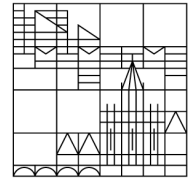


Politik- und Verwaltungswissenschaft
Juniorprofessor
Social Science Data Collection and Analysis
Dozent: Junprof. Dr. Andreas Jungherr

Universität
Konstanz



Kontakt: Raum D 307 • Universitätsstraße 10 • 78457
Konstanz • andreas.jungherr@gmail.com
Sekretariat: Birgit Jacob • Raum D 312 • Tel.: 07531-884045 • birgit.jacob@uni-konstanz.de

Conceptualizing and Measuring Effects of Political Communication in International Comparison (WS 2016/7)

Time: Thursdays—8:15 to 9:45
Language: English
Place: C-C 421
Start: October 27, 2016
Office Hours: By appointment

Description: Political Communication is one of the central research topics in political and communication science. During the course of this seminar students will be familiarized with central concepts of political communication. We will also discuss measurement strategies of potential effects of political communication through surveys. We will focus especially on analyzing political communication in international comparison.

Students will be expected to give an oral presentation and hand in a written paper. In the paper, they will develop theory-driven research question and an appropriate operationalization and a strategy for data collection and analysis.

Level: Create—Students are expected to develop theory-driven research questions and develop appropriate operationalization. In selected cases they can also perform data analyses focusing on their research questions.

Vst.-Nr. & ECTS-Punkte:

POL-19800-20162—Vertiefungsseminar—6 ECTS
POL-19820-20162—Seminar—7 ECTS
POL-19810-20162—Doktorandenseminar—4 ECTS
186-11000-20162—Kurs—6 ECTS

Requirements:

1. Regular and active participation.
2. Presentation
 - You will be asked to present a research papers assigned to you during the first session of the course.
 - For this, please present the research question, concepts in use, case, analytical approach, and findings of the paper assigned to you.
 - This presentation will take approximately 15 minutes and will be followed by a quick round of feedback from the other participants.
3. Paper
 - Following the course, you will be asked to write a short paper on a topic discussed in the course.

- The aim of this paper is for you to demonstrate that you are able to independently apply and adapt the concepts, theories, and analytical techniques encountered during the course in the context of a specific research question developed by you.
- Paper: Font—Times New Roman, 12pt; Line-separation—1.5; Page borders—2.5 cm left and right, 2cm above and below; Page set—Block; The first line of each paragraph is indented.
- Citation Style: Please follow the citation convention of the *American Political Science Review (APSR)* as given here <http://www.apsanet.org/apsrsubmissions2016>.
- Cover page: University, department, course title, paper title, name, MatrikNr., semester count, study program, and e-mail-address.
- Length: ca. 4000 words +10%
- Deadline: Please return the paper on the date specified by the department (BA: 31. März; MA: 15. April) electronically at andreas.jungherr@gmail.com and by hardcopy with Birgit Jacob (Raum D 312). The date is mandatory and can only be extended in case of officially certified illness.

Syllabus

Background Readings:

Social Science:

- Brady, Henry E., and David Collier, eds. 2010. *Rethinking Social Inquiry: Diverse Tools, Shared Standards*. 2 ed. Lanham: Rowman & Littlefield Publishers Inc.
- Gerring, John. 2012. *Social Science Methodology: A Unified Framework*. 2 ed. Cambridge, UK: Cambridge University Press.

Political Communication:

- Blumler, Jay G. 2015. "Core Theories of Political Communication: Foundational and Freshly Minted." *Communication Theory* 25 (4):426-38.
- McQuail, Denis. 2010. *Communication Theory*. 6 ed. Los Angeles, CA: Sage.
- Neuman, W. Russell. 2016. *The Digital Difference: Media Technology and the Theory of Communication Effects*. Cambridge, MA: Harvard University Press.
- Schulz, Winfried. 2011. *Politische Kommunikation: Theoretische Ansätze und Ergebnisse empirischer Forschung*. 3 ed. Wiesbaden, DE: Springer VS.
- Webster, James G. 2014. *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. Cambridge, MA: The MIT Press.

Quantitative Methods:

- Freedman, David A. 2015. *Statistical Models: Theory and Practice*. New York, NY: Cambridge University Press.
- Freedman, David A., Robert Pisani, and Roger Purves. 2007. *Statistics*. 4 ed. New York, NY: W. W. Norton.
- Kaplan, Daniel T. 2012. *Statistical Modeling: A Fresh Approach*. 2 ed. Project MOSAIC.
- Miles, Jeremy, and Mark Shevlin. 2001. *Applying Regression & Correlation: A Guide for Students and Researchers*. Los Angeles, CA: SAGE.

