POL 351: Social Surveys in Contemporary Society

Fall 2022
Lecture: MW 6:05-7:25, Frey Hall 211
Course website: http://www.michaelperess.com/teaching/sscs2022.html

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Soc. Behv. Sci. N743
OH: Monday and Wednesday afternoons (pop-in or by appointment)

Overview: Public opinion surveys are a vital component of contemporary politics and surveys are used to measure why the public votes as it does and to predict the results on an election. In this course we will explore the fundamental elements of survey research—selecting a sample, designing and implementing a questionnaire, interpreting the results, and presenting the findings. This semester, we will pay special attention to the 2022 midterm elections.

Recommended Books:

The following books will be on reserve in the library.

[1] Weisberg, Herbert F., Jon A. Krosnick, and Bruce D. Bowen (1996). *An Introduction to Survey Research, Polling, and Data Analysis*.

[2] Groves, Robert M., Floyd J. Fowler, Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, and Roger Touramgeau (2004). *Survey Methodology*.

Lecture Notes: To supplement the readings, I will post lecture notes for some of the topics that we cover.

Readings: Course readings can be found on the course web page. I reserve the right to update the readings on the syllabus, but I will indicate on the course website which readings will be assigned at least one week in advance.

Software: We will be using Excel and SPSS in this class.

Final Project: The final project will require you to design, implement, and analyze a survey, using the different techniques we will cover in class. I will provide the exact details later in the course. The final project will be due on December 12th. The final class of the semester will involve short student presentations of the final projects.

Homework Assignments: I will assign ~5 assignments throughout the class, which may require you to use of Excel and/or SPSS.

Class Participation: You are expected to attend class regularly and participate in class discussion.

Exam: There will be one exam about two-thirds of the way through the class which will cover basic data analysis and survey analysis.

Grading: Grades will be based on the exam (25%), the homework assignments (30%), the final project (25%), and class participation (20%).