

PS 312. Persuasive Politics

Arthur Lupia, Professor
Logan Casey, GSI
Geoff Lorenz, GSI

Office: Haven Hall 6757

Office Hours: Tuesday 1-3

lupia@umich.edu, @ArthurLupia

Winter 2014 Syllabus

In this course, we will accomplish two things. First, you will become familiar with the logic of running a political persuasion campaign. For this purpose, we will examine relevant research on persuasion from political science and psychology. Second, you will design and present a persuasive campaign. Throughout the semester, we will discuss how to design the campaign. In the last set of class sessions, you and other students will present your

work. You will then take part in a question and answer session about how you developed your presentation.

Every day, we will discuss topics pertinent to organizing persuasive campaigns. Some classes focus on research. Other classes provide opportunities to develop persuasive skills.

At the beginning of every class, Professor Lupia will establish the theme for the session, give a lecture and raise questions. Students are expected to have done all assigned readings before class and to be prepared to answer questions about them. (If you are unable to do this, please do not take the class). Your class participation grade depends on the clarity and effectiveness with which you are able to answer questions such as: How do the authors defend their arguments? What does the claim imply about persuasion, voting, or campaigns generally? - and - Give an example of how we might use research on learning and communicating to help an analyst or campaigner be more effective.

Thirty five percent of your grade is based on class and section participation. I expect you to attend every class and section and to be prepared to participate as described above. Being so prepared entails not only being able to ask and answer questions about the reading, but also putting time into thinking about how the ideas expressed in the readings can help you and others present more effective persuasive campaigns. Again, if you are not serious about coming prepared every day and working hard to make your classroom contributions clear and effective, please drop the class now.

Before class on January 22, each student must submit a proposal of one page about the type of issue or candidate for which they would be interested in running a persuasive campaign. We will grade these proposals and then distribute them to each section. Then we will ask students to express preferences over the listed issues. We will use these preferences to identify issues for 24 four or five person campaign teams to cover. Teammates, all of whom will be from the same section, will work together to design a persuasive presentation. The group will receive a collective grade for their presentation and individual grades for written reports on how their team developed their persuasive strategies and what, if anything, they learned from the subsequent question and answer session. Your persuasive

campaign must be completely original -- you may not use existing campaign materials.

This is a type of class that is unique in the nation. It mixes science and practice and features extensive learning-by-doing. I am excited about the prospect of working with each of you on the exciting topic of persuasive politics.

There Are Two Required Texts.

1. George McKenna and Stanley Feingold. 2013. *Taking Sides: Clashing Views on Political Issues*, 18th Edition. Dushkin Publishing. 9780078050329
2. Robert B. Cialdini. 2008. *Influence: Science and Practice*, 5th Edition. Pearson Education.

All other readings are or will soon be posted on C-Tools.

Grades.

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| Initial Proposal (submit to C-Tools prior to the beginning of 1/22 class) | 5% |
| Midterm | 20% |
| Section | 20% |
| Lecture Participation (Parts II and III) | 15% |
| Your Final Campaign Presentation (Group grade) | 20% |
| Ratings from Project Partners (Individual grade) | 5% |
| Final Report on Your Campaign Strategy (written by you alone, due on April 22 at noon) | 15% |

Part I: Persuasion

January 8. Introduction to Political Persuasion.

- Arthur Lupia. 2000. "Evaluating Political Science Research: Information for Buyers and Sellers." *PS: Political Science and Politics* 33: 7-13.

January 9-10. No section (Section starts 1/16-17)

January 13. Preference Formation.

- James N. Druckman and Arthur Lupia. 2000. "Preference Formation." *Annual Review of Political Science* 3: 1 - 24.
- James N. Druckman and Arthur Lupia. 2006. "Mind, Will, and Choice." In Charles Tilly and Robert E. Goodin, (eds.) *The Oxford Handbook on Contextual Political Analysis*. Oxford: Oxford University Press, 97-113.
- Alan R. Andreasen. 2005. "Creating and Framing the Agenda" from Chapter 2 of *Social Marketing in the 21st Century*. Thousand Oaks, CA: Sage Publications

January 15 & 22. The Psychological Approach to Influence.

- Cialdini, entire

Section (1/16-17). Introduction to classmates and section leaders

NOTE: Submit campaign proposal to C-Tools before the beginning of class on 1/22.

Make an argument for why your idea is a good one. Use agenda principles articulated in the first Andreasen article to why the idea has persuasive potential.

Section (1/23-24).

- Noah J. Goldstein, Robert B. Cialdini, Vladas Griskevicius. 2008 "A Room with a Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels" *Journal of Consumer Research* 35: 472-482

January 27 & 29. Necessary Conditions for Persuasion.

- Arthur Lupia. 2013. "Communicating Science in Politicized Environments." *Proceedings of the National Academy of Science* 110: 14048-14054.

Section (1/30-31). Professor Lupia visits sections.

February 3. The Social Marketing Approach.

- Alan R. Andreasen. 1995. "Putting the Customer First: The Essential Social Marketing Insight" from Chapter 1 of *Marketing Social Change*.
- Frank Luntz. 2007. "The Ten Rules of Effective Language." Chapter 1 of *Words That Work: Its Not What You Say Its What People Hear*. New York: Hyperion.

