

**Leiden University
Political Science**

Political Communication and Media Effects

**Tuesday, September 13 - October 25, 2011, 9:00-11:00, Room 1A03
Thursday, September 8 - October 27, 2011, 9:00-11:00, Room SA05
MA, Semester 1, Block 1
10 ECTS, Level 500**

Instructor:
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Course Description

This course examines theories and research that inform conclusions about the effects of political communication on public opinion and political behavior. The course will emphasize psychological theories of information processing and media effects at the individual level such as learning and political knowledge, persuasion and attitude change, cognitions and emotions, and political behavior. The course introduces and explores major theories and concepts, reviews important research, and looks at classic and new methods used in media effects research. By becoming familiar with theories and methods of media effects research, students will have the tools to develop their own research hypotheses and to propose research designs that can answer them. Students are expected to actively engage in class discussions, give a short presentation, write several short reaction papers in response to the assigned readings, and write a final research proposal.

By becoming familiar with the psychological perspective and approach to political questions, students will have the tools to develop their own research hypotheses and to propose research designs to answer them. Students are expected to actively engage in class discussions, including a short presentation, and to write several short reaction papers in response to the assigned readings and a final research proposal.

Method of Instruction

Short lectures, discussion, student presentations

Readings

Journal articles and book chapters.

Assignments, Research Proposal, and Participation

Your final grade is based on four reaction papers, a short presentation, a research proposal, and class participation.

4 Reaction Papers:	40% (10% each)
Short Presentation:	15%
Research Proposal:	30%
Participation:	15%

Reaction Papers. Students are expected to write 4 short individual reaction papers of approx. 2 to 3 pages during the course, before class meetings of their choice (except when giving a presentation). The papers should offer a short, critical evaluation of either one (or more) of the research studies covered in a given class or discuss a theoretical concept from the readings for a given class in light of the material covered before. Keep in mind that reaction papers do not summarize beyond one or two sentences but discuss and evaluate concepts and methods. The reaction papers are due *before* class (via Ephorus and as hardcopy). Late submissions are *not* accepted.*

Presentation. Students are expected to give a short presentation (about 15 minutes) during the course. The presentation should summarize and discuss a research study relevant to the topic of a given class meeting. Presenters should be prepared to lead a short discussion following the presentation. Students can choose research articles from the syllabus but are also encouraged to find research articles on their own (but note that all articles have to be approved by the instructor). The following rules apply:

- There should be only one presentation per class meeting.
- The general topics will be assigned during the first class meeting (starting with a “first come, first served” rule and followed, if necessary, by random assignment).
- On the day of the presentation, students should have a one page summary handout to distribute to the class (or email the handout at least an hour in advance of the class meeting to the instructor).

Research Proposal. At the end of the course, students will write an individual research proposal (ca. 3000 words). The basic idea is to choose a topic, do a literature review, come up with an idea for a new study, and propose a research design that could be used to answer the research question. More specifically, the following steps are involved:

Step 1: Choose a research topic.

Step 2: Narrow it down to a specific research question.

Step 3: Do a critical literature review relevant to your topic.

Step 4: Clearly define (conceptualize & operationalize) the important concepts and variables.

Step 5: If possible, formulate specific hypotheses (cause & effect statements) or specific research questions (if the literature or theory does not offer clear expectations).

Step 6: Propose a research design that would allow you to test your hypothesis and/or answer your research questions (it could be a survey, an experiment, an observational study etc. Make sure to discuss how you would measure your concepts/variables).

A short abstract for the research proposal is due October 20, 2011. The final research proposal is due on October 31, 2011. In both cases, late submissions are not accepted.*

Participation. The seminar requires active and informed participation of the students in class discussions. Students are expected to read the assigned readings before each class.

Class Attendance. Class attendance is mandatory. Students who miss more than one class unexcused will automatically fail the course. Properly documented emergencies and in advance requested and permitted absences are exempt from this rule.

Plagiarism. Plagiarism is understood as presenting, intentionally or otherwise, someone else's words, thoughts, analyses, argumentations, pictures, techniques, computer programs, etc., as your own work. Plagiarism is not allowed and has serious consequences. Students must be familiar with Leiden University's rules about plagiarism. They are available at:

<http://www.regulations.leiden.edu/education-students/plagiarism.html>

The departmental rules and procedures with regard to plagiarism can be found at:

<http://www.socialsciences.leiden.edu/politicalscience/students/postgraduate/regulations/plagiarism.html>

Important note: Plagiarism occurs in both of the following situations:

- Quoting work from other (and outside) sources without attribution;
- Copying the work of others when completing individual assignments.

