

PLAP 7110
Core Seminar in Political Behavior
Fall 2010

Tuesdays 7:00 – 9:30pm
Gibson Hall 241

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office hours: Wednesday 1–3
and by appointment

This course provides an introduction to the vast literature devoted to public opinion and mass political behavior. That is, we will survey the major theoretical approaches and empirical research on the behavior of non-elite political actors. “Behavior” is a broad term, which includes the psychological and attitudinal precursors as well as overt behavior such as voting or political protest. The primary focus will be on American public opinion and behavior, although there will be some attention to comparative work. In addition to empirical research on the antecedents of opinion and its role in the larger political system, we will consider normative work on the meaning and measurement of political behavior and on its role in democratic politics.

Course Requirements

Each week you will be required to write a short essay—of no more than one page—responding to the week’s readings. These essays should try to engage a number of the week’s readings by doing one or more of the following: juxtaposing and commenting on alternative explanations or approaches to a substantive topic; criticizing the methodologies used and proposing other strategies of research; criticizing the conceptualization and/or measurement of a particular construct; analyzing the implications of a set of findings; suggesting new questions or hypotheses for research; developing similarities and contrasts with arguments or research found in the readings from previous weeks. More generally, these papers should *contain an argument*, not a summary or description of the readings. These papers should be turned in to me by email no later than 10pm on Monday before the scheduled Tuesday meeting. I will comment (briefly) on them and turn them back at the end of Tuesday’s session. These essays will serve as the starting point for our discussion.

Your grade will depend on your performance on these papers (25%), your participation in class discussions (quality of participation weighted by volume of participation, another 25%), and a term paper due at the end of the term (50%). This paper may take several forms: a standard literature review on a topic of your choosing; a “comprehensive exam” question and answer; a research design; a report of original empirical research; even a first run at a dissertation prospectus. I will provide more details about this paper later in the term.

Readings

Most readings are available through JSTOR and/or other UVa electronic resources; I have included links in the syllabus. Book chapters will be posted to Collab.

There are a couple of books that I have ordered at the bookstore and which are available from Amazon and other retailers. We will read a good bit of these books; they are also among the most centrally important in the field.

Green, Donald P., Bradley Palmquist, and Eric Schickler. 2002. *Partisan Hearts and Minds: Political Parties and the Social Identities of Voters*. New Haven: Yale University Press.

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

Mendelberg, Tali. 2001. *The Race Card: Campaign Strategy, Implicit Messages, and the Norm of Equality*. Princeton, N.J.: Princeton University Press.

Iyengar, Shanto, and Donald R. Kinder. 2010. *News That Matters: Television and American Opinion*. updated ed. Chicago: University of Chicago Press.

For each week I have listed a set of “Recommended” readings. I do not expect you to read these for class discussion; rather, they are intended to serve as a resource for further investigation, either for your term paper or for comprehensive examination preparation. I have also included at the end of the syllabus a set of topics (and readings) that we will not cover this term.

Auditing this Course

Graduate students are welcome to audit the course. I would advise you to think carefully about your motivation for auditing, however. If you are too busy this term to take the course for credit, consider whether you will really be able to commit the time necessary to get much from the course. But in the end the decision is yours. *Note, however, that auditors must still write and turn in the weekly reaction essays.*

Course Outline

I. PRELIMINARY CONSIDERATIONS

Week 0 Introduction and overview (August 24)

Week 1 Meaning and measurement of public opinion (August 31)

II. DEMOCRATIC COMPETENCE

Week 2 Political ignorance: Causes and effects (September 7)

Week 3 Searching for overarching principles: Ideology and political reasoning (September 14)

III. OPINION INGREDIENTS & MICRO-LEVEL FOUNDATIONS OF OPINION

Week 4 Material Interests (and symbolic politics) (September 21)

Week 5 Groups: Us and them (September 28)

Week 6 The unmoved mover? Party identification (October 5)

— No class: UVa fall break (October 12)

Week 7 Core values and political principles (October 19)

IV. SOCIETY, POLITICS AND PUBLIC OPINION

Week 8 Social interaction and social influence (October 26)

Week 9 Media effects and framing (November 2)

Week 10 Political campaigns (November 9)

Week 11 Voting (November 16)

Week 12 Collective opinion: The miracle of aggregation and enlightened preferences (November 23)

Week 13 Political participation (November 30)

Week 14 Public opinion and American democracy (December 7)