Presenting:

- Duarte, Nancy. 2008. *slide:ology: The Art and Science of Creating Great Presentations*. Sebastopol, CA: O'Reilly.
- Duarte, Nancy. 2010. *Resonate: Present Visual Stories that Transform Audiences*. Hoboken, NJ: Wiley.
- Reynolds, Garr. 2012. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. 2 ed. Berkeley, CA: New Riders.

Writing:

- Basbøll, Thomas. *Research as a Second Language*. <http://secondlanguage.blogspot.de>
- Silvia, Paul J. 2007. *How to Write a Lot: A Practical Guide to Productive Academic Writing*. Washington, DC: American Psychological Association.
- Thomas, Francis-Noël, and Mark Turner. 2011. *Clear and Simple as the Truth: Writing Classic Prose*. 2 ed. Princeton, NJ: Princeton University Press.

Session Plan

Session 1: Introduction

October 27, 2016 Thursday—8:15 to 9:45

FOUNDATIONS

Session 2: Comparative Communication Research

November 3, 2016 Thursday—8:15 to 9:45

Session 3: Concepts

November 10, 2016 Thursday—8:15 to 9:45

MEDIA USAGE

Session 4: Uses & Gratifications

November 17, 2016 Thursday—8:15 to 9:45

Session 5: Selective Exposure and Polarization

November 24, 2016 Thursday—8:15 to 9:45

Session 6: Two Step Flow of Communication and Opinion Leaders

December 1, 2016 Thursday—8:15 to 9:45

COMMUNICATION EFFECTS

Session 7: Agenda Setting

December 8, 2016 Thursday—8:15 to 9:45

Session 8: Framing Effects

December 15, 2016 Thursday—8:15 to 9:45

Session 9: Cultivation Effects

December 22, 2016 Thursday—8:15 to 9:45

Session 10: Spiral of Silence

January 12, 2017 Thursday—8:15 to 9:45

RESEARCH AREAS

Session 11: Media Frames

January 19, 2017 Thursday—8:15 to 9:45

Session 12: Media Systems and Political Knowledge

January 26, 2017 Thursday—8:15 to 9:45

Session 13: Election Campaigns

February 2, 2017 Thursday—8:15 to 9:45

Session 14: Mobilization and Persuasion

February 9, 2017 Thursday—8:15 to 9:45

Session 15: Discussion of Open Questions and Paper

February 16, 2017 Thursday—8:15 to 9:45

Detailed Session Plan and Readings

Session 1: Introduction

Session 2: Comparative Communication Research

Required Readings:

- De Vreese, Claes H. 2015. "Comparative Political Communication Research." In *The Oxford Handbook of Political Communication*, ed. K. Kenski and K. H. Jamieson. Oxford, UK: Oxford University Press.
- Pfetsch, Barbara, and Frank Esser. 2014. "Political communication in comparative perspective: Key concepts and new insights." In *Political Communication*, ed. C. Reinemann. Berlin, DE: De Gruyter.

Background Readings:

- Esser, Frank, and Thomas Hanitzsch, eds. 2012. *The Handbook of Comparative Communication Research*. New York, NY and London, UK: Routledge.
- Esser, Frank, and Barbara Pfetsch, eds. 2004. *Comparing Political Communication: Theories, Cases, and Challenges*. Cambridge, UK: Cambridge University Press.
- Esser, Frank, and Rens Vliegenhart. Forthcoming. "Comparative Research Methods." In *International Encyclopedia of Communication Research Methods*, ed. J. Matthes, R. Potter and C. S. Davis. London, UK: Wiley-Blackwell.

Session 3: Concepts

Required Readings:

- Gerring, John. 1999. "What Makes a Concept Good? A Criterial Framework for Understanding Concept Formation in the Social Sciences." *Polity* 31 (3):357.

Background Readings:

- Goertz, Gary. 2005. *Social Science Concepts: A User's Guide*. Princeton, NJ: Princeton University Press.

Presentations:

- D'Alessio, D., and M. Allen. 2000. "Media bias in presidential elections: a meta-analysis." *Journal of Communication* 50 (4):133-56.
- Groseclose, T., and J. Milyo. 2005. "A Measure of Media Bias." *The Quarterly Journal of Economics* 120 (4):1191-237.

