PSCI6364 - Public Opinion and Survey Research

PSCI 6364 Public Opinion and Survey Research (3 semester credit hours) This course describes, explains and evaluates the conduct of survey research for the study of public opinion. Major topics include the guidelines, design, implementation and precision of survey projects, questions, interviews and data about the development, distributions and dynamics of public opinion, together with public attitudes, beliefs and values, about politics and society. Also considered are recent examples of how survey research on public opinion has informed governments' making of public policy. (3-0) T (2016-02-05 23:51:55)