

Add On Course

Name of the add on course

Skill Based Course

SURVEY AND PUBLIC OPINION

Lecture 45-Project/Report work-15

Credits – 4

Course Objective / Outcome:

This course will introduce the students to the principles and practices of public opinion in the context of Indian democracy. It will familiarize the students with how to conceptualize and measure public opinion using quantitative methods. It will develop basic skills relating to the data collection, data analysis and data utilization.

Unit I

Public Opinion: Meaning and Features. Public Opinion and Democracy

Unit II

Representation and Sampling a) Sample- Meaning and Use, Types of Samples

Unit III

Understanding Interview techniques and Questionnaire

Unit IV

Quantitative Data: Meaning, Analysis and Interpretation

Reference Books:

- 1) Gallup G., (1948) A Guide to Public Opinion Polls, Princeton: Princeton University Press
Kalton, (1983) Introduction to Survey Sampling Beverly Hills, Sage Publication.
- 2) Lokniti Team, (2004) 'National Election Study 2004', Economic and Political Weekly, Vol. XXXIX (51).
- 3) Karandikar R., C. Pyne and Y Yadav, (2002) 'Predicting the 1998 Indian Parliamentary Elections', Electoral Studies, Vol. 21
- 4) Erikson R. and K. Tedin, (2011), American Public Opinion, 8th edition, New York, Pearson Longman Publishers.