

Information sheet for the course Public Opinion Research

University: <i>Alexander Dubček University of Trenčín</i>	
Faculty: <i>Department of Political Science</i>	
Course unit code: <i>PLTV9</i>	Course unit title: <i>Public Opinion Research</i>
Type of course unit: <i>optional</i>	
Planned types, learning activities and teaching methods: <i>Lecture: none</i> <i>Seminar: 2 hours weekly/26 hours per semester of study; face to face</i>	
Number of credits: <i>2</i>	
Recommended semester: <i>the 3rd semester in the 2nd year (full-time)</i> <i>the 5th semester in the 2nd year (part-time)</i>	
Degree of study: <i>II. (Master's)</i>	
Course prerequisites: <i>none</i>	
Assessment methods: <i>During a semester a student has to complete an individual terrain investigation pursuant to given criteria. The output of this investigation will make an half of total assessment. The second half consists of the results of continuous tests during a semester.</i> <i>Assessments:</i> <i>“A” – at least 92 points; “B” – at least 83 p; “C” – at least 74 p; “D” – at least 65 p; and “E” – at least 56 points.</i>	
Learning outcomes of the course unit: <i>The aim of the course: Following the course, students will know to practically make use of a broad spectrum of public opinion tools and to determine a suitable type of investigation in regard to concrete conditions in which it shall be carried out and to considered goals. Students are capable to analyze findings and results of alien investigations on the basis of knowledge of various methodological methods, their features, advantages and risks.</i>	
Course contents: <ol style="list-style-type: none"><i>1. Introduction to the course</i><i>2. Content of public, public opinion, historical development of public opinion investigations</i><i>3. Criticism of the public opinion concept (Charles Wright Mills), theory of mass society, differentiating: the crowd, the mass, public</i><i>4. Quantitative investigation, data types and possibilities of their evaluation I. In-depth intensive interviews</i><i>5. Quantitative investigation, data types and possibilities of their evaluation II. Questionnaires, public inquiries, statistical analysis of documents</i><i>6. Representative list, its size and structure</i><i>7. Formation of questionnaire, deficiencies in public opinion investigations</i><i>8. Issue of quality of empirical information from public opinion investigations</i><i>9. Political marketing and the varying of running campaigns modes</i><i>10. Voting preferences research and their impact on the behaving of parties and voters</i><i>11. Public opinion investigation in the word. Reliability of data, unity of methodology, standards</i><i>12. Arrival of internet and social nets, their impact on quality of public opinion investigation</i><i>13. Presentations of students' investigations, a correction test, assessment of the seminar, granting assessment</i>	

Recommended of required reading:

DISMAN, M.: Jak se vyrábí sociologická znalost. Praha: Karolinum, 2006.
COOK, Ch. a kol.: Political Polling in the Digital Age The Challenge of Measuring and Understanding Public Opinion. Baton Rouge: Louisiana State University Press, 2011.
MATUŠKOVÁ, A.: Politický marketing a české politické strany. Volební kampaně v roce 2006., Brno: Masarykova Univerzita, 2010.
MIŠOVIČ, J. a kol.: Od A do Z vo výzkumech veřejného mínění, Praha, Greco, 2010.
ONDREJKOVIČ, P.: Úvod do metodologie sociálních vied. Bratislava: VEDA, 2006.
PECÁKOVÁ I. NOVÁK I., HERZMANN J.: Pořizování a vyhodnocování dat ve výzkumech veřejného mínění, Praha: VŠE, 2004.
ŠRÁMEK, L.: Výskum verejnej mienky – politika-média, Bratislava: MIC, 2000.
SOPÓCI, J.: Kolektívne správanie. Bratislava: UK, 1996.

Language: *English, Slovak*

Remarks: *The course is provided only in the case it is chosen by at least 16 students.*

Evaluation history:

A	B	C	D	E	FX
0	0	0	0	0	0

Lecturers: *Ass. Prof. PhDr. Miroslav Špánik, PhD., Mgr. Marian Bušša*

Last modification: *June 30, 2014*

Supervisor: *Prof. PhDr. Samuel Čelovský, DrSc. – guarantor of the study program “Political Science”*