Session 4: Uses & Gratifications

Required Readings:

- Rubin, Alan M. 2009. "Uses-and-gratification perspective on media effects." In *Media effects: Advances in theory and research*, ed. J. Bryant and M. B. Oliver. New York, NY: Routledge.

Background Readings:

- Perse, Elizabeth. 2014. "Uses and Gratifications." In *Oxford Bibliographies*.
- Ruggiero, Thomas E. 2000. "Uses and Gratifications Theory in the 21st Century." *Mass Communication and Society* 3 (1):3-37.

Presentations:

- Ancu, Monica, and Raluca Cozma. 2009. "MySpace Politics: Uses and Gratifications of Befriending Candidates." *Journal of Broadcasting & Electronic Media* 53 (4):567-83.
- Papacharissi, Zizi, and Alan M. Rubin. 2000. "Predictors of Internet Use." *Journal of Broadcasting & Electronic Media* 44 (2):175-96.

Session 5: Selective Exposure and Polarization

Required Readings:

- Prior, Markus. 2013. "Media and Political Polarization." *Annual Review of Political Science* 16 (1): 101-27.

Background Readings:

- Brosius, Hans-Bernd, and Christina Peter. 2011. "Selective Exposure." In *Oxford Bibliographies*.
- Hartmann, Tilo, ed. 2009. *Media Choice: A Theoretical and Empirical Overview*. New York, NY: Routledge.

Presentations:

- Garrett, R. Kelly. 2009. "Politically Motivated Reinforcement Seeking: Reframing the Selective Exposure Debate." *Journal of Communication* 59 (4):676-99.
- Gentzkow, M., and J. M. Shapiro. 2011. "Ideological Segregation Online and Offline." *The Quarterly Journal of Economics* 126 (4):1799-839.

Session 6: Two Step Flow of Communication and Opinion Leaders

Required Readings:

- Katz, Elihu. 1957. "The Two-Step Flow of Communication: An Up-To-Date Report on an Hypothesis." *Public Opinion Quarterly* 21 (1):61-78.

Background Readings:

- Weimann, Gabriel. 1994. *The Influentials. People Who Influence People*. Albany, NY: State University of New York Press.

Presentations:

- Watts, Duncan J., and Peter Sheridan Dodds. 2007. "Influentials, Networks, and Public Opinion Formation." *Journal of Consumer Research* 34 (4):441-58.
- Weimann, Gabriel, D. H. Tustin, D. van Vuuren, and J. P. R. Joubert. 2007. "Looking for Opinion Leaders: Traditional vs. Modern Measures in Traditional Societies." *International Journal of Public Opinion Research* 19 (2):173-90.

Session 7: Agenda Setting

Required Readings:

- McCombs, Maxwell E. 2014a. "Influencing Public Opinion." In *Setting the Agenda*. Cambridge, UK: Polity Press. & McCombs, Maxwell E. 2014c. "Why Agenda Setting Occurs." In *Setting the Agenda*. Cambridge, UK: Polity Press.

Background Readings:

- Brosius, Hans-Bernd, and Alexander Haas. 2011. "Agenda Setting." In *Oxford Bibliography*.
- Maurer, Marcus. 2010. *Agenda-Setting*. Baden-Baden, DE: Nomos.
- McCombs, Maxwell E. 2014b. *Setting the Agenda*. 2 ed. Cambridge, UK: Polity Press.
- McCombs, Maxwell E., and Donald L. Shaw. 1993. "The Evolution of Agenda-Setting Research: Twenty-Five Years in the Marketplace of Ideas." *Journal of Communication* 43 (2):58-67.
- Rogers, Everett M., and James W. Dearing. 1988. "Agenda-Setting Research: Where has it been? Where is it Going?" In *Communication Yearbook 11*, ed. J. A. Anderson. Newbury Park, CA: SAGE.
- Scheufele, Dietram A., and David Tewksbury. 2007. "Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models." *Journal of Communication* 57 (1):9-20.

Presentations:

- Erbring, Lutz, Edie N. Goldenberg, and Arthur H. Miller. 1980. "Front-Page News and Real-World Cues: A New Look at Agenda-Setting by the Media." *American Journal of Political Science* 24 (1): 16.
- Weimann, Gabriel, and Hans-Bernd Brosius. 2016. "A New Agenda for Agenda-Setting Research in the Digital Era." In *Political Communication in the Online World: Theoretical Approaches and Research Designs*, ed. G. Vowe and P. Henn. New York, NY: Routledge.