This last class will likely be rescheduled

Course Schedule

Week 0: Introduction and overview (August 24)

I. PRELIMINARY CONSIDERATIONS

Week 1: Meaning and measurement of public opinion (August 31)

- Kinder, Donald R. 2004. "Pale Democracy: Opinion and Action in Postwar America." In *The Evolution of Political Knowledge: Theory and Inquiry in American Politics*, ed. Edward D. Mansfield, and Richard Sisson. Columbus: Ohio State University Press, 104-47. *Skim this article for an overview of much of the territory we will be covering. You may find it helpful to come back to the relevant section as a resource that frames many of the individual topics that follow.*
- Herbst, Susan. 1993. *Numbered Voices: How Opinion Polling Has Shaped American Politics*. Chicago: University of Chicago Press, Chapter 3 (43-68).
- Lippmann, Walter. [1922] 1997. *Public Opinion*, chapter 1 (3-20).
- V.O. Key. 1961. *Public Opinion and American Democracy*. New York: Knopf, 3-17.
- Blumer, Herbert. 1948. "Public Opinion and Public Opinion Polling." *American Sociological Review* 13(5):542-554. <http://www.jstor.org/stable/pdfplus/2087146.pdf>
- Converse, Philip E. 1987. "Changing Conceptions of Public Opinion in the Political Process." *Public Opinion Quarterly* 51(Supplement): 12-24. <http://www.jstor.org/stable/pdfplus/2749185.pdf>
- Sanders, Lynn M. 1999. "Democratic Politics and Survey Research." *Philosophy of the Social Sciences* 29(2):248-80. (available at <http://faculty.virginia.edu/lsanders/P29s2s5.pdf> or <http://pos.sagepub.com/cgi/reprint/29/2/248>)
- Tilly, Charles. 1983. "Speaking Your Mind Without Elections, Surveys, or Social Movements." *Public Opinion Quarterly*, 47(4):461-478. <http://www.jstor.org/stable/pdfplus/2748659.pdf>

Recommended

- Lippmann, Walter. [1922] 1997. *Public Opinion*. New York: Free Press Paperbacks.
- Fishkin, James S. 1995 *The Voice of the People*. New Haven, CT.: Yale University Press.
- Habermas, Jürgen. 1989. *The Structural Transformation of the Public Sphere: an Inquiry into a Category of Bourgeois Society*. Cambridge, MA: MIT Press.
- Igo, Sarah E. 2007. *The Averaged American: Surveys, Citizens, and the Making of a Mass Public*. Cambridge, MA: Harvard University Press.
- Lee, Taeku. 2002. *Mobilizing Public Opinion: Black Insurgency and Racial Attitudes in the Civil Rights Era*. Chicago: University of Chicago Press, chapter 3.
- Brehm, John. 1993. *The Phantom Respondents*. Ann Arbor, MI: University of Michigan Press.
- Bryce, James. 1916. "The Nature of Public Opinion." Reprinted in Berelson & Janowitz, *Reader in Public Opinion and Communication* (2d ed), 13-19.
- Lowell, A. Lawrence. 1900. "Public Opinion." Reprinted in Berelson & Janowitz, *Reader in Public Opinion and Communication* (2d ed), 20-26.
- John Zaller and Stanley Feldman. 1992. "A Simple Theory of the Survey Response: Answering Questions or Revealing Preferences?" *American Journal of Political Science*, 36(3): 579-616.
- Weisberg, Herb. 2005. "The 2004 Pre-Election and Exit Polls: A Total Survey Error Analysis," paper presented at the annual meeting of the Midwest Political Science Association, April 2005.

II. DEMOCRATIC COMPETENCE

Week 2: Political ignorance: Causes and effects (September 7)

- Downs, Anthony. 1957. *An Economic Theory of Democracy*. New York: Harper and Row, chapters 11-13.
- Zaller, John. 1992. *The Nature and Origins of Mass Opinion*. Cambridge: Cambridge University Press, chapters 2, 3, 6, and Measures Appendix.
- Delli Carpini, Michael X. and Scott Keeter. 1996. *What Americans Know About Politics and Why It Matters*. New Haven: Yale University Press. Introduction and chapter 4.
- Lupia, Arthur. 1994. "Shortcuts Versus Encyclopedias: Information and Voting Behavior in California Insurance Reform Elections." *American Political Science Review* 88(1): 63-76.
<http://www.jstor.org/stable/pdfplus/2944882.pdf>
- Lodge, Milton, Marco R. Steenbergen, Shawn Brau. 1995. "The Responsive Voter: Campaign Information and The Dynamics of Candidate Evaluation." *American Political Science Review* 89(2):309-26.
<http://www.jstor.org/stable/pdfplus/2082427.pdf>
- Hutchings, Vincent. 2001. "Political Context, Issue Salience, and Selective Attentiveness: Constituent Knowledge of the Clarence Thomas Confirmation Vote." *The Journal of Politics* 63(3):846-868.
<http://www.jstor.org/stable/pdfplus/2691716.pdf>

