

Number of ECTS credits : 3

Course language : Anglais

Course leader : POHARDY Olivier

Speakers : KOC-MICHALSKA Karolina

≡ COURSE DESCRIPTION

The course is proposed for students interested in research on public opinion: how to measure what people think, feel, what are their attitudes. The course will start with constructing surveys on topics that are interesting for students – individually or in groups they will create their own questions, questionnaires, sample and finally put the surveys online. The second part of the course will be dedicated to the history and theories of public opinion the potential effects that media may have on public opinion and to practical exercises on how to read and interpret public opinion polls published in the media.

The class is specially recommended to students who wish to make their own survey for the Mémoire de Recherche.

≡ COURSE OBJECTIVES

Students are expected to understand how public opinion is measured and interpreted. How public opinion be influenced? Students will be able to interpret public polls but also marketing studies that are based on the same methodology.

- understand the methodology behind public opinion outcomes published in the media
- understand the potential for manipulating public opinion
- understand the potential effects that media consumption may have on public opinion

≡ LEARNING GOALS

LO02 - Analysis : Analyse complex situations

LO03 - Analysis : Use cross-disciplinary approaches

LO06 - Action : Communicate in a foreign language in a professional context

LO09 - Entrepreneurship and Innovation : Develop innovative solutions and test them

LO11 - CSR : Identify ethical issues and act on them from an ethical perspective

≡ TACKLED CONCEPTS

Public opinion, oratory, influence, propaganda, the spiral of silence, rule of the majority, media effects

≡ LEARNING METHODS

Class discussion, work in groups, practical experience, in-class videos, powerpoint lecture

≡ ASSIGNMENTS

Students will be asked to build their own survey. Students will prepare a short presentation of some interesting surveys and discuss outcomes.

≡ BIBLIOGRAPHY

Beck Paul Allen, Russell J. Dalton, Steven Greene, Robert Huckfeldt. 2002. The Social Calculus of Voting: Interpersonal, Media, and Organizational Influences on Presidential Choices. The American Political Science Review, Vol. 96, No. 1

Lippmann Walter. 1922. Public opinion. Chapter 1

Zaller John and Stanley Feldman. 1992. A Simple Theory of the Survey Response: Answering Questions versus Revealing Preferences. American Journal of Political Science. Vol. 36, No. 3

Delli Carpini Michael X. and Scott Keeter. 1993. Measuring Political Knowledge: Putting First Things First. American Journal of Political Science, Vol. 37, No. 4

Sapiro Virginia. 2004. Not Your Parents' Political Socialization: Introduction for a New Generation. Annual Review of Political Science, 7

Iyengar Shanto, Mark D. Peters and Donald R. Kinder. 1982. Experimental Demonstrations of the "Not-So-Minimal" Consequences of Television News Programs. The American Political Science Review Vol. 76, No. 4.

Hayes Danny and Matt Guardino. 2010. Whose Views Made the News? Media Coverage and the March to War in Iraq, Political Communication, 27: 1

Scheufele Dietram A. and David Tewksbury. 2007. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. Journal of Communication 57,pp: 9–20

≡ EVALUATION METHODS

≡ SESSIONS

1

LECTURE : 03h50

Methodology I – how to build a research question?

Methodology II – survey – how to build a good survey questions – problems and difficulties

2

LECTURE : 07h00

How to build a proper questionnaire - how to measure what people think and want?

Building a questionnaire - practice

Understand how to perform a survey

3

LECTURE : 07h00

History of the public opinion

Theoretical concepts of public opinion

Media influence on public opinion

Media influence on public opinion

4

LECTURE : 06h30

Interpreting opinion polls from the media

Public opinion summary

Exam
