PS 4311/5316

Campaigns & Elections/ Election & Election Administration

Sul Ross
Fall 2014

www.sulross.blackboard.com

Required Books

- Flanigan, William H. and Nancy H. Zingale. 2010. *Political Behavior of the American Electorate*, 12th or 13th edition. Washington, DC: CQ Press. ISBN 978-1452240442.
- Sides, John and Lynn Vavreck. 2013. *The Gamble: Choice and Chance in the 2012 Presidential Election*. Princeton, New Jersey: Princeton University Press. ISBN 978-0691163635.
- Wayne, Stephen J. 2014. *Is This Any Way to Run a Democratic Election?* 5th edition. Washington, DC: CQ Press. ISBN 978-1452205656.
- Additional readings will be posted to our course Blackboard page.

Course Description & Professor Contact Information
Page 2

Course Assignments and Requirements
Page 3

Course Schedule
Page 4

Course Description

Compelling campaigns can grab the attention of the media, organized interest groups, and average citizens who rarely pay attention to politics. Moreover, elections give citizens a chance to voice their opinions and to hold elected representatives accountable.
This course will explore the following questions:

- How do electoral rules influence campaigns, political parties, and voter participation?
- How do the strategies of campaign professionals affect election outcomes?
- How do voters make their choices? How are voters' choices affected by campaigns?
- Who is responsible for administering elections to ensure fairness and equality?

Course Learning Outcomes and Assessments:
Upon completion of this course, students should be able to:

1. Demonstrate the ability to critique significant theoretical approaches of political science/public administration through written work.
2. Demonstrate the ability to evaluate domestic and international political/administrative policies through written work.
3. Demonstrate the ability to develop arguments about global equity and equality issues in politics through written work and oral communication.
4. Demonstrate the ability to apply appropriate statistical tools for quantitative analysis.

Course Policies

Distance Education Statement
Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Students with Special Needs
Any student who because of a disability may require special arrangements in order to meet course requirements should contact the instructor as soon as possible to make any necessary accommodations. If you would like to request such an accommodation, please contact the Center for Counseling and Accessibility Services, at (432) 837-8363.

Academic Integrity
Any instance of academic misconduct, such as turning in an identical written assignment for another course without approval, cheating and plagiarizing written assignments, collusion, or misrepresenting facts will be punished according to the university's disciplinary policy.

Communicating with the Professor:
The best way to contact me is through email at amoreland@sulross.edu. I will try to respond as soon as possible. If you do not receive a reply within 24 hours, please resend your email or call my office at 432.837-8162.

Professor:
Dr. Amy Moreland

Email:
amoreland@sulross.edu

Phone: 432.837-8162

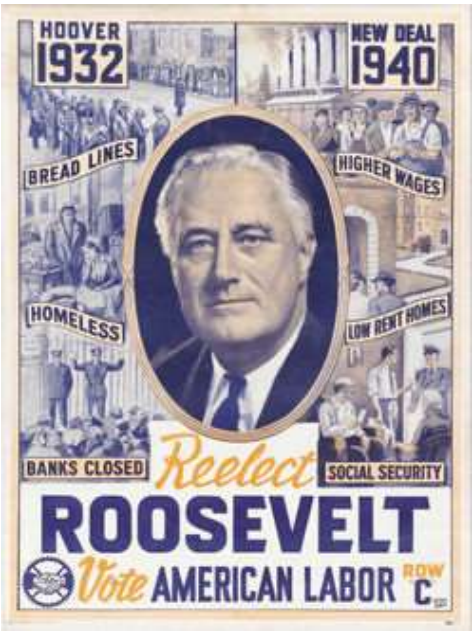
Office: Lawrence Hall 202

Office Hours:
Monday-Thursday, 2-3pm

Course Assignments and Requirements

All assignments should be submitted via our course Blackboard page at 6pm CST on the due date.

You can access our course Blackboard page at www.sulross.blackboard.com.



