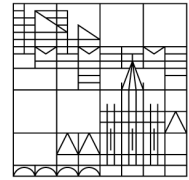


Politik- und Verwaltungswissenschaft
Juniorprofessor
Social Science Data Collection and Analysis
Dozent: Junprof. Dr. Andreas Jungherr

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Political Communication in International Comparison (WS 2017/8)

Time: Thursdays—11:45 to 13:15

Language: English

Place: C-C 421

Start: October 26, 2017

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.

ECTS-Points:

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 10-15 minutes and will be followed by a quick round of feedback from the other participants.
 - Please prepare a slide deck in support of your presentation, using a given presentation program of your choice (i.e. PowerPoint or Keynote). Word to the wise, do yourself a favor and do not use Prezi.
 - Please prepare a short (approx. 1 page) handout with the major points of your presentation.

- For one helpful guide for the preparation, design, and presentation of talks make sure to check out: Schwabish, Jonathan. 2017. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. New York, NY: Columbia University Press.

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/APSR-Submission-Guidelines-August-2016>
- 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. March; MA: 15. April) electronically at andreas.jungherr@gmail.com and by hardcopy with Karin Becker (Raum Y 302). 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.
- Gerring, John, and Christenson, D. 2017. *Applied Social Science Methodology: An Introductory Guide*. Cambridge, UK: Cambridge University Press.
- Rodrik, Dani. 2015. *Economic Rules: The Rights and Wrongs of the Dismal Science*. New York, NY: W. W. Norton.

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.
- Van Aelst, Peter, Jesper Strömbäck, Toril Aalberg, Frank Esser, Claes de Vreese, Jörg Matthes, David Hopmann, Susana Salgado, Nicolas Hubé, Agnieszka Stępińska, Stylianos Papathanassopoulos, Rosa Berganza, Guido Legnante, Carsten Reinemann, Tamir Sheafer, and James Stanyer. 2017. "Political communication in a high-choice media environment: a challenge for democracy?" *Annals of the International Communication Association* 41 (1):3-27.
- Webster, James G. 2014. *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. Cambridge, MA: The MIT Press.

Comparative Political Communication:

- 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.
- Lichbach, Mark Irving, and Alan S. Zuckerman, eds. 2009. *Comparative Politics: Rationality, Culture, and Structure*. 2 ed. Cambridge, UK: Cambridge University Press.

Quantitative Methods:

- Baumer, Benjamin S., Daniel T. Kaplan, and Nicholas J. Horton. 2017. *Modern Data Science with R*. Boca Raton, FL: Chapman & Hall/CRC Press.
- 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.
- Reynolds, Garr. 2012. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. 2 ed. Berkeley, CA: New Riders.
- Schwabish, Jonathan. 2017. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. New York, NY: Columbia University Press.

Writing:

- Basbøll, Thomas. *Inframethodology: A Weblog Devoted to the Underlying Craft of Research*. <http://blog.cbs.dk/inframethodology/>
- 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 Associatio.
- 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 23, 2017 Thursday— 11:45 to 13:15

Structures

Session 2: The Contemporary Information Environment/Ecology

November 2, 2017 Thursday— 11:45 to 13:15

Session 3: Patterns in Contemporary News Use

November 9, 2017 Thursday— 11:45 to 13:15

Session 4: The Multi-Step Flow of Communication/Information Diffusion

November 16, 2017 Thursday— 11:45 to 13:15

Session 5: Media Frames

November 30, 2017 Thursday— 11:45 to 13:15

Psychological Foundations

Session 6: Uses & Gratifications

December 7, 2017 Thursday— 11:45 to 13:15

Session 7: Selective Exposure

December 14, 2017 Thursday— 11:45 to 13:15

Session 8: Dual Processing Models of Cognition

December 21, 2017 Thursday— 11:45 to 13:15

Session 9: Motivated Reasoning

January 11, 2017 Thursday— 11:45 to 13:15

Media Effects

Session 10: Agenda Setting

January 18, 2017 Thursday— 11:45 to 13:15

Session 11: Framing Effects

January 25, 2017 Thursday— 11:45 to 13:15

Session 12: Political Knowledge

February 1, 2017 Thursday— 11:45 to 13:15

Practices

Session 13: Media Hacking

February 8, 2017 Thursday— 11:45 to 13:15

Session 14: Discussion of Open Questions and Paper

February 15, 2017 Thursday— 11:45 to 13:15

Detailed Session Plan and Readings

Session 1: Introduction

Session 2: The Contemporary Information Environment/Ecology

Required Readings:

