 th	Course Introduction & What is public opinion?	Chapter 1
January 21 st and 28 th	History of Public Opinion	Chapter 2
February 4 th	Methods of Data Collection Donsbach, W. (1997). Survey research at the end of the twentieth century: Theses and antitheses. <i>International Journal of Public Opinion Research</i> , 9(1), 17-28. Survey Research (NC State, PA 765 Website): http://www2.chass.ncsu.edu/garson/pa765/survey.htm	Chapter 3
February 11 th	Psychological Perspectives Inglehart, R., & Baker, W. E. (2000). Modernization, cultural change, and the persistence of traditional values. <i>American Sociological Review</i> , 65(1), 19-51. Additional readings TBD	Chapter 4
February 18 th	Social Norms/Sociological Perspectives Additional readings TBD	Chapter 5
February 25 th and March 3 rd	Limits to Perception Davison, W. P. (1983). The third-person effect in communication. <i>Public Opinion Quarterly</i> , 47, 1-15. Gunther, A. C., & Liebhart, J. L. (2006). Broad reach or biased source? Decomposing the hostile media effect. <i>Journal of Communication</i> , 56(3), 449-466. Additional readings TBD (NO CLASS FRIDAY FEBRUARY 22 nd)	Chapter 6-7
March 17 th and 24 th	Citizen Knowledge and Deliberation Yankelovich, D. (1996). A new direction for survey research. <i>International Journal of Public Opinion Research</i> , 8(1), 1-9. Fishkin, J. S., & Luskin, R. C. (1999). Bringing Deliberation to the Democratic Dialogue. In M. McCombs & A. Reynolds (Eds.), <i>The Poll with the Human Face: The National Issues Convention Experiment in Political Communication</i> (pp. 3-38). Mahwah, NJ: Lawrence Erlbaum Associates.	Chapter 8

	<p>Delli Carpini, M. X., Cook, F. L., & Jacobs, L. R. (2004). Public deliberation, discursive participation, and citizen engagement: A review of the empirical literature. <i>Annual Review of Political Science</i>, 7, 315-344.</p> <p>Additional readings TBD</p>	
March 31st and April 7th	<p>Agenda-Setting and Agenda Building</p> <p>McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of the mass media. <i>Public Opinion Quarterly</i>, 36(2), 176-187.</p> <p>Ader, C. R. (1995). A Longitudinal-Study of Agenda-Setting for the Issue of Environmental-Pollution. <i>Journalism & Mass Communication Quarterly</i>, 72(2), 300-311.</p> <p>Additional readings TBD</p>	Chapter 9
April 14th and 21st	<p>Media Effects on Public Opinion</p> <p>Additional readings TBD</p>	Chapter 10
April 28th	Last Day of Classes	Chapter 11
	Trust and Efficacy	
	Something from Verba SOMETHING ABOUT TRUST IN COMPANIES/BRANDS	
	The Role Political Knowledge	
	Something from Lupia Something from Popkin Something from Delli Carpini	
	Media Use, Political Participation and Voting	
	<p>Putnam, R. D. (1995). Tuning in, tuning out: The strange disappearance of social capital in America. <i>PS-Political Science & Politics</i>, 28(4), 664-683.</p> <p>Norris, P. (1996). Does television erode social capital? A reply to Putnam. <i>PS-Political Science & Politics</i>, 29(3), 474-480.</p> <p>Eveland, W. P., Shah, D. V., & Kwak, N. (2003). Assessing causality in the cognitive mediation model - A panel study of motivations, information processing, and learning during campaign 2000. <i>Communication Research</i>, 30(4), 359-386.</p> <p>McLeod, J. M., Scheufele, D. A., & Moy, P. (1999). Community, communication, and participation: The role of mass media and interpersonal discussion in local political participation. <i>Political Communication</i>, 16(3), 315-336.</p>	

Week 10	International Public Opinion and Values	
	<ul style="list-style-type: none"> - Something from Inglehart - Something from Gaskell 	-
Week 11	Public Opinion “Quality”	
	<p>Price, V., & Neijens, P. (1997). Opinion quality in public opinion research. <i>International Journal of Public Opinion Research</i>, 9(4), 336-360.</p> <p>A chapter from Yankelovic</p> <p>Some stuff re. opinion and deliberation (maybe Neijens)</p>	
Week 12	Dynamics of Public Opinion	
	<p>Something from Mutz</p> <p>Something from Zaller (for the Graduate Students)</p>	
Week 13	Framing and Public Opinion	
	Druckman	
Week 14	The Changing Nature of Public Opinion?	
	<p>Something about the daily show</p> <p>Something about the internet and deliberation</p>	

References

Ader, C. R. (1995). A Longitudinal-Study of Agenda-Setting for the Issue of Environmental-Pollution. *Journalism & Mass Communication Quarterly*, 72(2), 300-311.