Course Grading

Grades will be assigned based on a point system. You can earn up to 100 points throughout the course.

- To receive an A, you must earn at least 90 points.
- To receive a B, you must earn at least 80 points.
- To receive a C, you must earn at least 70 points.
- To receive a D, you must earn at least 60 points.

All course grades and assignment feedback will be posted on our course Blackboard page.

Late work will not be accepted without prior written permission from Dr. Moreland. Extensions are only granted in cases of emergencies. Please make your best effort to submit assignments by the due date.

Course Assignments

Weekly Reflections

Contribute to weekly discussions about the class readings via the Blackboard class discussion forum.

Due Tuesday of each week at 6pm.

Worth 30 points total.
(10 weeks x 3 points per week)

Research Project

Develop a research project about the 2014 election, as part of a semester-long class-wide project.

Due Tuesday, December 2 at 6pm.

Worth 40 points total.
(includes paper & presentation)

Final Exam

Reflect on course readings and evaluate campaign theory in a 15-20 page essay.

Due Tuesday, December 9 at 6pm.

Worth 30 points total.
(2 questions x 15 points each)

Unit	Class Date (for face-to-face students)	Readings & Assignments (More information on our class Blackboard page)
1. Introduction	August 26	Read the syllabus and post introduction to course Blackboard page.
2. Elections and Democracy	September 2	• Wayne 2014 Chapters 1 and 3 • Flanigan & Zingale Chapter 1 • **Practioner's Perspective:** HAVA Fact Sheet
3. Presidential Elections	September 9	• Sides 2012 Chapter 8 • Huang and Shaw 2009 • Gelman, Silver, and Edlin 2012 • **Practioner's Perspective:** Moynihan and Silva 2008
4. Congressional Elections	September 16	• Sides 2012 Chapter 9 • Mayhew 1974 Chapter 1 • **Practioner's Perspective:** Montjoy 2008
5. Suffrage and Turnout	September 23	• Wayne 2014 Chapter 2 • Flanigan & Zingale Chapter 2 (from 12th edition) or Chapter 3 (from 13th edition) • Fowler and Dawes 2008 • **Practioner's Perspective:** Mayer 2012
6. Vote Choice and Public Opinion	September 30	• Flanigan & Zingale Chapters 6 & 8 (from 12th edition) or Chapters 5 & 8 (from 13th edition) • Shill and Kirk 2014 • **Practioner's Perspective:** Daley 2012
7. Parties, Partisanship and the Nomination Process	October 7	• Wayne 2014 Chapters 6 and 7 • Flanigan & Zingale Chapters 3-5 (from 12th edition) or Chapters 4 & 6 (from 13th edition)
8. Campaign Strategy and Effects	October 14	• Craig and Hill 2010 Chapters 1-2 • Dickinson 2014 • **Practitioner's Perspective:** LaPore 2012
9. Campaign Communications and Mass Media	October 21	• Wayne 2014 Chapter 5 and 8 • Flanigan & Zingale Chapter 7 • Graf and Mayer 2012 • **Practitioner's Perspective:** Farhi 2008
10. Campaign Advertising and Finance	October 28	• Wayne 2014 Chapter 4 • Fowler and Ridout 2012 • Winneg, Hardy, Gottfried, and Jamieson 2014 • **Practitioner's Perspective**: Madden 2011
11. Election Day	November 4	Current Event Readings will be posted as we get closer to Election Day.
12. The 2012 Election	November 11 November 18	• Sides and Vavreck 2013 (all)
13. Project Workshop	November 25	• Flanigan and Zingale Appendix
14. Research Presentations	December 2	**Submit Research Presentation by 6pm on 12/2**
15. Final Exam	December 9	**Submit Final Exam by 6pm on 12/9**

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Reading List

Brennan Center for Justice. n.d. "Help American Vote Act: Fact Sheet." www.brennancenter.org/page/-/d/HAVA%20Fact%20Sheet.pdf

Craig, Stephen C. and David B. Hill. 2011. The Electoral Challenge: Theory Meets Practice, Second Edition. Washington, DC: CQ Press. Chapters 1 and 2.