- Williams, Bruce A., and Michael X. Delli Carpini. 2011. "Media Regimes and American Democracy." In *After Broadcast News: Media Regimes, Democracy, and the New Information Environment*, 16-50. Cambridge, UK: Cambridge University Press.
- Williams, Bruce A., and Michael X. Delli Carpini. 2011. "Shaping a New Media Regime." In *After Broadcast News: Media Regimes, Democracy, and the New Information Environment*, 278-326. Cambridge, UK: Cambridge University Press.

Background Readings:

- Bimber, Bruce. 2003. *Information and American Democracy: Technology in the Evolution of Political Power*. Cambridge: Cambridge UP.
- Couldry, Nick. 2012. *Media, Society, World: Social Theory and Digital Media Practice*. Cambridge, UK: Polity Press.
- Peters, John Durham. 2015. *The Marvelous Clouds: Toward a Philosophy of Elemental Media*. Chicago, IL: The University of Chicago Press.
- Williams, Bruce A., and Michael X. Delli Carpini. 2011. *After Broadcast News: Media Regimes, Democracy, and the New Information Environment*. Cambridge, UK: Cambridge University Press.

Session 3: Patterns in Contemporary News Use

Required Readings:

- Fletcher, Richard, and Rasmus Kleis Nielsen. 2017. "Are News Audiences Increasingly Fragmented? A Cross-National Comparative Analysis of Cross-Platform News Audience Fragmentation and Duplication." *Journal of Communication* 67 (4):476-498.

Background Readings:

- Neuman, W. Russell. 1991. *The Future of the Mass Audience*. Cambridge, UK: Cambridge University Press.
- Prior, Marcus. 2007. *Post-Broadcast Democracy: How Media Choice Increases Inequality in Political Involvement and Polarizes Elections*. Cambridge: Cambridge UP.
- Webster, James G. 2014. *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*. Cambridge: The MIT Press.

Presentations:

- Flaxman, Seth, Sharad Goel, and Justin M. Rao. 2016. "Filter Bubbles, Echo Chambers, and Online News Consumption." *Public Opinion Quarterly* 80 (S1):298-320.
- Nelson, Jacob L., and James G. Webster. 2017. "The Myth of Partisan Selective Exposure: A Portrait of the Online Political News Audience." *Social Media + Society* 3 (3).

Session 4: The Multi-Step Flow of Communication/Information Diffusion

Required Readings:

- Southwell, Brian G., and Marco C. Yzer. 2007. "The Roles of Interpersonal Communication in Mass Media Campaigns." *Annals of the International Communication Association* 31 (1): 420-462.

Background Readings:

- Floridi, Luciano. 2010. *Information: A Very Short Introduction*. Oxford, UK: Oxford University Press.

- Easley, David, and Jon Kleinberg. 2010. *Networks Crowds and Markets: Reasoning about a Highly Connected World*. Cambridge: Cambridge UP.

Presentations:

- Goel, Sharad, Ashton Anderson, Jake Hofman, and Duncan J. Watts. 2016. "The Structural Virality of Online Diffusion." *Management Science* 62 (1):180-196.
- Granovetter, Mark. 1983. "The Strength of Weak Ties: A Network Theory Revisited." *Sociological Theory* 1:201-233.

Session 5: 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 6: 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 7: Selective Exposure

Required Readings:

- Stroud, Natalie Jomini. 2017. "Selective Exposure Theories." In *The Oxford Handbook of Political Communication*, edited by Kate Kenski and Kathleen Hall Jamieson, 531-548. Oxford, UK: Oxford University Press.

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 8: Dual Processing Models of Cognition

Required Readings:

- Evans, J. S. 2008. "Dual-processing accounts of reasoning, judgment, and social cognition." *Annual Review of Psychology* 59:255-78.

Background Readings:

- Kahneman, Daniel. 2011. *Thinking, Fast and Slow*. New York, NY: Farrar, Strauss and Giroux.
- Klimmt, Christoph. 2011. *Das Elaboration-Likelihood-Modell*. Baden-Baden, De: Nomos.
- O'Keefe, Daniel J. 2016. *Persuasion: Theory and Research*. 3 ed. Thousand Oaks, CA: SAGE Publications.

