

PSC 712
PUBLIC OPINION AND COMMUNICATION

Spring 2009
Wednesday, 12:45-3:30pm
Newhouse I, Rm.406

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Office hours: Monday & Tuesday, 1:30-3pm and by appointment

COURSE OVERVIEW

Where does public opinion come from, and why does it matter? This course entertains those questions, with an emphasis on the role played by the mass media and political elites in shaping public attitudes toward government, political issues, and political figures themselves. We will examine how to conceptualize and measure public opinion, critique theories of opinion formation, and discuss the various sources of political attitudes. In doing so, we will focus on the influence of the news media, elite discourse, campaign advertising, and other forms of communication in contributing to the way citizens see the political world. We will also explore the relationship between public opinion and policy making. The course will focus primarily on American politics, but the reading list includes a smattering of work comparative in nature.

COURSE REQUIREMENTS

This course is a seminar, which means it will be driven by class discussion. You are expected to come to class prepared to engage in a thoughtful, critical, and lively conversation about the questions, issues, and debates raised in the week's required reading. The more you participate, the more you will benefit from the course.

Each week, one student will be designated to lead the seminar. On your week, you will be responsible for organizing and stimulating a discussion of the week's readings. This should not take the form of a lecture or lengthy summary of the material. Instead, you should highlight the most important questions arising from the collection of readings and use those to generate discussion among the rest of us. To facilitate this, you should circulate (by e-mail) a list of 8-10 questions for discussion by 6pm the Tuesday before the class.

Every other week, you will submit a short paper (no more than 2-3 pages, double-spaced) responding to the week's readings. (At the beginning of the semester, I will divide up the weeks alphabetically, so that half of the class will be writing a paper each week. All told, you will write six papers.) These should be e-mailed to me by 12pm the Tuesday before the class meets, and I will return them to you in class. The papers should critically discuss a portion of the week's readings. You do not need to shoehorn in every article or chapter, but you should address several works. There is no single template for a good paper, but you should minimize the summary of the readings; I am more interested in your discussion of their strengths and weaknesses. Here is an incomplete list of questions that might animate your weekly papers:

- Are there competing explanations of, or approaches to understanding, a single substantive phenomenon?
- Is there a fundamental argument between or among authors?
- Do different authors employ different methods? Do those differences lead them to draw different conclusions? Would another methodological approach be better?

- Are there major shortcomings in a set of readings on a topic? How could they be addressed?
- What questions for future research emerge from the readings, and how might those questions be answered?
- Does the empirical evidence support an author's (or authors') claims?

At the end of the semester, you will be required to submit a research paper of 20-25 (double-spaced) pages. The paper may take one of two forms. First, you may write a paper based on original empirical research, similar to much of the work we'll be reading this semester. Second, you may write a paper that addresses a debate in the literature and proposes a research project to engage the topic. At some point during the semester (with the date to be determined), I will ask you to submit a paragraph describing your proposed final project. The due date for the paper will be announced later in the semester. Finally, you will be expected to present a preliminary version of your paper at a mini-conference during our last class session, on April 22. It will be fun.

Your course grade will be determined by an overall evaluation of your participation in class, your weekly papers, and your final research paper.

READINGS

There are five required books for the course, all of which are available at the University bookstore, though they can also be purchased through Amazon or other online booksellers. The list is below. The bulk of the course reading, however, consists of journal articles, chapters from edited volumes, or excerpts from books. Most of the readings are available through JSTOR or the SU library's electronic journal collection.

Some readings, however, are not available online. I have posted most of them on the Course Reserves section of Blackboard. They are marked with (*) in the course schedule below. For readings marked with (**), hard copies of the materials have been placed on reserve at Bird Library. You will need to check out the books and make copies of the relevant portions.

Books

Jacobs, Lawrence R., and Robert Y. Shapiro. 2000. *Politicians Don't Pander: Political Manipulation and the Loss of Democratic Responsiveness*. Chicago: University of Chicago Press.