Recommended

- Lupia, Arthur and Mathew D. McCubbins. 1998. *The Democratic Dilemma: Can Citizens Learn What They Need to Know?* New York: Cambridge University Press.
- Popkin, Samuel L. 1994. *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*. Chicago: University of Chicago Press.
- Jennifer Jerit, Paul Quirk and James Kuklinski. 2009. "Strategic Politicians, Emotional Citizens, and the Rhetoric of Prediction." In Borgida et al, (Eds.), *The Political Psychology of Democratic Citizenship*.
- James Kuklinski, et al. 2000. "Misinformation and the Currency of Democratic Citizenship." *Journal of Politics*, 62: 790-816.
- James H. Kuklinski, Paul J. Quirk, Jennifer Jerit, and Robert F. Rich, 2001. "Political Environment and Citizen Competence," *American Journal of Political Science*, 45 (April 2001):410-424.
- Luskin, Robert C. 1987. "Measuring Political Sophistication." *American Journal of Political Science* 31: 856-899.
- Mondak, Jeffrey. 2001. "Developing Valid Knowledge Scales". *American Journal of Political Science*. 45: 224-238.

Week 3: Searching for overarching principles: Ideology and political reasoning (September 14)

- Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1960. *The American Voter*. Chicago: University of Chicago Press, chapter 10 (*skim*).
- Converse, Philip E. 1964. "The Nature of Belief Systems in the Mass Publics," in David Apter, ed. *Ideology and Discontent*. New York: Free Press.
- Lane, Robert E. 1962. *Political Ideology: Why the Common Man Believes What He Does*. New York: Free Press, chapters 4 & 22.
- Achen, Christopher H. 1975. "Mass Political Attitudes and the Survey Response." *American Political Science Review* 69 (4):1218-31. <http://links.jstor.org/stable/pdfplus/1955282.pdf>
- Kinder, Donald R. 1983. "Diversity and Complexity in American Public Opinion." In *Political Science: The State of the Discipline*, ed. Ada Finifter. Washington, DC: APSA Press.
- Zaller, John. 1992. *The Nature and Origins of Mass Opinion*. Cambridge: Cambridge University Press, chapters 4 & 5.
- Converse, Philip. 2000. "Assessing the Capacity of Mass Electorates." *Annual Review of Political Science* 3: 331-353. <http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=5366731&site=ehost-live>

Recommended

- Sniderman, Paul M., Richard A. Brody, and Philip Tetlock. 1991. *Reasoning and Choice: Explorations in Political Psychology*. New York: Cambridge University Press.
- Kuklinski, James H., Robert C. Luskin, and John Bolland. 1991. "Where Is the Schema? Going Beyond the 'S' Word in Political Psychology." *American Political Science Review* 85(4):1341-65.
- Lodge, Milton, Kathleen M. McGraw, Pamela J. Conover, Stanley Feldman, and Arthur H. Miller. 1991. "Where Is the Schema? Critiques." *The American Political Science Review* 85(4):1357-80.
- Conover, Pamela J. and Stanley Feldman. 1981. "The Origins and Meaning of Liberal/Conservative Self-Identifications." *American Journal of Political Science* 25(4):617-45.
- Nie, Norman H., Sidney Verba, and John R. Petrocik. 1976. *The Changing American Voter*. Cambridge, MA: Harvard University Press.

