



U. G. SYLLABUS - NEP 2020

Political Science

TDC (NEP) 2nd Semester

PLS: SEC 151: PUBLIC OPINION AND SURVEY RESEARCH

Full marks- 100

(ESE- 50 Internal- 30 Project/Field work- 20)

Credit-3

Course Objectives:

- 1) To understand the definition of public opinion, its characteristics, and its role in democratic societies.
- 2) To comprehend the concept of sampling in survey research, including its meaning, types, and the concept of sampling error.
- 3) To explore different interviewing techniques and pitfalls, as well as the meaning, merits, and demerits of questionnaires and schedules as data collection tools.
- 4) To introduce the basics of data processing and data analysis, with a focus on content analysis and discourse analysis.
- 5) To understand the concept of opinion polls, particularly exit polls, through case studies such as Lok Niti and NDTV, and evaluate their merits and demerits.

Course Outcomes for "Public Opinion and Survey Research":

Units	Topics	Lectures
1	Public Opinion: Definition, Characteristics and Its Role.	
2	Sampling: Meaning, Types, Sampling Error.	
3	Interviewing: Interview Techniques, Pitfalls; Questionnaire: Meaning, Merits and Demerits; Schedule: Meaning, Merits and Demerits.	
4	Introduction to Data Processing and Data Analysis: Content Analysis, Discourse Analysis.	
5	Understanding Opinion Polls: Exit Polls: Case Studies of Lok Niti and NDTV, Merits and Demerits.	

Course Outcomes:

By the end of the course, students will be able to:

- 1) Define public opinion and identify its characteristics, and understand its role in shaping democratic processes and decision-making.
- 2) Explain the concept of sampling in survey research, including its meaning, different types, and the factors contributing to sampling error.
- 3) Apply various interviewing techniques, identify potential pitfalls, and demonstrate proficiency in designing and utilizing questionnaires and schedules for data collection.
- 4) Understand the basics of data processing and data analysis, including content analysis and discourse analysis, and apply these methods to analyze and interpret survey data.
- 5) Critically evaluate and analyze the merits and demerits of opinion polls, particularly exit polls, through the examination of case studies such as Lok Niti and NDTV.
- 6) Apply the knowledge gained about public opinion and survey research to assess and understand public sentiment on various social, political, and economic issues.
- 7) Develop effective communication skills to present survey research findings and engage in discussions on public opinion topics.

References

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3. Fowler, F. J. (2013). *Survey Research Methods (5th ed.)*. Sage Publications.
4. Converse, J. M., & Schuman, H. (2011). *Conversations at Random: Survey Research as Interviewers See It*. John Wiley & Sons.
5. Lavrakas, P. J. (2017). *Encyclopedia of Survey Research Methods (2nd ed.)*. Sage Publications.
6. Groves, R. M., Fowler, F. J., Couper, M. P., Lepkowski, J. M., Singer, E., & Tourangeau, R. (2011). *Survey Methodology*. John Wiley & Sons.
7. Krosnick, J. A., & Presser, S. (2010). Question and Questionnaire Design. In P. V. Marsden & J. D. Wright (Eds.), *Handbook of Survey Research (2nd ed., pp. 263-313)*. Emerald Group Publishing.

8. Salant, P., & Dillman, D. A. (2019). *How to Conduct Your Own Survey*. John Wiley & Sons.
9. Pew Research Center. (2016). *Pew Research Center Methods 101: Survey Research*.
10. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method*. John Wiley & Sons.
11. Mazumder, Narayan C. (2020). *Public Opinion and Survey Research*. Amardeep Publications