Media & Electoral Politics F20

Media and Politics Election 2020

Media and Politics Election 2020 - Combined Moodle site
POS 204/304  10:20-12:05 T/Th
POS 233 (Second 5 weeks) 1:45-3:30 T/Th

ZOOM MEETING LINK POS 204
https://carleton.zoom.us/j/98612914403

ZOOM MEETING LINK POS 223
https://carleton.zoom.us/j/94360746456

Course Trailer Video [Optional Viewing]

About the Course

Contains information on assignments and grading

How Our Class (May) Work

Contains information about class protocols

Announcements

POS 204 Media Bias Teams Comparing Conservative, Moderate, and Liberal News Outlets
Commit to follow only one of the following ideologically slanted types of news for one month.

Teams for POSC 204/304 Research Project
Form 4 teams of 6 persons each.

Teams for POSC 204/304 Discussion Leaders
Sign up for a day to wrangle the discussion questions posted prior to class, monitor our chat, pick out interesting ideas for discussion, and lead discussion with me.

Forum for Class Discussions

POST YOUR Media Bias INDIVIDUAL INSIGHTS to share with team HERE by 5 Oct 5 pm

COMPS PROJECT Ideas HAND-IN HERE

Some of the POSC 204/304 students wish to conduct research related to their comps. Please hand in project proposals here. This statement is not necessarily your comps proposal. It is an aid for me to help you organize teamwork to the benefit of all. You may upload a file at any point, but please upload an initial statement by September 17 if you wish to pursue a comps project based on this class.

POSC 204/304 Hand In Project Proposal IDEA Here

Submit a proposal for your project that answers the questions on the file titled Project Proposal Prompt/Questions by 23 Sept 5 pm

POSC 204/304 Hand In Ad 1 Script

Complete spoken text and any proposed on-screen text by 5 pm Sept 23

POSC 204/304 Hand In Ad 2 Script

Complete spoken text and any proposed on-screen text by 5 pm Oct 23

POSC 204/304 Hand In Team Fact Check of Peer Ad 1 Script

Complete spoken text and any proposed on-screen text by 5 pm Sept 30

POSC 204/304 Hand In Team Fact Check of Peer Ad 2 Script

Complete spoken text and any proposed on-screen text by 5 pm Sept 30

POSC 204/304 Hand In Ad 1 Mockup

Hand in here and distribute to your group by 5 pm Oct 7

POSC 204/304 Hand In Ad 2 Mockup

Hand in here and distribute to your group by 5 pm Oct 7

POSC 204/304 Hand In Final Ads and Questions for Testing

Hand in here by 5 pm Oct 15

POSC 204/304 Hand In Team Report on Conservative, Moderate, and Liberal News Sources Here

Distribute insights to the team by Oct 5 using the forum. Create a presentation of your group insights for class Oct 13. Hand in presentation materials and joint report 5:00 pm October 14; use insights gained in Oct 13 class discussion int preparing final report of insights.

POSC 204/304 Revised Project Proposals Hand In Here October 22, 2018

On 22 October, please hand in Revised Project Proposals Answering the Questions in Project Proposals Part 2. See example for a template that you may wish to use.

POSC 204-Due 20 Oct: Hand In Tableau Assignment Here

This is a “pass/fail” assignment in which you demonstrate that you have:

1. Set up Tableau Desktop and/or have accessed Tableau Desktop on a lab computer.
2. Have completed the tutorial materials so that you are comfortable with how data work within this data visualization tool.
3. Made one visualization using Tableau using the data we have supplied – or data of your choosing.

The final data visualization (in PDF and Tableau formats) is due Monday 17 September 10 pm. Upload here your pdf file because Moodle will not like the file format directly from Tableau.

ULTIMATE POSC 204 Tableau Graphics Hand In Here
Turn in the best of your Tableau Graphics Here.
You have all passed the assignment and most of you have a final graphic that you would like to discuss. Please turn it in at this icon so that it is easier to identify.

**POSC 204/304 223 Turn in Draft of Visual Representation Infographic Here**

Due 29 October 5pm

**POSC 204/304 223 Turn in FINAL Visual Representation Infographic Here (copy)**

Due November 17, 2020

**POSC 204/304 223 Turn in Draft of TED-Like Talk Script Here**

Due November 6, 2020

**POSC 204/304 223 Turn in FINAL TED-Like Talk Script Here**

Due November 17, 2020

**POSC 204 Turn in INDIVIDUAL CONTRIBUTION to Team Viz Infographic**

Due November 17, 2020

**POSC 204 Turn in INDIVIDUAL RESEARCH REPORT HERE**

Due November 17, 2020

**POSC 304 Turn in INDIVIDUAL RESEARCH PAPER HERE**

Due November 17, 2020

**POSC 223 Turn in INDIVIDUAL RESEARCH REPORT HERE**

Due November 17, 2020

**POSC 223 Turn in INDIVIDUAL RESEARCH DESIGN**

Due November 17, 2020

**Turn in any CLEARLY DESCRIBED Additional Materials for your Project Here**

**POSC 204 304 and 223 Peer Evaluations Upload Here**

Turn in completed Peer Evaluation Form here by 11:55 pm November 17. You must turn in this completed form to pass POSC 204, 304 and 223.