Mutz, Diana C. 2006. *Hearing the Other Side: Deliberative versus Participatory Democracy*. New York: Cambridge University Press.

Patterson, Thomas E. 1994. *Out of Order*. New York: Vintage.

Prior, Markus. 2007. *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. New York: Cambridge University Press.

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

COURSE SCHEDULE (Readings marked with * are posted under “Course Reserves” on Blackboard. Readings marked with ** are on reserve at Bird Library.)

Week 1 (January 14): 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.

Recommended

Tilly, Charles. 1983. “Speaking Your Mind without Elections, Surveys, or Social Movements.” *Public Opinion Quarterly* 47(4): 461-478.

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

Week 2 (January 21): Conceptualization and Measurement of Public Opinion

*Entman, Robert M., and Susan Herbst. “Reframing Public Opinion as We Have Known It.” In W. Lance Bennett and Robert M. Entman (eds.), *Mediated Politics: Communication in the Future of Democracy*. New York: Cambridge University Press. pp. 203-225.

**Page, Benjamin I. and Robert Y. Shapiro. 1992. *The Rational Public: Fifty Years of Trends in Americans’ Policy Preferences*. Chicago: University of Chicago Press. pp. 1-66. (Chapters 1-2)

Kinder, Donald R. 1998. “Communication and Opinion.” *Annual Review of Political Science* 1:167-197.

Zaller, John, and Stanley Feldman. 1992. “A Simple Theory of the Survey Response: Answering Questions versus Revealing Preferences.” *American Journal of Political Science* 36(3): 579-616.

**Kinder, Donald R., and Thomas R. Palfrey. 1993. *Experimental Foundations of Political Science*. Ann Arbor: University of Michigan Press. pp. 1-51 (“On Behalf of an Experimental Political Science” and “Coming to Grips with the Holy Ghost.”).

Dalton, Russell J. 2000. “Citizen Attitudes and Political Behavior.” *Comparative Political Studies* 33(6-7): 912-940.

Recommended

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

Druckman, James N., Donald P. Green, James H. Kuklinski, and Arthur Lupia. 2006. “The Growth and Development of Experimental Research in Political Science.” *American Political Science Review* 100(4): 627-635.

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.

Week 3 (January 28): What Do People Know about Politics? What Do They Need to Know?

**Delli Carpini, Michael X., and Scott Keeter. 1996. *What Americans Know about Politics and Why It Matters*. New Haven: Yale University Press. pp. 1-61 (Introduction, Chapter 1)

**Downs, Anthony. 1957. *An Economic Theory of Democracy*. New York: Harper. pp. 207-259 (Chapters 11-13).

**Converse, Philip E. 1964. "The Nature of Belief Systems in Mass Publics." In David E. Apter (ed.) *Ideology and Discontent*. New York: Free Press. pp. 206-261.

*Luskin, Robert C. 2002. "From Denial to Extenuation (and Finally Beyond): Political Sophistication and Citizen Performance." In James H. Kuklinski (ed.), *Thinking about Political Psychology*. New York: Cambridge University Press. pp. 281-301.

Jerit, Jennifer, Jason Barabas, and Toby Bolsen. 2006. "Citizens, Knowledge, and the Information Environment." *American Journal of Political Science* 50(2): 266-282.

Lupia, Arthur. 1994. "Shortcuts versus Encyclopedias: Information and Voting Behavior in California Insurance Reform Elections." *American Political Science Review* 88(1): 63-76.

Gilens, Martin. 2001. "Political Ignorance and Collective Policy Preferences." *American Political Science Review* 95(2): 379-396.

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.

Recommended

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.

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.

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.

- Gronlund, Kimmo, and Henry Milner. 2006. "The Determinants of Political Knowledge in Comparative Perspective." *Scandinavian Political Studies* 29(4): 386-406.
- 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.
- 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.
- 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.

