



**NTNU – Trondheim**  
Norwegian University of  
Science and Technology

## **PhD/Research Course in Media, Opinion and Political Behavior**

Department of Sociology and Political Science, NTNU – Trondheim, invites applications for a PhD/Research Course in Media, opinion and political behavior to be held in Trondheim from September 10th to 14th, 2018.

Lecturer: Shanto Iyengar, Professor at the Department of Political Science, Stanford University and Adjunct Professor at Department of Sociology and Political Science, NTNU - Trondheim.

Course code and title: POL8509 - Media, Opinion and Political Behavior

Course dates: 10 - 14 September 2018

Course start: 21 August at 8.15 AM, Dragvoll University Campus

Course credits: 10 pts (ECTS)

Deadline for application: 15 August

Application for the course must be done via **e-mail to [einar.syrstad@ntnu.no](mailto:einar.syrstad@ntnu.no)** and by completing an additional electronic application (see <http://www.ntnu.edu/studies/researchcourses>) Both applications (e-mail and web) need to be completed. Please note that confirmation of admission will be offered based on the e-mail application to Einar Gimse-Syrstad.

For more information about practical matters, please contact:

Adviser Einar Gimse-Syrstad,

Department of Sociology and Political Science, NTNU.

Phone: +47 73592566, e-mail: [einar.syrstad@ntnu.no](mailto:einar.syrstad@ntnu.no)

### **Objectives**

The principal objective of this course is to survey the literature in political communication with an emphasis on empirical approaches to examining the interplay between news media consumption, political attitudes and voting behavior. The course will cover a variety of methodological approaches - both observational and experimental - for studying the effects of mass media. Although much of the work is based on American data, we incorporate cross-national studies and evidence where available. At the end of the term the student shall hand in a term paper where he/she demonstrates

the ability to discuss a related theme in an independent analytical manner. This paper should be at a high international level and written individually.

**Reading needed for the course:**

Iyengar, Shanto (2015) *Media Politics: A Citizen's Guide*. New York: W. W. Norton (3<sup>rd</sup> edition)

All other course readings will be included in a compendium made available to participants in August (see lecture outline for details).

Lecture 1

News Media as a Political Institution

Media Politics, Chapter 2; McMillan, John, and Pablo Zoido. 2004. "How to Subvert Democracy: Montesinos in Peru," *Journal of Economic Perspectives*, 18(4): 69-92; King, Gary, Jennifer Pan, and Margaret E Roberts. 2013. "How Censorship in China Allows Government Criticism but Silences Collective Expression," *American Political Science Review* 107, 1-18; Toril Aalberg, Peter Van Aelst, and James Curran, 2010. "Media Systems and the Political Information Environment: A Cross-National Comparison" *Harvard International Journal of Press/Politics*, 15, 251-71.

Lecture 2

Explaining the Content and Reach of News Programming

Media Politics, Chapters 3-5; W. Lance Bennett, 2006. "Toward a Theory of Press-State Relations;" *Journal of Communication*, 40, 103-127; Matthew Hindman, Kostas Tsioutsoulis and Judy A. Johnson. 2003. "Googlearchy: How a Few Heavily-Linked Sites Dominate Politics on the Web;" Presented at the Annual Meeting of the Midwest Political Science Association; Eric Lawrence, John Sides, and Henry Farrell. 2010. "Self-segregation or Deliberation: Blog Readership, Participation and Polarization" *Perspectives on Politics*, 8, 141-157.

Lecture 3

Long-term influences on Public Opinion

Gabriel Almond and Sidney Verba, 1960. The Civic Culture: Political Attitudes and Democracy in Five Nations, Chapter 1. (Sage Publications, 1989). Iyengar et al., "Affect not Ideology;" POQ; Iyengar et al., The Home as a Political Fortress; Kent Jennings. 1984. "The Intergenerational Transfer of Political Ideology in Eight Western Nations;" *European Journal of Political Research*, 12, 261-276;

Lecture 4

Uninformed Opinion and Heuristics

Christopher Achen and Larry Bartels, 2009. "Blind Retrospection, Electoral Responses, Flu, and Shark Attacks;" Unpublished Paper; Arthur Lupia, 1994. "Shortcuts Versus Encyclopedias; Information and Voting Behavior in California Insurance Reform Elections;" *American Political*

Science Review, 88, 63-76; Erik Peterson, Shanto Iyengar, and Sharad Goel, "Partisan Cheerleading or Learning from Biased News Sources as Explanations for Voter Misinformation."