III. OPINION INGREDIENTS & MICRO-LEVEL FOUNDATIONS OF OPINION

Week 4: Material Interests (and symbolic politics) (September 21)

- Sears, David O., Richard R. Lau, Tom R. Tyler, & Harris M. Allen, Jr. 1980. "Self-Interest vs. Symbolic Politics in Policy Attitudes and Presidential Voting" *The American Political Science Review* 74(3): 670-684. (skim)
<http://www.jstor.org/stable/pdfplus/1958149.pdf>
- Kinder, Donald and Roderick Kiewiet. 1981. "Sociotropic Politics: The American Case," *British Journal of Political Science* 11(2):129-41. <http://www.jstor.org/stable/pdfplus/193580.pdf>
- Citrin, Jack and Donald P. Green. 1990. "The Self-Interest Motive in American Public Opinion." In *Research in Micropolitics: A Research Annual*, ed. Samuel Long. Greenwich, CT: JAI Press, 1-28.
- Chong, Dennis, Jack Citrin, and Patricia Conley. 2001. "When Self-Interest Matters." *Political Psychology* 22 (3):541-70. <http://www.jstor.org/stable/pdfplus/3792426.pdf>
- Green, Donald Philip and Jonathan A. Cowden. 1992. "Who Protests: Self-Interest and White Opposition to Busing." *The Journal of Politics* 54(2):471-496. <http://www.jstor.org/stable/pdfplus/2132035.pdf>
- Holmes, Stephen. 1990. "The Secret History of Self-Interest." In *Beyond Self-Interest*, ed. Jane J. Mansbridge. Chicago: University of Chicago Press, 267-86.

Recommended

- Downs, Anthony. 1957. *An Economic Theory of Democracy*. New York: Harper and Row, chapters 1-3.
- Kramer, Gerald. 1983. "The Ecological Fallacy Revisited: Aggregate- Versus Individual-Level Findings on Economics and Elections, and Sociotropic Voting." *American Political Science Review* 77:92-111*
- Markus, Gregory B. 1988. "The Impact of Personal and National Economic Conditions On the Presidential Vote: A Pooled Cross-Sectional Analysis." *American Journal of Political Science* 32: 137-54.
- Mansbridge, Jane J., ed. 1990. *Beyond Self-Interest*. Chicago: University of Chicago Press.
- Sen, Amartya K. 1990. "Rational Fools: A Critique of the Behavioral Foundations of Economic Theory." In *Beyond Self-Interest*, ed. Jane J. Mansbridge. Chicago: University of Chicago Press, 25-44.
- Sears, David O. and Carolyn L. Funk. 1990. "Self-Interest in Americans' Political Opinions." In *Beyond Self-Interest*, ed. Jane J. Mansbridge. Chicago: University of Chicago Press, 147-70.
- Campbell, Andrea Louise. 2002. "Self-Interest, Social Security, and the Distinctive Participation Patterns of Senior Citizens." *American Political Science Review* 96(3):565-74.
- Stoker, Laura. 1994. "A Reconsideration of Self-Interest in American Public Opinion." Paper presented at the annual meeting of the Western Political Science Association Albuquerque, NM.
<ftp://ftp.electionstudies.org/ftp/nes/bibliography/documents/nes010876.pdf>

Week 5: Groups: Us and them (September 28)

- Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1960. *The American Voter*. Chicago: University of Chicago Press, chapter 12 (*skim*)
- Converse, Philip E. 1964. "The nature of belief systems in mass publics." In *Ideology and Discontent*, ed. D.E. Apter. New York: The Free Press. (*Re-read pp. 234-238*)
- Conover, Pamela Johnston. 1984. "The Influence of Group Identifications on Political Perception and Evaluation." *The Journal of Politics* 46(3): 760-785. <http://www.jstor.org/stable/pdfplus/2130855.pdf>
- Nelson, Thomas E., and Donald R. Kinder. 1996. "Issue Frames and Group-Centrism in American Public Opinion." *The Journal of Politics* 58 (4):1055-78. <http://www.jstor.org/stable/pdfplus/2960149.pdf>
- Sears, David O., John J. Hetts, Jim Sidanius, and Lawrence Bobo. 2000. "Race in American Politics." In *Racialized Politics: the Debate About Racism in America*, ed. David O. Sears, Jim Sidanius, and Lawrence Bobo. Chicago: University of Chicago Press, 1-43.
- Mendelberg, Tali. 2001. *The Race Card: Campaign Strategy, Implicit Messages, and the Norm of Equality*. Princeton, NJ: Princeton University Press, chapters 1, 6 & 7.
- Sears, David O., and Leonie Huddy. 1992. "On the Origins of Political Disunity Among Women." In *Women, Politics, and Change*, ed. Louise Tilly, and Patricia Gurin. New York: Russell Sage Foundation, 249-80.