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**Research and Ad Making Resources**

[**A Final Research Proposal**](#)
Uploaded 2/10/18, 09:41

Example of the Final Revised Proposal

[**What We Know About Political Advertising**](#)

The Competing Hypotheses from Election Ad Research

[**Interview Workshop**](#)
Uploaded 13/09/16, 06:50

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**Assignment Descriptions**

[**POSC 204 Media Bias Teams**](#)
Uploaded 8/09/20, 11:35

see teams

[**POSC 204 Research Project Teams**](#)
Uploaded 8/09/20, 11:35

see teams
Part 1: Democratic Theory and the Power of Media

Tues Sept 15   Introduction to the course Communication and Self-Government

I Course Overview

Discuss a fun assignment for the next month. Reading, viewing, hearing the Alt Facts. Sign Up for this assignment at the Question Mark Icon for Media Bias Projects.

There are two additional sign-ups: 1) your research team and 2) working in pairs, to take the role of discussion leader. Please sign up no later than Wednesday Sept 16.

Before Class Read as background an article from Politico on the very few---only six!--US newspapers that endorsed Donald Trump in 2016.

Read the PEW study of news habits along the ideological spectrum: Amy Mitchell et al. 2014."Political Polarization and Media Habits." PEW Research Center.

Explore their data here: "Where Audiences Fit on the Political Spectrum"--type in "Bloomberg" for your example.

What do you see?

Further background for this assignment can be found in these articles.


Here is your first assignment read now. It's due in one month: 1) Choose a group from the choice question mark icon for Media Bias Project. 2) Commit yourself to watch, read, and hear only one position on the ideological spectrum. 3) Choose one to three current events to follow at these news outlets (e.g. jobs/economy, Mueller investigation, 2018 congressional elections and White House). 4) Follow these topics on your chosen ideological outlets. 5) Pool results with your teammates and write a 3-5 page summary of your findings, due 8 October 5:00 pm.

For TV news choose FOX or CNN or MSNBC as respectively "conservative, moderate, or liberal" in their overall reporting "bias."

For newspapers choose a companion "conservative leaning," "liberal leaning," or "moderate" paper as compiled in a study posted at Boston University Libraries.
For example, Fox viewers read only Los Vegas Journal-Review or Santa Barbara News Press (or another conservative leaning newspaper).

For radio—first search "liberal talk show host" compared to a search for "conservative talk show host"—the search tells you a great deal. The comparison of news (as potentially distinct from "talk show") is not simple but "moderate" would choose NPR "Morning Edition" or "All Things Considered," the "conservative" group would choose from the "conservative talk" list (Politico reviews top 10 here) and the "liberal" group would choose from the "progressive radio" list. (Find a list of most popular here.)

II. Introduction to Dann Hurlbert, Research on Media Effects and Our Class Project.


Wed Sept 16 Using the three Question Mark Icons above Choose a Team for the two projects: 1) A Small Group Project on Media Bias and 2) Your Larger Team Research Project on Political Ad Effects, 3) To perform the role of Discussion Leader with a teammate for one class.

Thurs Sept 17 Media as an Institution and First Amendment Rights in

Campaign Advertising and News Coverage of Campaign Ads


II. Critique the proposed ad script for the class experiment. Meet your Team to Brainstorm Your Ad Topics for Effects Research Project

- MN Post Discusses History and Importance of Fact Checking
- Associated Press Fact Check
  
  Fact Checks often reprinted
- Dayton OH Daily News Fact Checking
  
  Major newspapers of "In Play" States do fact checking on local and national issues.
- Gallup Poll
- Fox News On Media Bias Against Clinton
- Why Voters without College Degree Flee Democratic Party

Part 2: Media and Politics: Public Opinion, Socialization, and Participation

Tues Sept 22 Candidate Communication and Campaign Strategy 1:

In addition to the common readings, everyone will choose to read one additional article on the depiction of Obama and McCain through news and advertising. Make your choice at the Question Mark icon below and read about either Obama or McCain.