Week 4 (February 4): The Origins and Determinants of Political Attitudes

Zaller, *The Nature and Origins of Mass Opinion*, Chapters 1-7, 11

- *Citrin, Jack, and Donald Philip Green. 1990. "The Self-Interest Motive in American Public Opinion." In Samuel Long (ed.), *Research in Micropolitics*, Volume 3. Greenwich: JAI Press. pp. 1-27.
- *Sears, David O. 1993. "Symbolic Politics: A Socio-Psychological Theory." In Shanto Iyengar and William J. McGuire (eds.), *Explorations in Political Psychology*. Durham: Duke University Press. pp.113-149.
- Alford, John R., Carolyn L. Funk, and John R. Hibbing. 2005. "Are Political Orientations Genetically Transmitted?" *American Political Science Review* 99(2): 153-167.
- Kinder, Donald R., and Nicholas Winter. 2001. "Exploring the Racial Divide: Blacks, Whites, and Opinion on National Policy." *American Journal of Political Science* 45(2): 439-453.

Recommended

- Gabel, Matthew, and Kenneth Scheve. 2007. "Estimating the Effects of Elite Communications on Public Opinion Using Instrumental Variables." *American Journal of Political Science* 51(4): 1013-1028.
- Jennings, M. Kent, and Richard G. Niemi. 1968. "The Transmission of Political Values from Parent to Child." *American Political Science Review* 62(1): 169-184.
- Barker, David C., and James D. Tinnick III. 2006. "Competing Visions of Parental Roles and Ideological Constraint." *American Political Science Review* 100(2): 249-263.

A recent exchange about the twin studies:

- Beckwith, Jon, and Corey A. Morris. 2008. "Twin Studies of Political Behavior: Untenable Assumptions?" *Perspectives on Politics* 6(4): 785-791.

Alford, John R., Carolyn L. Funk, and John R. Hibbing. 2008. "Twin Studies, Molecular Genetics, Politics, and Tolerance: A Response to Beckwith and Morris." *Perspectives on Politics* 6(4): 793-797.

Week 5 (February 11): Framing Effects

Chong, Dennis, and James N. Druckman. 2007. "Framing Theory." *Annual Review of Political Science* 10: 103-126.

Chong, Dennis, and James N. Druckman. 2007. "Framing Public Opinion in Competitive Democracies." *American Political Science Review* 101(4): 637-655.

*Sniderman, Paul M., and Sean M. Theriault. 2004. "The Structure of Political Argument and the Logic of Issue Framing." In William E. Saris and Paul M. Sniderman (eds.), *Studies in Public Opinion: Attitudes, Nonattitudes, Measurement Error, and Change*. Princeton, NJ: Princeton University Press. pp. 133-165.

Peffley, Mark, and Jon Hurwitz. 2007. "Persuasion and Resistance: Race and the Death Penalty in America." *American Journal of Political Science* 51(4): 996-1012.

Cobb, Michael D., and James H. Kuklinski. 1997. "Changing Minds: Political Arguments and Political Persuasion." *American Journal of Political Science* 41(1): 88-121.

Entman, Robert M. 2003. "Cascading Activation: Contesting the White House's Frame after 9/11." *Political Communication* 20:415-432.

Gamson, William A., and Andre Modigliani. 1989. "Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach." *American Journal of Sociology* 95(1): 1-37.

Recommended

Simon, Adam F., and Jennifer Jerit. 2007. "Toward a Theory Relating Political Discourse, Media, and Public Opinion." *Journal of Communication* 57(2): 254-271.

Druckman, James N. 2001. "On the Limits of Framing: Who Can Frame?" *Journal of Politics* 63(4): 1041-1066.

Nelson, Thomas F., Zoe M. Oxley, and Rosalee A. Clawson. 1997. "Toward a Psychology of Framing Effects." *Political Behavior* 19(3): 221-246.

Entman, Robert M. 2004. *Projections of Power: Framing News, Public Opinion, and U.S. Foreign Policy*. Chicago: University of Chicago Press.

Bai, Matt. 2005. "The Framing Wars." *New York Times Magazine*. July 17.