Recommended

- Dawson, Michael. 1994. *Behind the Mule: Race and Class in African American Politics*. Princeton, NJ: Princeton University Press.
- Lee, Taeku. 2002. *Mobilizing Public Opinion: Black Insurgency and Racial Attitudes in the Civil Rights Era*. Chicago: University of Chicago Press
- Hochschild, Jennifer. 1995. *Facing Up to the American Dream: Race, Class, and the Soul of the Nation*. Princeton, NJ: Princeton University Press.
- Jackman, Mary R. 1994. *The Velvet Glove: Paternalism and Conflict in Gender, Class, and Race Relations*. Berkeley: University of California Press.
- Kinder, Donald R. and Lynn Sanders. 1996. *Divided by Color: Racial Politics and Democratic Ideals*.
- Sapiro, Virginia. 2003. "Theorizing Gender in Political Psychology Research." In *Oxford Handbook of Political Psychology*, ed. David O. Sears, Leonie Huddy, and Robert Jervis. New York: Oxford University Press, 601-34.
- Gay, Claudine. 2006. "Seeing Difference: The Effect of Economic Disparity on Black Attitudes toward Latinos." *American Journal of Political Science* 50 (4):982-97.
- Greenwald, Anthony G., and Mahzarin R. Banaji. 1995. "Implicit Social Cognition: Attitudes, Self-Esteem, and Stereotypes." *Psychological Review* 102(1):4-27.
- Devine, Patricia G. 1989. "Stereotypes and Prejudice: Their Automatic and Controlled Components." *Journal of Personality and Social Psychology* 56 (1):5-18.
- Valentino, Nicholas A., Vincent L. Hutchings, and Ismail K. White. 2002. "Cues That Matter: How Political Ads Prime Racial Attitudes During Campaigns." *American Political Science Review* 96 (1):75-90.
- Nosek, Brian A., Jesse Graham, and C. B. Hawkins. 2010. "Implicit Political Cognition." In *Handbook of Implicit Social Cognition*, ed. B. Gawronski, and B. K. Payne. New York: Guilford.
- Huber, Gregory A., and John S. Lapinski. 2006. "The 'Race Card' Revisited: Assessing Racial Priming in Policy Contests." *American Journal of Political Science* 50 (2):421-40.
- Mendelberg, Tali. 2008. "Racial Priming: Issues in Research Design and Interpretation." *Perspectives on Politics* 6 (1):135-40

Week 6: The unmoved mover? Party identification (October 5)

- Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1993. "The Impact and Development of Party Identification." In *Classics in Voting Behavior*, ed. R. G. Niemi and H. F. Weisberg. Washington, DC: Congressional Quarterly. [This is an abridged selection from *The American Voter*]
- Green, Donald P., Bradley Palmquist, and Eric Schickler. 2002. *Partisan Hearts and Minds: Political Parties and the Social Identities of Voters*. New Haven: Yale University Press. Chapters 1, 2 & 6.
- Fiorina, Morris P. 1981. *Retrospective Voting in American National Elections*. New Haven, CT: Yale University Press. Chapter 5.
- Franklin, Charles H., and John E. Jackson. 1983. "The Dynamics of Party Identification." *The American Political Science Review* 77 (4):957-73. <http://www.jstor.org/stable/pdfplus/1957569.pdf>
- MacKuen, Michael, Robert Erikson, and James Stimson. 1989. "Macropartisanship." *American Political Science Review* 83 (4):1126-42. <http://www.jstor.org/stable/pdfplus/1961661.pdf>
- Bartels, Larry M. 2000. "Partisanship and Voting Behavior, 1952-1996." *American Journal of Political Science* 44 (1):35-50. <http://www.jstor.org/stable/pdfplus/2669291.pdf>

Recommended

- Markus, Gregory B., and Philip E. Converse. 1979. "A Dynamic Simultaneous Equation Model of Electoral Choice." *American Political Science Review* 73:1055-70.
- Jennings, M. Kent, and Richard G. Niemi. 1968. "The Transmission of Political Values from Parent to Child." *American Political Science Review* 62 (March):169-84.
- Keith, Bruce E. 1992. *The Myth of the Independent Voter*. Berkeley: University of California Press.
- Hetherington, Marc J. 2001. "Resurgent Mass Partisanship: The Role of Elite Polarization." *The American Political Science Review* 95(3):619-31.
- Levendusky, Matthew. 2009. *The Partisan Sort: How Liberals Became Democrats and Conservatives Became Republicans*. Chicago: University of Chicago Press.

