

## **POL 606: Workshop on Voter Opinion Research**

**Lecturers:** James Fisfis ([jfisfis@chariotcampaigns.com](mailto:jfisfis@chariotcampaigns.com))  
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**Date:** 13 November to 16 November 2017

**Times and rooms are specified bellow**

**ECTS: 4**

**Assignments:** seminar work, final presentation

**Attendance at seminars is obligatory**

### **Course Objectives:**

The aim of the course is to provide an insight to the field of voter opinion research to the students. The course is practically oriented workshop where students will have opportunity to apply freshly acquired information. In the first day, students will be provided brief introduction and instructions how to conduct an opinion research. Students will split into groups and conditions and outlines of team work (especially the questionnaire and issues) will be specified. Based on this knowledge, students will conduct a data collection during second day of the course. On Tuesday afternoon students will present their data and consult the required adjustment of their survey with the expert. On Wednesday second data collection will take place. On Thursday, there will be final presentation of student researches and final discussion.

An integral part of the course are consultations of research designs with expert on this field, James Fisfis. He will assess the quality of ongoing research and provide feedback to the students. As there is need to talk to people in the street of Brno, fluent Czech language is necessary, not only English. The course is practically oriented.

### **Terms of completion of the course:**

Students are required to meet the ongoing tasks during the seminars, the assignments will be delivered during seminars. In the seminar, students actively consult their issue and posters. The evaluation of the course will be uploaded to the Information System (IS) after all materials which arose during the campaign will be uploaded to the Homework folder in IS; however, students are requested to upload all materials no later than **30 November**. It will include accompanying final report that summarizes issue, collected data, strategy, information about targeted audience and outcome analysis.

**Evaluation:**

Students will receive a final letter grade (A–F) based on the following components:

- active participation in seminars (15 points)
- two presentations (20 points)
- final report (15 points)

Minimum of 30 points is needed to pass the course.

**Grading:**

A: 50 – 46 points

B: 45 – 42 points

C: 41 – 38 points

D: 37 – 34 points

E: 33 – 30 points

F: 29 – 0 points

**Course Structure:****13 November: 5.00 p.m. at U43**

Introducing structure of the course and to voter opinion research. Students will accept a controversial issue and design a campaign sign for or against the issue and prepare a plan to conduct field research.

**14 November: work in field**

Students will take their creative item and they will collect data from respondents with survey tablets. After that students make refinements based on collected data.

**14 November: 6.45 p.m. at U41**

Work in the class: review responses and from field data and discussion. Consulting the refinements of posters.

**15 November: work in field**

Students will again take posters into the field for survey tablet testing.

**16 November: 3.15 a.m. at U43**

Final presentations, discussion, lessons learned.

**Literature:**

- Will be added by the end of this week