

SKILL ENHANCEMENT COURSE (SEC)

Public Opinion Survey Research

Total Marks – 100

Semester Exam – 70

Credits - 4

Sessional Exam - 30

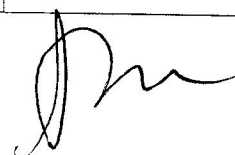
Programme/Class	B.A.	Semester	IV
Subject	Political Science		
Course Code	BPS-S402	Course Title	Public Opinion Survey Research

Course learning outcomes

On the successful completion of the course, students will be able to :

- Understand the importance of public opinion in a democracy and the role of survey research in comprehending the working of a democratic political system
- Learn about the methods used for conducting surveys and interpreting survey data
- Acquire basic skill sets related to understanding public opinion formation and conducting research through the use of sample data, framing a questionnaire, etc.
- Acquire basic skill sets related to measurement of public opinion such as data analysis. using statistical methods .

Units	Topic	No. of Lectures
Unit 1	Introduction to the course Definition and characteristics of public opinion , conceptions and characteristics , debates about its role in a democratic political system , uses for opinion poll	08
Unit 2	Nature of social Research, Participant Observation	06
Unit 3	Empirical Research: Meaning Types Methods, Identification of Research problems	08
Unit 4	Measuring Public Opinion with Surveys : Representation and sampling a) What is sampling? Why do we need to sample? Sample design b) Types of sampling	08
Unit 5	Survey Research	06



	a) Interviewing : Interview techniques pitfalls , different types of and forms of interview	
	b) Questionnaire : Question wording ; fairness and clarity .	

Suggestive Reading

R. Erikson and K. Tedin, (2011) American Public Opinion, 8th edition, New York : Pearson Longman Publishers, pp. 40-46.

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.

A. Agresti and B. Finlay, (2009) Statistical methods for the Social Sciences, 4th edition, Upper saddle river, NJ : Pearson - Prentice Hall

R Karandikar, C. Pyne and Y. Yadav, (2002) 'Predicting the 1998 Indian Parliamentary Elections', Electoral Studies, Vol. 21, pp.69-89.