No class: UVa fall break (October 12)

Week 7: Core values and political principles (October 19)

- Schwartz, Shalom H. and Wolfgang Bilsky. 1987. "Toward a Universal Psychological Structure of Human Values." *Journal of Personality & Social Psychology* 53(3):550-562. <http://content.apa.org/journals/psp/53/3/550.pdf>
- Feldman, Stanley. 1988. "Structure and Consistency in Public Opinion: The Role of Core Beliefs and Values." *American Journal of Political Science* 32 (2): 416-440. <http://www.jstor.org/stable/pdfplus/2111130.pdf>
- Feldman, Stanley and John Zaller. 1992. "The Political Culture of Ambivalence." *American Journal of Political Science* 36 (1): 268-307. <http://www.jstor.org/stable/pdfplus/2111433.pdf>
- Chong, Dennis. 1993. "How People Think, Reason, and Feel about Rights and Liberties," *American Journal of Political Science*, 37 (3):867-99. <http://www.jstor.org/stable/pdfplus/2111577.pdf>
- Federico, Christopher, Corrie Hunt, and Damla Ergun. 2009. "Political Expertise, Social Worldviews, and Ideology: Translating "Competitive Jungles" and "Dangerous Worlds" into Ideological Reality." *Social Justice Research* 22 (2):259-79. <http://www.springerlink.com/content/91403r6088134213/fulltext.pdf>
- Alvarez, R. Michael and John Brehm. 1997. "Are Americans Ambivalent Toward Racial Policies?" *American Journal of Political Science*, 41 (2):345-75. <http://www.jstor.org/stable/pdfplus/2111768.pdf>

Recommended

Authoritarianism stuff?

- Luker, Kristin. 1984. *Abortion and the Politics of Motherhood*. Berkeley: University of California Press.
- Tetlock, Philip E. 1986. "A Value Pluralism Model of Ideological Reasoning." *Journal of Personality and Social Psychology* 50(4):819-27. [Available electronically]
- Stoker, Laura. 2001. "Political Value Judgments." In *Citizens and Politics: Perspectives From Political Psychology*, ed. James H. Kuklinski. New York: Cambridge University Press, 433-68.
- Feldman, Stanley and Marco R. Steenbergen. 2001. "The Humanitarian Foundation of Public Support for Social Welfare." *American Journal of Political Science* 45(3):658-77.
- Alvarez, R. Michael and John Brehm. 2002. *Hard Choices, Easy Answers: Values, Information, and American Public Opinion*. Princeton: Princeton University Press.
- Chong, Dennis. 2000. *Rational Lives: Norms and Values in Politics and Society*. Chicago: University of Chicago Press.
- Hochschild, Jennifer L. 1981. *What's Fair? American Beliefs about Distributive Justice*. Cambridge: Harvard University Press.
- McClosky, Herbert and John Zaller. 1984. *The American Ethos: Public Attitudes Toward Capitalism and Democracy*. Cambridge: Harvard University Press.
- Smith, Rogers M. 1993. "Beyond Tocqueville, Myrdal, and Hartz: The Multiple Traditions in America." *American Political Science Review* 87(3):549-66.
- Inglehart, Ronald. 1990. *Culture Shift in Advanced Industrial Society*. Princeton, NJ: Princeton University Press.
- Dawson, Michael C. 2001. *Black Visions: the Roots of Contemporary African-American Political Ideologies*. Chicago: University of Chicago Press.
- Kuklinski, James H. (ed.) 2001. *Citizens and Politics: Perspectives From Political Psychology*. New York: Cambridge University Press, section IV.
- Jacoby, William G. 2000. "Issue f and Public Opinion on Government Spending." *American Journal of Political Science* 44(4):750-767.
- McCann, James A. 1997. "Electoral Choices and Core Value Change: the 1992 Presidential Campaign." *American Journal of Political Science* 41(2):564-83.
- Alford, J. R., C. L. Funk, and J. R. Hibbing. 2005. "Are Political Orientations Genetically Transmitted?" *American Political Science Review* 99(2):153.

