

Semester1st

Skill Enhancement Course

Subject: Economics

Title: Public Opinion and Survey Research

Code: BEC22M103

Credit: Theory 04 (Th; 02 + Pr: 02)

Contact Hours: 32 hrs + 64 hrs

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 reference to India. It will familiarize the students with how to conceptualize and measure public opinion using quantitative methods, with particular attention being paid to developing skills pertaining to the collection, analysis and utilization of quantitative data.

Theory (02 Credits)

Unit I: Introduction

- 1.1 Definition and Characteristics of Public Opinion.
- 1.2 Conceptions and Characteristics of Public Opinion; Debates about its role in a Democratic Political System.
- 1.3 Uses for Opinion Poll.

Unit II: Measuring Public opinion with Surveys: Representation and Sampling

- 2.1 What is sampling? Why do we need to Sample? Sample Design
- 2.2 Sampling Error and Non-response.
- 2.3 Types of Sampling: Non-random Sampling - Quota, Purposive and Snowball Sampling; Random Sampling-Simple and Stratified.

Tutorial (02 Credits)

Unit III: Survey Research

- 3.1 Interviewing: Interview Techniques Pitfalls, Different types and forms of interview.
- 3.2 Questionnaire: Question Wording; Fairness and Clarity. Unit IV: Quantitative Data Analysis
- 3.3 Introduction to quantitative Data Analysis
- 3.4 Basic Concepts: Correlation Research, Causation and Prediction, descriptive and inferential Statistics.
- 3.5 Prediction in polling research: possibilities and pitfalls; politics of Interpreting polling.

Suggested Readings:

1. R Erikson and K. Tedin , (2011) American Public opinion , Eight edition, New York Pearson, Longman publishers, pp. 40-46
2. G. Sallup, (1948) A Guide to Public opinion poll Princeton, Princeton University Press, 1948, pp.3-13
3. G. Kalton, (1983) introduction to Survey Sampling Beverly Hills, Sage publication.
4. Lokniti Team, (2009), National Election Study 2009: A Methodological Note; Economic and political weekly, Vol.XLIV (39)

5. Lokniti Team, (2004),), National Election Study 2004: Economic and political weekly, Vol.XXXIX (51)
6. Asking About Numbers: Why and How; Political Analysis (2013), Vol. 21 (1): 48-69, (first published online November 21, 2012).
7. H. Asher, (2001) "Chapter s and 5; in Poling and the Public. What Every Citizen should know, Washington DC: Congressional Quarterly Press.
8. R. Erikson and K. Tedin, (2011) American Public Opinion, Either edition, New York, person Longman publishers, pp.40-46.
9. A. Agresti and B. Finlay (2009) Statistical methods for the Social Science, Fourth edition, Upper saddle river, NJ: PearsonPrentice Hall.
10. 10.S.Kumar, and P.Rai, (2013) 'Chapter 1, in Measuring Voting Behaviour in India, New Delhi: Sage.