I Ad Strategies and Effects


READING GROUP 1: McCain Out of Touch/Too Old

READING Group 2: Obama Not ready to Lead


Find Here Appendix to McCain Out of Touch/Too Old and Obama Not Ready to Lead

II. Workshop on Roles in Ad Production & Testing, Research, and Graphic Creation

Wed Sept 23 Initial Project Ideas & Idea for an ad Scripts (for 2 ads) Due

Thurs Sept 24 Candidate Communication and Campaign Strategy 2:

I. Ad Strategy, Turnout, and Media Focus


EVERYONE Please also take a look at the ABC News Transcript, George Stephanopoulos, Roundtable, 11 November 2007 pp 9–10 and the PDF below on Obama’s “Racialized” English, which is also found in the New York Times.

See the two examples of "Controversial English," "Who Let the Dogs Out?" and “Naw, We Straight" (at 1:10 on video 2), below. Notice body language, manners, customs, gesture, posture.
II. Discuss Your Team Proposal/ideas and Ad Scripts

- **POSC 204 Reading Groups for Analysis of Obama and McCain Candidate Construction in Ads**
  - Sign up to read about either McCain Too Old or Obama Not Ready
- **“Obama and the Racial Politics of American English” - NYTimes**
- **ABC News Transcript Round Table 11/11/2007**
- **A 2010 Discussion of Rhetorical Register and "Code Switching"**
- **New York Times "Ad Wars"**
  - See/Find all of the 2008 Presidential Ads and Spending
- **Stanford Political Communications Lab**
  - Many 2008 Election Ads Here
- **Stanford Communications Lab**
  - Many 2016 Political Ads Here
- **New York Times The Ad Campaign**
  - Find 2016 Political Ads analyzed here

- **Iyengar-framing effects of news coverage**
  - Uploaded 11/09/18, 16:35
- **Jamieon-everything you think you know**
  - Uploaded 11/09/18, 16:35

- **Pew Fact and Opinion Quiz**
  - See what you think of these questions. Visit these links to see study results:
    - and how the results are represented by the authors
    - and by news organizations

- **Discussion Questions Sept 22**
- **Discussion Questions Sept 24**

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**Candidate Communication and Strategies and Media Responses**

Mon Sept 28 Submit a proposed ad script for fact checking

**Tues Sept 29 Candidate Communication and Campaign Strategy 3:**

**Candidate Communication and Media Response: Fact Checks 1**


Wed Sept 30 Each Team Submits their fact check of the assigned ad scripts

Thurs Oct 1 Candidate Communication and Media Response: Fact Checks And a Workshop on Making Political Ads


POSC 304 and 223 (and recommended to POSC 204):


ALSO You may wish to consider these examples (Reads or Listen): Robert Siegel, 09/06/2012, “Most Facts Check Out in Bill Clinton’s DNC Speech,” National Public Radio


ll. Workshop: Revise scripts based on factcheck assessments and start learning to make political ads

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**Discussion Questions Sept 29**

Post discussion questions and responses

**Discussion Questions Oct 1**

Post discussion questions and responses

**Media Coverage of Ads**

Uploaded 11/09/18, 16:31

Available but not shown on course page

**Nyhan Fact Check Change SSRN-id2995128**

Uploaded 11/09/18, 16:36

**Fact Check dot Org**

Find fact checking of speeches, ads, debates, off-hand remarks here.

**Washington Post Fact Checker**

Fact Checker that grades claims overall

**Politifact**

Pulitzer Prize winning fact checker

**Poynter**

A highly reputable, trusted news source and journalism site with fact checking

**Town Hall Fact Checking**

A conservative news source with fact checking

**Fact Checking Links and Discussion**

Fact Check Sites for V-P Debate 2016
Framing Agendas and Influencing Public Opinion


II. Agenda Setting and News Coverage of Political Campaigns


Wed Oct 7 Deliver Individual Mock-ups to Editor and all others in group to Group Google Drive Folder and Upload to Moodle

Thurs Oct 8 Public Opinion 1: Framing, Priming, and Persuasion

I. Research on Framing


II. Workshop on Producing Ads Finish and Submit Ad 1 and Questions for Testing in class

- Discussion Questions Oct 6
  Post discussion questions and responses

- Discussion Questions Oct 8
  Post discussion questions and responses

- Controversial Interview by Matt Lauer of Hillary Clinton
  Watch Interview Here

- Controversial Interview by Matt Lauer of Donald Trump
  Watch Interview Here

- Critiques of Matt Lauer's Interviews with Clinton and with Trump

- Fact Checking Lauer Interviews with Clinton and Trump

- Three Sponsors Pull Out of 2012 Debates
  Some weren't happy

- Huffington Post The 2012 Debate Contract
  Hidden from students

- MPR Tells Listeners What to Watch For In the 2012 Debates
  Hidden from students

  Five Things to Watch

Public Opinion and Priming

MON Oct 12 Distribute individual insights from the Conservative, Moderate, and Liberal News Bias using the forum. Groups Collate Results and Prepare to Present Shared Insights in class Oct 13

Tues Oct 13 Public Opinion 2: News Content and Priming Effects

Discuss your findings regarding Alt Facts Observations from Conservative, Moderate, and Liberal News Sources

I. Institutional and Ideological Biases

II. Push/Pull of Polls
   doi:10.1017/S104909651700186X.

   Recommended:
For the truly committed, join me in the weeds of polling and stats.