IV. SOCIETY, POLITICS AND PUBLIC OPINION

Week 8: Social interaction and social influence (October 26)

- Mutz, Diana C. 1992. "Impersonal Influence: Effects of Representations of Public Opinion on Political Attitudes." *Political Behavior* 14 (2):89-122. <http://www.jstor.org/stable/pdfplus/586314.pdf>
- Mutz, Diana Carole. 2006. *Hearing the Other Side: Deliberative Versus Participatory Democracy*. New York: Cambridge University Press. Chapters 1 & 5.
- Druckman, James N., and Kjersten R. Nelson. 2003. "Framing and Deliberation: How Citizens' Conversations Limit Elite Influence." *American Journal of Political Science* 47 (4):729-45. <http://www.jstor.org/stable/pdfplus/3186130.pdf>
- Gamson, William A. 1992. *Talking Politics*, chapters 1 & 7 (1-12 & 117-134).

Recommended

- Huckfeldt, Robert and John Sprague. 1987. "Networks in Context: The Social Flow of Political Information." *American Political Science Review* 81(4):1197-1216.
- Oliver, Eric and Tali Mendelberg. 2000 "Reconsidering the Environmental Determinants of Racial Attitudes" *American Journal of Political Science* 44(3): 574-589.
- Krysan, Maria. 1998. "Privacy and the Expression of White Racial Attitudes: a Comparison Across Three Contexts." *The Public Opinion Quarterly* 62(4):506-44.
- Mutz, Diana C. 1998. *Impersonal Influence: How Perceptions of Mass Collectives Affect Political Attitudes*. New York: Cambridge University Press.
- Walsh, Katherine C. 2004. *Talking About Politics: Informal Groups and Social Identity in American Life*. Chicago: University of Chicago Press.
- Schuman, Howard and Jean M. Converse. 1971. "The Effect of Black and White Interviewers on Black Responses." *Public Opinion Quarterly* 35:44-68.
- Tourangeau, Roger and Tom W. Smith. 1996. "Asking Sensitive Questions: The Impact of Data Collection Mode, Question Format, and Question Context." *Public Opinion Quarterly* 60:275-304.
- Zuckerman, Alan S., ed. 2005. *The Social Logic of Politics: Personal Networks As Contexts for Political Behavior*. Philadelphia: Temple University Press.
- Katz, Elihu and Paul F. Lazarsfeld. 1955. *Personal Influence: the Part Played by People in the Flow of Mass Communications*. Glencoe, Ill: Free Press.

Week 9: Media effects and framing (November 2)

- Iyengar, Shanto, and Donald R. Kinder. 2010. *News That Matters: Television and American Opinion*. updated ed. Chicago: University of Chicago Press. Chapters 1-3, 6-12, and epilogue, 2010.
- Miller, Joanne and Jon Krosnick. 2000. "News Media Impact on the Ingredients of Presidential Evaluations." *American Journal of Political Science*. 44(2) 301-15. <http://www.jstor.org/stable/pdfplus/2669312.pdf>
- Druckman, James N. 2001. "The Implications of Framing Effects for Citizen Competence." *Political Behavior* 23(3):225-56. <http://www.jstor.org/stable/pdfplus/1558384.pdf>
- Sniderman, Paul M., and Sean M. Theriault. 2004. "The Structure of Political Argument and the Logic of Issue Framing." In *Studies in Public Opinion: Attitudes, Nonattitudes, Measurement Error, and Change*, ed. Willem E. Saris, and Paul M. Sniderman. Princeton, NJ: Princeton University Press.
- Winter, Nicholas J. G. 2005. "Framing Gender: Political Rhetoric, Gender Schemas, and Public Opinion on U.S. Health Care Reform." *Politics and Gender* 1 (3):453-80. <http://faculty.virginia.edu/nwinter/papers/winter-g&p2005-paper.pdf>
- Lenz, Gabriel S. 2009. "Learning and Opinion Change, Not Priming: Reconsidering the Priming Hypothesis." *American Journal of Political Science* 53 (4):821-37. <http://onlinelibrary.wiley.com/doi/10.1111/j.1540-5907.2009.00403.x/pdf>

Recommended

- Bartels, Larry M. 1993. "Messages Received: The Political Impact of Media Exposure." *American Political Science Review* 87: 267-285.*
- Zaller, John. 1996. "The Myth of Massive Media Impact Revived: New Support for a Discredited Idea." In *Political Persuasion and Attitude Change*. Diana C. Mutz, Paul M. Sniderman, and Richard A. Brody (eds.). p-17-78
- Neuman, W. R., Marion R. Just, and Ann N. Crigler. 1992. *Common Knowledge: News and the Construction of Political Meaning*. Chicago: University of Chicago Press.
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