

PSCI6364 - Public Opinion and Survey Research

[PSCI 6364](#) Public Opinion and Survey Research (3 semester credit hours) Introduces students to the principles and practices of survey research. Topics include the selection of an appropriate survey method, questionnaire design and testing, response problems, interviews and surveys, and the analysis of survey data, including those on political attitudes and public opinion dynamics. Also examines how these data are used in developing successful political campaign strategies (3-0) T