Presentations:

- Lodge, Milton, and Charles S. Taber. 2005. "The Automaticity of Affect for Political Leaders, Groups, and Issues: An Experimental Test of the Hot Cognition Hypothesis." *Political Psychology* 26 (3):455–482.
- Petty, Richard E., Pablo Briñol, and Joseph R. Priester. 2009. "Mass Media Attitude Change: Implications of the Elaboration Likelihood Model of Persuasion." In *Media effects: Advances in theory and research*, edited by Jennings Bryant and Mary Beth Oliver, 125-164. New York, NY: Routledge.

Session 9: Motivated Reasoning

Required Readings:

- Kahan, Dan M. 2016. "The Politically Motivated Reasoning Paradigm, Part 1: What Politically Motivated Reasoning Is and How to Measure It." In *Emerging Trends in the Social and Behavioral Sciences*, 1-16.
- Kahan, Dan M. 2016. "The Politically Motivated Reasoning Paradigm, Part 2: Unanswered Questions." In *Emerging Trends in the Social and Behavioral Sciences*, 1-15.

Background Readings:

- Jost, John T., Erin P. Hennes, and Howard Lavine. 2013. "'Hot' Political Cognition: Its Self-, Group-, and System-Serving Purposes." In *The Oxford Handbook of Social Cognition*, edited by Donal E. Carlston, 851-875. Oxford, UK: Oxford University Press.
- Lodge, Milton, and Charles S. Taber. 2013. *The rationalizing voter*, Cambridge, MA: Cambridge University Press.
- Lord, Charles G., Lee Ross, and Mark R. Lepper. 1979. "Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence." *Journal of Personality and Social Psychology* 37 (11):2098-2109.

Presentations:

- Gaines, Brian J., James H. Kuklinski, Paul J. Quirk, Buddy Peyton, and Jay Verkuilen. 2007. "Same Facts, Different Interpretations: Partisan Motivation and Opinion on Iraq." *The Journal of Politics* 69 (4):957-974.

- Taber, Charles S., and Milton Lodge. 2006. "Motivated Skepticism in the Evaluation of Political Beliefs." *American Journal of Political Science* 50 (3):755–769.

Session 10: Agenda Setting

Required Readings:

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

- Neuman, W. Russell, Lauren Guggenheim, S. Mo Jang, and Soo Young Bae. 2014. "The Dynamics of Public Attention: Agenda-Setting Theory Meets Big Data." *Journal of Communication* 64 (2):193-214.
- Vargo, Chris J., Lei Guo, Maxwell McCombs, and Donald L. Shaw. 2014. "Network Issue Agendas on Twitter During the 2012 U.S. Presidential Election." *Journal of Communication* 64 (2):296-316.

Session 11: 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 12: 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.
- Lupia, Arthur. 2016. *Uninformed: Why people seem to know so little about politics and what we can do about it*. Oxford: 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: Media Hacking

Required Readings:

- Chadwick, Andrew. 2017. "Donald Trump, the 2016 U.S. Presidential Campaign, and the Intensification of the Hybrid Media System." In *The Hybrid Media System: Politics and Power*, 240-284. Oxford, UK: Oxford University Press.

Background Readings:

- Chadwick, Andrew. 2017. *The Hybrid Media System: Politics and Power*. 2 ed. New York: Oxford UP.

Presentations:

- Anstead, Nick, and Ben O'Loughlin. 2015. "Social Media Analysis and Public Opinion: The 2010 UK General Election." *Journal of Computer-Mediated Communication* 20 (2):204-220.
- Benkler, Yochai, Robert Faris, Hal Roberts, and Ethan Zuckerman. 2017. "Breitbart-led right-wing media ecosystem altered broader media agenda." *Columbia Journalism Review*.
- Wells, Chris, Dhavan V. Shah, Jon C. Pevehouse, Jung Hwan Yang, Ayellet Pelled, Frederick Boehm, Josephine Lukito, Shreenita Gosh, and Jessica L. Schmidt. 2016. "How Trump Drove Coverage of the Nomination: Hybrid Media." *Political Communication* 33 (4):669-676.

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.