



Government of Jammu & Kashmir

Office of the Principal

AMAR SINGH COLLEGE

Cluster University Srinagar

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No. ASC/Edu/20/ 753

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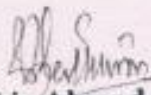
website: www.amarsinghcollege.ac.in
Dated: 16-3-2020

NOTICE

All the students of UG 4th Semester Batch (2018) are hereby informed that their Skill Enhancement Course entitled "Citizen and Administration" which has been wrongly opted by some students stands cancelled as there is only one subject entitled "Public Opinion and Survey Research" available in Skill Enhancement Course (SEC)

Therefore the students of UG 4th Semester Batch (2018) are hereby directed to prepare "Public Opinion and Survey Research" as their SEC Skill Enhancement Course. The syllabus of the same has been uploaded on the college website: - <http://www.ascollegelive.net>

For further queries please contact Prof. Arifat Jan (HOD Political Science) during office hours.
Contact No. 7006361242


(Prof. Bashir Ahmad Rather)
PRINCIPAL

Copy to the:-

01. Convener, Academic Affairs Committee for information.
02. Convener, Admission and Time Table Committee for information.
03. HOD Political Science for information.
04. IC College Website for uploading the notice on the website.
05. Office File

S/

4th Sem

Semester: IV
Credits: 04

Subject: Political Science
Course Title: Public Opinion and Survey Research
(SEC)

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

Unit-I: Introduction to the Course (06 Lectures)

Definition and Characteristics of Public Opinion, conceptions and Characteristics, debates about its role in a democratic political system.

Unit-II Measuring Public Opinion with Surveys: Representing and Sampling (06 Lectures)

What is sampling? Why do we need to sample? Sample design
Sampling error and Non-response error
Types of Sampling: Random Sampling and Non-random Sampling

Unit-III Survey Research (06 Lectures)

Interviewing: Interview techniques Pitfalls, different types of interview
Questionnaire: question wording; fairness and clarity

Unit-IV Interpreting Polls (06 Lectures)

Prediction in polling research: possibilities and pitfalls politics of interpreting polling

Reading List:

R. Erikson and K. Tedin, (2011) *American Public Opinion*, 8th edition, New York: Pearson Longman Publishers.,
G. Gallup, (1948) *A guide to public opinion polls* Princeton, Princeton University Press, 1948.
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.
S. Kumar and P. Rai, (2013) 'Chapter 1', in *Measuring Voting Behaviour in India*, New Delhi: Sage.
M. McDermott and K. A. Frankovic, (2003) 'Horse Race Polling and Survey Methods Effects: An Analysis of the 2000 Campaign', *Public Opinion Quarterly*
Kishor (2000) *Statistics Without Tears: an Introduction to non-Mathematical Statistics*, New York: McGraw-Hill