Session 8: Framing Effects

Required Readings:

- Nelson, Thomas E., Rosalee A. Clawson, and Zoe M. Oxley. 1997a. "Media Framing of a Civil Liberties Conflict and Its Effect on Tolerance." *American Political Science Review* 91 (03):567-83.

Background Readings:

- Cacciatore, Michael A., Dietram A. Scheufele, and Shanto Iyengar. 2015. "The End of Framing as we Know it ... and the Future of Media Effects." *Mass Communication and Society* 19 (1): 7-23.
- Chong, Dennis, and James N. Druckman. 2007. "Framing Theory." *Annual Review of Political Science* 10 (1):103-26.
- Matthes, Jörg. 2014. *Framing*. Baden-Baden, DE: Nomos.
- Nelson, Thomas E., Zoe M. Oxley, and Rosalee A. Clawson. 1997b. "Toward a Psychology of Framing Effects." *Political Behavior* 19 (3):221-46.

Presentations:

- Berinsky, Adam J., and Donald R. Kinder. 2006. "Making Sense of Issues Through Media Frames: Understanding the Kosovo Crisis." *Journal of Politics* 68 (3):640-56.
- Druckman, James N. 2004. "Political Preference Formation: Competition, Deliberation, and the (Ir)relevance of Framing Effects." *American Political Science Review* 98 (04):671-86.
- Simon, Adam F., and Jennifer Jerit. 2007. "Toward a Theory Relating Political Discourse, Media, and Public Opinion." *Journal of Communication* 57 (2):254-71.

Session 9: Cultivation Effects

Required Readings:

- Gerbner, George. 1998. "Cultivation Analysis: An Overview." *Mass Communication and Society* 1 (3-4):175-94.

Background Readings:

- Gerbner, George, ed. 2002. *Against the Mainstream: Selected Writings of George Gerbner*. New York, NY: Peter Lang.
- Morgan, Michael, and James Shanahan. 2010. "The State of Cultivation." *Journal of Broadcasting & Electronic Media* 54 (2):337-55.
- Scharrer, Erica. 2011. "Cultivation." In *Oxford Bibliographies*.

Presentations:

- Bilandzic, Helena. 2006. "The Perception of Distance in the Cultivation Process: A Theoretical Consideration of the Relationship Between Television Content, Processing Experience, and Perceived Distance." *Communication Theory* 16 (3):333-55.
- Glynn, Carroll J., Michael Huges, Jason B. Reineke, Bruce W. Hardy, and James Shanahan. 2007. "When Oprah Intervenes: Political Correlates of Daytime Talk Show Viewing." *Journal of Broadcasting & Electronic Media* 51 (2):228-44.

Session 10: Spiral of Silence

Required Readings:

- Noelle-Neumann, Elisabeth. 1991. "The Theory of Public Opinion: The Concept of the Spiral of Silence." In *Communication Yearbook 14*, ed. J. A. Anderson. Newbury Park, CA: SAGE.

Background Readings:

- Roessing, Thomas. 2011. *Schweigepirale*. Baden-Baden: Nomos.
- Scheufele, Dietram A., and Patricia Moy. 2000. "Twenty-Five Years of the Spiral of Silence: A Conceptual Review and Empirical Outlook." *International Journal of Public Opinion Research* 12 (1):3-28.

Presentations:

- Glynn, Carroll J., Andrew F. Hayes, and James Shanahan. 1997. "Perceived Support for One's Opinions and Willingness to Speak Out: A Meta-Analysis of Survey Studies on the "Spiral of Silence"." *Public Opinion Quarterly* 61 (3):452.
- Mutz, Diana C., and Joe Soss. 1997. "Reading Public Opinion: The Influence of News Coverage on Perceptions of Public Sentiment." *Public Opinion Quarterly* 61 (3):431.

Session 11: Media Frames

Required Readings:

- Gamson, William A., and Andre Modigliani. 1989. "Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach." *American Journal of Sociology* 95 (1):1-37.

Background Readings:

- D'Angelo, Paul, and Jim A. Kuypers, eds. 2010. *Doing Framing Analysis: Empirical and Theoretical Perspectives*. New York, NY: Routledge.
- Entman, Robert M. 1993. "Framing: Toward Clarification of a Fractured Paradigm." *Journal of Communication* 43 (4):51-8.
- Scheufele, D. A. 1999. "Framing as a theory of media effects." *Journal of Communication* 49 (1): 103-22.
- Tewskbury, David. 2015. "News Framing." In *Oxford Bibliographies*.