February 5-12. How Voters Reason & What Voters Know.

- Arthur Lupia. 2006. "How Elitism Undermines the Study of Voter Competence." *Critical Review* 18: 217-232.
- Arthur Lupia. 1994. "Shortcuts versus Encyclopedias: Information and Voting Behavior in California Insurance Reform Elections." *American Political Science Review* 88: 63-76.
- Chip Heath and Dan Heath. 2008. "What Sticks" and "Simple." Chapters 1 and 2 of *Made to Stick: Why Some Ideas Survive and Others Die* New York: Random House.
- Cheryl Boudreau and Arthur Lupia. 2010. "Political Knowledge." Forthcoming in James N. Druckman, Donald P. Green, James H. Kuklinski, and Arthur Lupia (eds.), *The Cambridge Handbook of Experimental Political Science*. New York: Cambridge University Press.
- Markus Prior and Arthur Lupia. 2008. "Money, Time, and Political Knowledge: Distinguishing Quick Recall from Political Learning Skills." *American Journal of Political Science* 52: 168-182.

Section (2/6-7). Selections from book "Sold on Language: What Advertisers Talk to You & What This Says About You" by Julie Sedivy and Greg Carlson

Section (2/13-14). Logic. Group project topics announced.

- Bruce N. Waller, *Critical Thinking: Consider the Verdict*. Chapters 2 and 7

February 17. Technological Change and Presidential Campaigns.

- Arthur Lupia and Zoe Baird. 2003. "Can Web Sites Change Citizens? Implications of Web White and Blue 2000." *PS: Political Science and Politics* 36: 77-82.
- Arthur Lupia and Tasha S. Philpot. 2005. "Views From Inside the Net: How Websites Affect Young Adults' Political Interest" *The Journal of Politics* 67: 1122-1142.
- Adam Seth Levine. 2011. "What Not to Say When Asking for Donations: How the Content of Requests Affects Participation." Working Paper, Vanderbilt University.

February 19. Polling Validity & Midterm Review

- Arthur Lupia. 2008. "Procedural Transparency and the Credibility of Election Surveys." *Electoral Studies* 27: 732-739.
- Arthur Lupia. 2010. Did Bush Voters Cause Obama's Victory? *PS: Political Science and Politics* 42: 239-241.
- David Scott Yeager, Samuel B. Larson, Jon A. Krosnick, and Trevor Tompson. 2011. "Measuring Americans' Issue Priorities: A New Version of the Most Important Problem Question Reveals More Concern about Global Warming and the Environment." Forthcoming: *Public Opinion Quarterly*.

Section (2/20-21). Midterm Review and Information about Part II.

February 24. Midterm Exam

Part II: Practicing Political Argument **(Text: *Taking Sides: Clashing Views on Political Issues*)**

February 26. Topic (led by Logan), and another topic (led by Geoff)

- Lanae Erickson. 2011. "Commitment: The Answer to the Middle's Questions on Marriage for Gay Couples." ThirdWay.org
- Eric W. Grownendyk and Nicholas Valentino. 2002. "Of Dark Clouds and Silver Linings: Effects of Exposure to Issue Versus Candidate Advertising on Persuasion, Information Retention, and Issue Salience." *Communication Research* 29: 295-319.

March 10.

- Issue 1. Should Americans Believe in a Unique American "Mission"?
- Issue 3. Is Bigger Government Better Government?

March 12^{MOV}.

- Issue 4. Should America Adopt Public Financing of Political Campaigns?
- Issue 7. Is Congress a Dysfunctional Institution?

Section (3/13-14)

- Issue 12. Is the welfare state obsolete?

March 17^{FL}.

- Issue 2. Does the Tea Party Represent a Revival of America's Revolutionary Ideals?
- Issue 13. Are Americans Overtaxed?

March 19^{SW}.

- Issue 6. Should the Courts Seek the "Original Meaning" of the Constitution?
- Issue 10. Does Affirmative Action Advance Racial Equality?

Section (3/20-21).

- **Group Presentation workshop I.**

March 24^{TN}.

- Issue 8. May Congress Require People to Buy Health Insurance?
- Issue 14. Is America Becoming More Unequal?

March 26.

- Issue 11. Should Abortion Be Restricted
- Issue 15. Should Same-Sex Marriage Be a Constitutional Right?

Section (3/27-28). Group Presentation workshop II.

Part III: Presentations

March 31 (Thurs 9am section) Each campaign team will make a presentation to the class. There will be five presentations per class session.

April 2. Final time in class to work with teammates and ask questions about presentation strategies.

April 7 (Thurs noon section)

April 9 (Thurs 5pm section)

April 14 (Fri 9am section)

April 16 (Fri 10am section)

April 21 (Fri 11am section).

Each campaign team will make a presentation to the class. There will be five presentations per class session.

Section (4/3-4). No section. MPSA Meeting.

Section (4/10-11). Paper writing workshop.

Section (4/17-18). Final section. Discuss presentations. Address paper-related matters.