## Lecture 5

### Methodological Strategies for Media Effects Research

Shanto Iyengar, 2011. "Laboratory Experiments in Political Science;" in James Druckman et al., editors, Cambridge Handbook of Experimental Political Science, Chapter 6. Cambridge University Press; Carl Hovland, 1954. "Reconciling Conflicting Results Derived from Experimental and Survey Studies of Attitude Change," *American Psychologist*, 14, 8-17; Lynn Vavreck and Shanto Iyengar, 2011. "The Future of Political Communication Research: Online Panels and Experimentation," in Robert Shapiro and Lawrence Jacobs Editors, Oxford Handbook of American Public Opinion and the Media. Oxford University Press; Eytan Bakshy et al. 2015. "Exposure to ideologically diverse news and opinion on Facebook;" *Science*.

## Lecture 6

### Persuasion and Attitude Change

Iyengar, *Media Politics*, pp. 257-271 John Zaller, 1997. "A Model of Communication Effects at the Outbreak of the Gulf War;" in Shanto Iyengar and Richard Reeves, Do the Media Govern? Sage Publications; Diana Mutz, 2002. "Cross-cutting Social Networks: Testing Democratic Theory in Practice;" *American Political Science Review*, 96, 111-126; Lance Bennett and Shanto Iyengar, 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication" *Journal of Communication*, 58, 707-731; *Media Politics*, Ch. 8, pp 257-271.

## Lecture 7

### The Agenda-Setting Paradigm

Iyengar, *Media Politics*, Chapter 8; Shanto Iyengar & Donald Kinder, 2010. News That Matters, Chapters 3 & 7 University of Chicago Press; Roy Behr and Shanto Iyengar, 1985. "Real-world Cues, Television News, and Changes in the Public Agenda;" *Public Opinion Quarterly*, 49, 38-57; Christoffer Green-Pedersen and Rune Stubager, 2010. "The Political Conditionality of Mass Media Influence: When do Parties Follow Mass Media Attention?" *British Journal of Political Science*, 40, 663-677; Shanto Iyengar, 2014. "Priming theory." in Wolfgang Donsbach ed., The International Encyclopedia of Communication. Wiley-Blackwell; *Media Politics*, Ch 8, pp 229-267.

## Lecture 8

### Framing Effects

Amos Tversky & Daniel Kahneman, 1981. "The Framing of Decisions and the Psychology of Choice;" *Science*, 211, 453-458; Dietram Scheufele and Shanto Iyengar, "The State of Framing Research: A Call for New Directions," in Kathleen Jamieson et al. editors, Oxford Handbook of Political Communication, Oxford University Press, 2014; Chong, Dennis, and James N. Druckman. 2010. "Dynamics in Mass Communication Effects Research." In Holli Semetko, and Maggie Scammell, eds., The Sage Handbook of Political Communication. Thousand Oaks, CA: Sage Publications

## Lecture 9 Campaigns and Voting

Media Politics, Chapters 6, 9; Randy Stevenson and Lynn Vavreck, 2000. "Does Campaign Length Matter? Testing for Cross-National Effects;" *British Journal of Political Science*, 30, 217-235; Erik Peterson, Sharad Goel, and Shanto Iyengar, Online Echo Chambers and Party Polarization: Evidence from the 2016 U.S. Presidential Campaign; Solomon Messing et al., "Bias in the Flesh: Skin Complexion and Stereotype Consistency in Political Campaigns." *Public Opinion Quarterly*; Josh Kalla and David Broockman. 2018. "The Minimal Persuasive Effects of Campaign Contact in General Elections: Evidence from 49 Field Experiments," *American Political Science Review*, 112, 148-166.



## Lecture 10: Summary and Synthesis

### The lecturer

Shanto Iyengar is Professor of Political Science at Stanford University. Iyengar is also a senior fellow (by courtesy) at the Hoover Institution as well as an adjunct professor of Communication at the Department of Sociology and Political Science, NTNU -Trondheim.

Iyengar's teaching and research addresses the role of the news media and mass communication in contemporary politics. He is the author of several books including *Media Politics: A Citizen's Guide* (W. W. Norton, 2018), *Going Negative: How Political Advertisements Shrink and Polarize the Electorate* (Free Press, 1995), *Explorations in Political Psychology* (Duke University Press, 1993), and *News That Matters: Television and American Opinion* (University of Chicago Press, 1987).

Iyengar's research has been published by leading journals in political science and communication. His scholarly awards include the Murray Edelman Career Lifetime Achievement Award for research in political communication, the Philip Converse Award for the best book in the field of public opinion (for *News That Matters*), the Goldsmith Book Prize (for *Going Negative*), and the David Swanson Distinguished Achievement Award from the International Communication Association. He is a member of the American Academy of Arts and Sciences and the Royal Norwegian Society of Sciences and Letters.