Daley, David. 2012. "Nate Silver: The Polls aren't Wrong." *Salon* September 29. http://www.salon.com/2012/09/29/nate_silver_the_polls_arent_wrong/

Dickinson, Matthew J. 2014. "The 2012 Presidential Election: Taking the 'Fun' Out of Fundamentals?" *PS: Political Science & Politics* 47(2): 309-312.

Farhi, Paul. 2008. "Off Target." *American Journalism Review* (April/May). http://ajrarchive.org/Article.asp?id=4489

Flanigan, William H. and Nancy H. Zingale. 2010. *Political Behavior of the American Electorate*, 12th or 13th edition. Washington, DC: CQ Press.

Fowler, James and Christopher T. Dawes. 2008. "Two Genes Predict Voter Turnout." *The Journal of Politics* 70 (3): 579-594.

Fowler, Erika Franklin and Travis N. Ridout. 2012. "Negative, Angry, and Ubiquitous: Political Advertising in 2012." *The Forum* 10(4): 51-61.

Gelman, Andrew, Nate Silver, and Aaron Edlin. 2012. "What is the Probability Your Vote Will Make a Difference?" *Economic Inquiry* 50 (2): 321-326.

Graf, Joseph and Jeremy D. Mayer. 2012. "Campaign Press Coverage— Instantaneous." In *Campaigns on the Cutting Edge, 2nd Edition,* ed. Richard J. Semiatin. Washington, D.C.: CQ Press. Chapter 9.

Huang, Taofang and Daron Shaw. 2009. "Beyond the Battlegrounds? Electoral College Strategies in the 2008 Presidential Election." *Journal of Political Marketing* 8: 272-291.

LaPore, Jill. 2012. "The Lie Factory: How Politics Became a Business." *The New Yorker* September 24. http://www.newyorker.com/magazine/2012/09/24/the-lie-factory

Madden, Mike. 2011. "Inside the Campaign Ad Machine: A Small Group of Savvy Political Operatives Will Control How Billions Will be Spent in Next Year's Election." *Ad Week* June 27. http://www.adweek.com/news/advertising-branding/inside-campaign-ad-machine-132898

Mayer, Jane. 2012. "The Voter-Fraud Myth." *The New Yorker* October 29. http://www.newyorker.com/magazine/2012/10/29/the-voter-fraud-myth

Mayhew, David. 1974. *Congress: The Electoral Connection. Second edition.* New Haven, CT: Yale University Press. Chapter 1.

Montjoy, Robert S. 2008. "The Public Administration of Elections." *Public Administration Review* 68 (5): 788-799.

Moynihan, Donald P. and Carol L. Silva. 2008. "The Administrators of Democracy: A Research note on Local Election Officials." *Public Administration Review* 68 (5): 816-827.

Schill, Dan and Rita Kirk. 2014. "Courting the Swing Voter: 'Real Time' Insights into the 2008 and 2012 U.S. Presidential Debates." *American Behavioral Scientist* 58(4): 536-555.

Sides, John, Daron Shaw, Matt Grossmann, and Keena Lipsitz. 2012. *Campaigns and Elections: Rules, Reality, Strategy, Choice.* New York: W.W. Norton. Chapters 8 and 9.

Sides, John and Lynn Vavreck. 2013. *The Gamble: Choice and Chance in the 2012 Presidential Election*. Princeton, New Jersey: Princeton University Press.

Wayne, Stephen J. 2014. *Is This Any Way to Run a Democratic Election?* 5th edition. Washington, DC: CQ Press.

Winneg, Kenneth M., Bruce W. Hardy, Jeffrey A. Gottfried, and Kathleen Hall Jamieson. 2014. "Deception in Third Party Advertising in the 2012 Presidential Campaign." *American Behavioral Scientist* 58 (4): 524-535.