Kinder, Donald R. 2007. "Curmudgeonly Advice." *Journal of Communication* 57(1): 155-162.

Week 6 (February 18): Political Trust and Attitudes toward Government and Others

- Levi, Margaret, and Laura Stoker. 2000. "Political Trust and Trustworthiness." *Annual Review of Political Science* 3: 475-507.
- Putnam, Robert D. 1995. "Bowling Alone: America's Declining Social Capital." *Journal of Democracy* 6(1): 65-78.
- Hetherington, Marc J. 1998. "The Political Relevance of Political Trust." *American Political Science Review* 92(4): 791-808.
- *Cleary, Matthew R., and Susan C. Stokes. 2006. *Democracy and the Culture of Skepticism*. New York: Russell Sage Foundation. pp. 3-18 (Chapter 1)
- *Hibbing, John, and Elizabeth Theiss-Morse. 2002. *Stealth Democracy: Americans' Beliefs about How Government Should Work*. New York: Cambridge University Press. pp. 129-159 (Chapter 6).
- Anderson, Christopher J., and Christine A. Guillory. 1997. "Political Institutions and Satisfaction with Democracy: A Cross-National Analysis of Consensus and Majoritarian Systems." *American Political Science Review* 91(1): 66-81.
- Mutz, Diana C., and Byron Reeves. 2005. "The New Videomalaise: Effects of Televised Incivility on Political Trust." *American Political Science Review* 99(1): 1-15.
- Mutz, Diana C. 2007. "The Effects of 'In-Your-Face' Television Discourse on Perceptions of a Legitimate Opposition." *American Political Science Review* 101(4): 621-635.

Recommended

- Putnam, Robert D. 2000. *Bowling Alone: The Collapse and Revival of American Community*. New York: Simon and Schuster.
- Hetherington, Marc. 2005. *Why Trust Matters: Declining Political Trust and the Demise of American Liberalism*. Princeton, NJ: Princeton University Press.
- Robinson, Michael J. 1976. "Public Affairs Television and the Growth of Political Malaise: The Case of the 'Selling of the Pentagon'." *American Political Science Review* 70(2): 409-432.
- Hibbing, John R., and Elizabeth Theiss-Morse. 2001. "Process Preferences and American Politics: What the People Want Government to Be." *American Political Science Review* 95(1): 145-153.

Week 7 (February 25): News Media Content and Bias

Patterson, *Out of Order*, Prologue & Chapters 1-4

- **Hamilton, James T. 2004. *All the News That's Fit to Sell: How the Market Transforms Information into News*. Princeton, NJ: Princeton University Press. pp. 7-36, 160-189 (Chapter 1, "Economic Theories of News" and Chapter 6, "The Changing Nature of the Network Evening News Programs").

Bennett, W. Lance. 1990. "Toward a Theory of Press-State Relations in the United States." *Journal of Communication* 40(2): 103-125.

Coe, Kevin, David Tewksbury, Bradley J. Bond, Kristin L. Drogos, Robert W. Porter, Ashley Yahn, Yuanyuan Zhang. 2008. "Hostile News: Partisan Use and Perceptions of Cable News Programming." *Journal of Communication* 58(2): 201-219.

D'Alessio, Dave and Mike Allen. 2000. "Media Bias in Presidential Elections: A Meta-Analysis." *Journal of Communication* 50(4): 133-156. (skim to get the gist)

Recommended

Gentzkow, Matthew, and Jesse M. Shapiro. 2007. "What Drives Media Slant? Evidence from U.S. Daily Newspapers." National Bureau of Economic Research Working Paper Series. Available on-line at <http://papers.nber.org/papers/w12707.pdf>.

Tuchman, Gaye. 1972. "Objectivity as Strategic Ritual: An Examination of Newsmen's Notions of Objectivity." *American Journal of Sociology* 77(4): 660-679.

Bennett, W. Lance, Regina G. Lawrence, and Steven Livingston. 2006. "None Dare Call It Torture: Indexing and the Limits of Press Independence in the Abu Ghraib Scandal." *Journal of Communication* 56(3): 467-485.

