

Subject: Political Science
Course Title: Public Opinion and Survey Research
(SEC)

Semester: IV
Credits: 04

Course Objective: This Course will introduce the students to the debates, principles and practices of public opinion polling in the context of democracies, with special references to India. It will familiarize the students with how to conceptualize and measure public opinion using quantitative methods, with particular attention being paid to develop basic skills pertaining to the collection, analysis and utilization of quantitative data.

Unit-I: Introduction to the Course (06 Lectures)

Definition and Characteristics of Public Opinion, conceptions and Characteristics, debates about its role in a democratic political system.

Unit-II Measuring Public Opinion with Surveys: Representing and Sampling (06 Lectures)

What is sampling? Why do we need to sample? Sample design

Sampling error and Non-response error

Types of Sampling: Random Sampling and Non-random Sampling

Unit-III Survey Research (06 Lectures)

Interviewing: Interview techniques Pitfalls, different types of interview

Questionnaire: question wording; fairness and clarity

Unit-IV Interpreting Polls (06 Lectures)

Prediction in polling research: possibilities and pitfalls politics of interpreting polling

Reading List:

R. Erikson and K. Tedin, (2011) *American Public Opinion*, 8th edition, New York: Pearson Longman Publishers,.

G. Gallup, (1948) *A guide to public opinion polls* Princeton, Princeton University Press, 1948.

G. Kalton, (1983) *Introduction to Survey Sampling* Beverly Hills, Sage Publication.

H. Asher, (2001) 'Chapters 3 and 5', in *Polling and the Public: What Every Citizen Should Know*, Washington DC: Congressional Quarterly Press.

S. Kumar and P. Rai, (2013) 'Chapter 1', in *Measuring Voting Behaviour in India*, New Delhi: Sage.

M. McDermott and K. A. Frankovic, (2003) 'Horserace Polling and Survey Methods Effects: An Analysis of the 2000 Campaign', *Public Opinion Quarterly*.

D. Rowntree (2000) *Statistics Without Tears: an Introduction for Non Mathematicians*, Harmondsworth: Penguin.