



‘Foundation Seminar’: Public opinion and political behavior

*Hanspeter Kriesi and Alexander Trechsel
Seminar Fall 2014*

Tuesdays 9:00 AM-11:00 AM, Badia Seminar Room 4

Registration with Maureen Lechleitner (Maureen.Lechleitner@EUI.eu)

Description

This seminar is the first one we propose in the series of ‘Foundation seminars’. Its goal is to read and discuss the classics in the field of ‘public opinion and political behavior’. We propose ten sessions dedicated to ten different authors who represent the four approaches we can identify in the field of public opinion and political behavior. Our choice is, of course, debatable and one might have made a different selection. We believe, however, that this choice provides a good idea of how the field has developed and of what are its key theoretical, methodological and empirical issues.

By choosing to take this class you are taking on the obligation to reading all the materials. Over the course of the seminar students must submit three 500-word response papers to the readings for a given session and post that paper on the course website at noon on the day before class. These response papers are fundamental for the holding of a good discussion of the materials, as is a thorough reading of the assigned texts.

Writing a term paper is encouraged. Your term paper should draw on the literature covered in the course but go well beyond it. Those who wish to write a term paper should submit it to us by email and in paper copy, with a cc to Maureen Lechleitner.

Sessions, topics and readings

1. **Lippman: the starting point (October 7)**

Lippman, Walter, 1997 (1922). *Public Opinion*. New York: Free Press. EUI Library: LIB 301.592 LIP

2. **The Columbia school's sociological approach: Lazarsfeld et al. (October 14)**

Lazarsfeld, Paul F., Berelson, Bernard and Hazel Gaudet, 1968 (1944). *The People's Choice. How the Voter Makes Up his Mind in a Presidential Campaign*. New York: Columbia University Press. EUI Library: LIB 329.023730917 LAZ

3. **The rational choice approach: Downs (October 21)**

Downs, Anthony, 1957. *An Economic Theory of Democracy*. New York: Harper Collins. EUI Library: LIB 321.8 DOW

4. **The Michigan school's social-psychological approach: The American voter (October 28)**

Campbell, Angus, Converse, Philip E., Miller, Warren E. and Donald E. Stokes, 1964. *The American Voter: an Abridgement*. New York: Wiley. EUI Library: LIB 324.73 CAM (pp 1-159; 269-290)

Campbell, Angus, Converse, Philip E., Miller, Warren E. and Donald E. Stokes, 1960. *The American Voter*, New York: Wiley, EUI Library: LIB 324.73 CAM (pp 18-37)

5. **The rational choice approach strikes back I: V.O. Key (November 4)**

Key, V.O., 1966. *Responsible Electorate: Rationality in Presidential Voting 1936-1960*. Cambridge: Harvard University Press. EUI Library: LIB 329.023730017 KEY

6. **The rational choice approach strikes back II: Fiorina (November 11)**

Fiorina M 1981. *Retrospective Voting in American National Elections*. New Haven, CT: Yale University Press. EUI Library: MAG3 A 08005

7. **A new milestone: Zaller's 'cognitive approach' (November 18)**

Zaller, John R. 1992. *The Nature and Origins of Mass Opinion*. Cambridge University Press. LIB 301.154 ZAL (chapters 1-8; 11-12)

8. The cognitive approach II: Sniderman et al.'s survey experiments (November 25)

Sniderman, Paul M. and Edward G. Carmines 1997. *Reaching Beyond Race*. Harvard U Press. LIB 305.800379 SNI

9. The cognitive approach III: Druckman's framing experiments (December 3)

- Druckman, James N., Erik Peterson and Rune Slothuus 2013. How Elite Partisan Polarization Affects Public Opinion Formation, *American Political Science Review* 107, 1: 57-79.
- Druckman, James N., Jordan Fein and Thomas J. Leeper 2012. A Source of Bias in Public Opinion Stability, *American Political Science Review* 106, 2: 430-454
- Chong, Dennis and James N. Druckman 2007. Framing Public Opinion in Competitive Democracies, *American Political Science Review* 101, 4: 637-655.
- Chong, Dennis and James N. Druckman 2007. A Theory of Framing and Opinion Formation in Competitive Elite Environments, *Journal of Communication* 57: 99-118.
- Chong, Dennis and James N. Druckman 2007. Framing Theory. *Annual Review of Political Science* 10: 103-26.
- Druckman, James N. 2004. Political Preference Formation: Competition, Deliberation and the (Ir)relevance of Framing Effects, *American Political Science Review* 98, 4:671-685
- 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.

10. The latest contribution to the field – instant classic? Lavine et al. (December 9)

Lavine, Howard G., Christopher D. Johnston and Marco Steenbergen 2012. *The ambivalent partisan: How Critical Loyalty Promotes Democracy*. Oxford U Press. LIB 324.0973 LAV