Vallone, Robert P., Lee Ross, and Mark R. Lepper. 1985. "The Hostile Media Phenomenon: Biased Perception and Perceptions of Media Bias in Coverage of the Beirut Massacre." *Journal of Personality and Social Psychology* 49(3): 577-585.

Hayes, Danny. 2008. "Party Reputations, Journalistic Expectations: How Issue Ownership Influences Election News." *Political Communication* 25(4): 377-400.

Iyengar, Shanto, Helmut Norpoth, and Kyu S. Hahn. 2004. "Consumer Demand for Election News: The Horse Race Sells." *Journal of Politics* 66(1): 157-175.

Groseclose, Tim, and Jeffrey Milyo. 2005. "A Measure of Media Bias." *Quarterly Journal of Economics* 120(4): 1191-1237.

Robinson, Michael J., and Margaret A. Sheehan. 1983. *Over the Wire and on TV*. New York: Russell Sage Foundation.

Week 8 (March 4): The Subtlety of Media Effects: Agenda Setting, Priming, and Framing

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.

Iyengar, Shanto, Mark D. Peters, and Donald R. Kinder. 1982. "Experimental Demonstrations of the 'Not-So-Minimal' Consequences of Television News Programs." *American Political Science Review* 76(4): 848-858.

Miller, Joanne M., and Jon A. 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): 301-315.

Druckman, James N. 2004. "Priming the Vote: Campaign Effects in a U.S. Senate Election." *Political Psychology* 25(4): 577-594.

*Lenz, Gabriel S. 2008. "Learning and Opinion Change, Not Priming: Reconsidering the Evidence for the Priming Hypothesis." Typescript, Massachusetts Institute of Technology.

Nelson, Thomas E., Rosalee A. Clawson, Zoe M. Oxley. 1997. "Media Framing of a Civil Liberties Controversy and Its Effect on Tolerance." *American Political Science Review* 91(3): 567-83.

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.

Recommended

Tewksbury, David, and Dietram A. Scheufele. 2007. *Journal of Communication: Special Issue on Framing, Agenda Setting and Priming* 57(1): 8-173.

Iyengar, Shanto, and Donald R. Kinder. 1987. *News That Matters*. Chicago: University of Chicago Press.

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.

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

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.

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.

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.

Week 9 (March 11): Spring Break

Week 10 (March 18): More on the Media and Elites' Role in Shaping Public Opinion

*Feldman, Stanley, Leonie Huddy, and George Marcus. 2007. "Going to War: When Citizens Matter." Paper presented at the New York Area Political Psychology Workshop, Columbia University, October 26.

Page, Benjamin I., Robert Y. Shapiro, and Glenn R. Dempsey. 1987. "What Moves Public Opinion?" *American Political Science Review* 81(1): 23-44.

Berinsky, Adam. 2007. "Assuming the Costs of War: Events, Elites, and American Public Support for Military Conflict." *Journal of Politics* 69(4): 975-997.

Dalton, Russell J., Beck, Paul A., and Huckfeldt, Robert. 1998. "Partisan Cues and the Media: Information Flows in the 1992 Presidential Election." *American Political Science Review*, 92(1): 111-126.

Druckman, James N., and Michael Parkin. 2005. "The Impact of Media Bias: How Editorial Slant Affects Voters." *Journal of Politics* 67(4): 1030-1049.

*Zaller, John. 2001. "Monica Lewinsky and the Mainsprings of American Politics." In W. Lance Bennett and Robert M. Entman (eds.), *Mediated Politics: Communication in the Future of Democracy*. New York: Cambridge University Press. pp. 252-278.

Price, Vincent, and John Zaller. 1993. "Who Gets the News? Alternative Measures of News Reception and Their Implications for Research." *Public Opinion Quarterly* 57(2): 133-64.

