

Faculty of Economics and Political Science

Measuring Public Opinion

Information :

Course Code : PMM 306

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	Abeer Ahmed Ahmed Mohamed Shousha	4

Area Of Study :

Political systems that represent their citizens usually move forward through the public consent and approval of their performance. Such consent is measured through different means that include public opinion polls. This course equip students with the different skills involved in the process of measuring public opinion and the means through which polls are conducted, questions formed, results processed, and more.

Course Goals:

- Explain different public opinion research methodologies.
- Explore the public opinion research process in terms of issue selection criteria, methodology application and the results dissemination.
- Evaluate the effect of cultural and technological determinants on public opinion research approaches.
- Apply ethical and professional values of conducting public opinion research.
- Investigate the effects of question wording and order on survey results.
- Work in teams.

Description :

Political systems that represent their citizens usually move forward through the public consent and approval of their performance. Such consent is measured through different means that include public opinion polls. This course equip students with the different skills involved in the process of measuring public opinion and the means through which polls are conducted, questions formed, results processed, and more.

Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Identify the process of conducting public opinion polls. |
| 2 - | Recognize how cultural and technological conditions affect public opinion research. |

b. Intellectual Skills: :

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| 1 - | Interpret opinion poll results. |
| 2 - | Judge the effectiveness of opinion polls. |
| 3 - | Assess the impact of the ruling regimes on the freedom of research and press. |
| 4 - | Evaluate public opinion research processes in terms of issue selection criteria, methodology application and results dissemination. |

c. Professional and Practical Skills: :

1 -	Conduct accurate opinion polls.
2 -	Conduct interviews and focus groups.
3 -	Apply ethical and professional values of conducting public opinion research.
4 -	Prepare effective public opinion surveys.

d. General and Transferable Skills: :

1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving skills.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and syllabus - What is Public Opinion?	3	1	
Measuring Public Opinion - Practical: Developing a research plan	9	3	
Survey Research - Practical: Writing and conducting public opinion survey	6	2	
Midterm		1	
Organizing Public Opinion Party identification Ideology - Workshop: Using Minitab	3	1	
Sources of Public Opinion: Political Socialization	3	1	
The Mass Media and Public Opinion	3	1	
Practical: presenting public opinion research results	3	1	
Public Opinion Today	3	1	
Case Studies: People Speak up and Government Reacts	3	1	
The "New Referendum" - Revision	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Lectures by instructor
MiniTab tutorials
Group discussion
Group project
Group Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Projects and Presentations)	30.00		To assess understanding, knowledge and teamwork, theoretical background of the intellectual skills and creativity.

Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam(s)	30.00	7	To assess knowledge and critical skills

Recommended books :

George H. Gallup, A Guide to Public Opinion Polls, Princeton University Press, 1948

Herbert Asher, Polling and the Public: What Every citizen Should Know, Washington DC: CQ Press, 2010

Periodicals :

Rene Brink, Agnieszka Rusinowska, " Measuring Power and Satisfaction in Societies with Opinion Leaders: Dictator and Opinion Leader Properties," Homo Oeconomicus, 28, 1/2, pp. 161-185, 2011