Thurs Oct 15 Public Opinion 3 News Reporting
I. Narrative and Symbolism in News Reporting
II. Finish and Submit Ads and Questions for Testing

**Discussion Questions Oct 15**

Post questions and responses here.

- A Great Discussion of Elastic/inelastic States and Swing Voters (and elastic voters?)
- Trump Elevates Role of GOP Strategists
- Hillary Clinton’s “Invisible Guiding Hand”

Surprise! Its a statistician.

**An Election Eve Prediction**

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Part 3: Campaign Communication and Information Processing

Mon Oct 19 MIDTERM BREAK

POS223 Joins the Team! POSC 223 Students, please look at assignments under October 1, 6 and 8 for a few articles or book chapters that are assigned to you. Read them and we will discuss during the weeks of October 16 and 23.

Tues Oct 20 Information Processing and Citizens’ Understanding of Politics: I. Political Knowledge & News Format


II. Learning to run an experiment using Qualtrics

[Qualtrics Tutorial]

Thurs Oct 22 Emotions and Information Processing


II. Designing the Sharing and Testing Your Ads

Resources for Qualtrics Project
Uploaded 11/09/20, 1:16

Discussion Questions for Oct 20
Post questions and responses here.

Discussion Questions for Oct 22
Post questions and responses here.

Creating the Candidate in the Public Mind
Tues Oct 27 Candidate Construction 1
View

Sorry
Because of its privacy settings, this video cannot be played here.
Watch on Vimeo

by Carleton Alum Todd Drezner ‘94. Vimeo PW: Miner_Bo

I. Discuss Campaign Miner Bo with Todd Drezner POSC 223 is welcome to join us


And


II. Workshop on Projects: How to Present Results Infographics and Data Representations

Thursday October 29 Candidate Construction 2

I. Constructing Attitudes about Race


II. Workshop on Projects: Your election predictions designing a Ted-style Talk Session 1

Hand in Draft graphic for Ted Talk

Discussion Questions for Oct 27
Post questions and responses here.

Discussion Questions for Oct 29
Post questions and responses here.

UNDERSTANDING DEBATE BODY LANGUAGE
Includes a New York Times interactive showing what to watch in the debates

Why Politicians Get to Ignore the Question
Debate?

Experts Tell Us If Debates Matter
Good to know

Great Debate Moments–New York Times
From Nixon to Today

What Counts as an Interruption?
Deborah Tannen has written widely on rhetoric and body language in constructing political figures, framing political messages, and priming and framing in debate.

Gender Difference in Debate Style
If the candidates wanted to attract voters who are women, Gail Collins suggests they may have used the wrong rhetorical style in the debates. But what about a female candidate and choices among various rhetorical styles?

Gender and Race: Constructing the Candidates in Old & New Media

Tues November 3 Election Activities TBA

I. Gender Construction and Gender Bias


II. Workshop on Projects Learning Ted Talk

Wed Nov 4 Turn in Draft Ted Talk Script
Thurs Nov 5

I. Interpreting Messages. Your Research and Election Results. The persistence of Misinformation and Candidate Construction thru Old & New Media


III. Practice Script Draft Ted Talk

Example of a Revised Final Project Proposal
Uploaded 30/10/16, 18:06

Hidden from students

From a previous class receiving same questions as in above "Revised Project Proposal Questions 1 & 2"

Construction of Hillary Clinton as a Candidate: Nasty Woman

The Nickname Nasty Woman and the Debates

Article on the Construction of Hillary Clinton in the Public Mind

“How Hillary Clinton Met Satan"

“The G.O.P’s Feminine Mystique” New York Times

The Bachmann Effect?

61-Million Voter... Supplement

Read more about the research design

Discussion Questions for Nov 3

Post questions and responses here.

Discussion Questions for Nov 5

Post questions and responses here.

Your Research and the Election

Monday Nov 9

****Individual Report on Project Due Midnight****

Tues Nov 10

Interpreting Messages and Voting —

Assessing the Election—Prospects for Change

Deliver Ted Talk to Peers--Give and Receive Feedback

Thurs Nov 12

Film Ted Talks

Presentations of Your Research

Tues Nov 17

Class Time Presentation of Your Work
*****Common Time Public Presentation of your work*****

The Carleton College Election Study 2000–2020