Recommended

Groeling, Tim, and Matthew A. Baum. 2008. "Crossing the Water's Edge: Elite Rhetoric, Media Coverage, and the Rally-Round-the-Flag Phenomenon." *Journal of Politics* 70(4): 1065-1085.

Kahn, Kim Fridkin, and Patrick J. Kenney. 2002. "The Slant of the News: How Editorial Endorsements Influence Campaign Coverage and Citizens' Views of Candidates." *American Political Science Review* 96(2): 381-394.

Hetherington, Marc. 1996. "The Media's Role in Forming Voters' National Economic Evaluations in 1992." *American Journal of Political Science* 40(2): 372-395.

Week 11 (March 25): The Effects of Campaign Advertising and Activity

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.

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.

Huber, Gregory A., and Kevin Arceneaux. 2007. "Identifying 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.

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

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.

Kahn, Kim Fridkin, and Patrick J. Kenney. 1999. "Do Negative Campaigns Mobilize or Suppress Turnout? Clarifying the Relationship between Negativity and Participation." *American Political Science Review* 93(4): 877-889.

Brooks, Deborah. 2006. "The Resilient Voter: Moving toward Closure in the Debate over Negative Campaigning and Turnout." *Journal of Politics* 68(3): 684-696.

Geer, John G. 2006. *In Defense of Negativity*. Chicago: University of Chicago Press.

Week 12 (April 1): 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.

Week 13 (April 8): Public Opinion in a New Media Era

Prior, *Post-Broadcast Democracy*, Chapters 1-5, 8

Baum, Matthew A. 2002. "Sex, Lies, and War: How Soft News Brings Foreign Policy to the Inattentive Public." *American Political Science Review* 96(1): 91-109.

Xenos, Michael, and Patricia Moy. 2007. "Direct and Differential Effects of the Internet on Political and Civic Engagement." *Journal of Communication* 57(4): 704-718.

*Farrell, Henry, Eric Lawrence, and John Sides. 2008. "Self-Segregation or Deliberation? Blog Readership, Participation, and Polarization in American Politics." Unpublished manuscript, George Washington University.

Recommended

Bimber, Bruce. 2003. *Information and American Democracy: Technology in the Evolution of Political Power*. New York: Cambridge University Press.

Davis, Steve, Larry Elin, and Grant Recher. 2002. *Click on Democracy: The Internet's Power to Change Political Apathy into Civic Action*. Boulder, Co: Westview Press.

Baumgartner, Jody and Jonathan S. Morris. 2006. "The *Daily Show* Effect: Candidate Evaluations, Efficacy, and American Youth." *American Politics Research* 34(3): 341-367.

Week 14 (April 15): Public Opinion and Public Policy

Jacobs and Shapiro, *Politicians Don't Pander*, Chapters 1-2, 8-10 (peruse Chapters 3-7)

Stimson, James A., Michael B. MacKuen, and Robert S. Erikson. 1995. "Dynamic Representation." *American Political Science Review* 89(3): 543-565.

Zaller, *The Nature and Origins of Mass Opinion*, Chapter 12

Recommended

Page, Benjamin I. and Robert Y. Shapiro. 1992. *The Rational Public: Fifty Years of Trends in Americans' Policy Preferences*. Chicago: University of Chicago Press.

Monroe, Alan D. 1998. "Public Opinion and Public Policy, 1980-1993." *Public Opinion Quarterly* 62(1): 6-28.

Gilens, Martin. 2005. "Inequality and Democratic Responsiveness." *Public Opinion Quarterly* 69(5): 778-796.

Bartels, Larry M. 2008. "The Irrational Electorate." *The Wilson Quarterly*, Autumn. Available on-line at: http://www.wilsoncenter.org/index.cfm?fuseaction=wq.essay&essay_id=478918 or http://www.princeton.edu/~bartels/how_stupid.pdf.

Erikson, Robert E., Gerald C. Wright, and John P. McIver. 1993. *Statehouse Democracy: Public Opinion and Policy in the American States*. New York: Cambridge University Press.

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Week 15 (April 22): The PSC 712 Political Science Association Conference