Presentations:

- Entman, Robert M. 1991. "Framing U.S. Coverage of International News: Contrasts in Narratives of the KAL and Iran Air Incidents." *Journal of Communication* 41 (4):6-27.
- De Vreese, Claes, H., Jochen Peter, and Holli A. Semetko. 2001. "Framing Politics at the Launch of the Euro: A Cross-National Comparative Study of Frames in the News." *Political Communication* 18 (2):107-22.

Session 12: Media Systems and Political Knowledge

Required Readings:

- Curran, J., S. Iyengar, A. Brink Lund, and I. Salovaara-Moring. 2009. "Media System, Public Knowledge and Democracy: A Comparative Study." *European Journal of Communication* 24 (1): 5-26.

Background Readings:

- Delli Carpini, Michael X., and Scott Keeter. 1996. *What Americans Know about Politics and Why It Matters*. New Haven, CT: Yale University Press.
- Eveland, William P., and Kelly R. Garrett. 2014. "Communication Modalities and Political Knowledge." In *The Oxford Handbook of Political Communication*, ed. K. Kenski and K. H. Jamieson. New York, NY: Oxford University Press.

Presentations:

- Jerit, Jennifer, Jason Barabas, and Toby Bolsen. 2006. "Citizens, Knowledge, and the Information Environment." *American Journal of Political Science* 50 (2):266-82.
- Peter, Jochen, Edmund Lauf, and Holli A. Semetko. 2004. "Television Coverage of the 1999 European Parliamentary Elections." *Political Communication* 21 (4):415-33.

Session 13: Election Campaigns

Required Readings:

- Jacobson, Gary C. 2015. "How Do Campaigns Matter?" *Annual Review of Political Science* 18 (1):31-47.

Background Readings:

- Iyengar, S., and A. F. Simon. 2000. "New perspectives and evidence on political communication and campaign effects." *Annu Rev Psychol* 51:149-69.

Presentations:

- Franz, M. M., and T. N. Ridout. 2010. "Political Advertising and Persuasion in the 2004 and 2008 Presidential Elections." *American Politics Research* 38 (2):303-29.
- Gilens, Martin, Lynn Vavreck, and Martin Cohen. 2007. "The Mass Media and the Public's Assessments of Presidential Candidates, 1952–2000." *The Journal of Politics* 69 (4):1160-75.
- Masket, Seth, John Sides, and Lynn Vavreck. 2015. "The Ground Game in the 2012 Presidential Election." *Political Communication* 33 (2):169-87.

Session 14: Mobilization and Persuasion

Required Readings:

- Gerber, Alan S., and Donald P. Green. 2000. "The Effects of Canvassing, Telephone Calls, and Direct Mail on Voter Turnout: A Field Experiment." *American Political Science Review* 94 (03): 653-63.

Background Readings:

- Green, Donald P., and Alan S. Gerber. 2015. *Get Out the Vote: How to Increase Voter Turnout*. 3 ed. Washington, DC: Brookings Institution Press.
- Issenberg, Sasha. 2012. *The Victory Lab: The Secret Science of Winning Campaigns*. New York, NY: Crown Publishers.
- Nielsen, Rasmus Kleis. 2012. *Ground Wars: Personalized Communication in Political Campaigns*. Princeton, NJ: Princeton University Press.

Presentations:

- Davenport, Tiffany C., Alan S. Gerber, Donald P. Green, Christopher W. Larimer, Christopher B. Mann, and Costas Panagopoulos. 2010. "The Enduring Effects of Social Pressure: Tracking Campaign Experiments Over a Series of Elections." *Political Behavior* 32 (3):423-30.
- Enos, Ryan D., Anthony Fowler, and Lynn Vavreck. 2014. "Increasing Inequality: The Effect of GOTV Mobilization on the Composition of the Electorate." *The Journal of Politics* 76 (1):273-88.
- Nickerson, D. W., and T. Rogers. 2010. "Do you have a voting plan?: implementation intentions, voter turnout, and organic plan making." *Psychol Sci* 21 (2):194-9.

Session 15: Discussion of Open Questions and Paper

Required Readings:

- Rodrik, Dani. 2015. "Navigating Among Models." In *Economic Rules: The Rights and Wrongs of the Dismal Science*. New York, NY: W. W. Norton.