***Deadlines.** Assignment and paper deadlines are final and late submissions are not accepted. Properly documented emergencies and *in advance* requested and permitted extensions are exempt from this rule.

If you have a physical, psychological, medical, or learning disability that may impact on your ability to carry out the assigned course work, please contact the staff in the Department of Political Science. All information and documentation of disability is confidential.

Course Schedule & Literature

September 8, 2011 Course Introduction & Overview

Deadline: Assignment of general presentation topics.

Review

Semetko, Holli A. 2007. "Political Communication." In *The Oxford Handbook of Political Behavior*, ed. Russell J. Dalton and Hans-Dieter Klingemann. Oxford: Oxford University Press, 123-143.

Bennett, W. Lance, and Shanto Iyengar. 2008. "A New Era of Minimal Effects? The Changing Foundations of Political Communication." *Journal of Communication* 58 (4): 707-731.

Part I – Psychological Foundations & Public Opinion
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September 13, 2011 Political Attitudes & Information Processing

Review

Taber, Charles S. 2003. "Information Processing and Public Opinion." In *Oxford Handbook of Political Psychology*, ed. David O. Sears, Leonie Huddy, and Robert Jervis. New York: Oxford University Press, 433-476.

Research

Zaller, John, and Stanley Feldman. 1992. "A Simple Theory of the Survey Response: Answering Questions versus Revealing Preferences." *American Journal of Political Science* 36 (3): 579-616

Lodge, Milton, Marco R. Steenbergen, and Shawn Brau. 1995. "The Responsive Voter: Campaign Information and the Dynamics of Candidate Evaluation." *American Political Science Review* 89 (2): 309-326

Optional

Converse, Philip E. 1964. "The Nature of Belief Systems in Mass Publics." In *Ideology and Discontent*, ed. David Apter. New York: Free Press, p. 206-261.

Lang, Annie. 2000. "The Limited Capacity Model of Mediated Message Processing." *Journal of Communication* 50 (1): 46-70.

Lavine, Howard. 2002. "On-Line Versus Memory-Based Process Models of Political Evaluation." In *Political Psychology*, ed. Kristen Renwick Monroe. Mahwah, NJ: Erlbaum, 225-247.

September 15, 2011 The Converse/McGuire/Zaller-Model of Public Opinion

Deadline: Specific presentation topics (research articles) due.

Research

Price, Vincent, and John Zaller. 1993. "Who Gets the News? Alternative Measures of News Reception and their Implications for Research." *Public Opinion Quarterly* 57 (2): 133-164.

Zaller, John. 1996. "The Myth of Massive Media Impact Revived: New Support for a Discredited Idea." In *Political Persuasion and Attitude Change*, ed. Diana C. Mutz, Paul M. Sniderman, and Richard A. Brody. Ann Arbor: University of Michigan Press, 17-78.

Zaller, John. 2001. "Monika Lewinsky and the Mainsprings of American Politics." In *Mediated Politics: Communication in the Future of Democracy*, eds. W. Lance Bennett and Robert M. Entman. Cambridge: Cambridge University Press, 252-278.

Optional

Zaller, John. 1992. *The Nature and Origins of Mass Opinion*. Cambridge: Cambridge University Press.

Part II – "Classic" Media Effects
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September 20, 2011 Learning: Knowledge Gaps & Media Channels

Research

Nadeau, Richard, Neil Nevitte, Elisabeth Gidengil; and André Blais. 2008. "Election Campaigns as Information Campaigns: Who Learns What and Does it Matter?" *Political Communication* 25 (3): 229-248.

Aarts, Kees, and Holli A. Semetko. 2003. "The Divided Electorate: Media Use and Political Involvement." *Journal of Politics* 65 (3): 759-784.

Norris, Pippa, and David Sanders. 2003. "Message or Medium? Campaign Learning During the 2001 British General Election." *Political Communication* 20 (3): 233-262.

Walgrave, Stefaan, Jonas Lefevere, and Michiel Nuytemans. 2009. "Issue Ownership Stability and Change: How Political Parties Claim and Maintain Issues Through Media Appearances." *Political Communication* 26 (2): 153-172.

Optional

Delli Carpini, Michael X., and Scott Keeter. 1996. *What Americans Know About Politics and Why It Matters*. New Haven: Yale University Press.

Neuman, W. Russell, Marion R. Just, and Ann N. Crigler. 1992. *Common Knowledge: News and the Construction of Political Meaning*. Chicago: University of Chicago Press.

September 22, 2011 Agenda Setting & Priming

Research

Iyengar, Shanto, Mark D. Peters, and Donald R. Kinder. 1982. "Experimental Demonstrations of the 'Not-So-Minimal' Consequences of Television News Programs." *American Political Science Review* 76 (4): 848-858.

Miller, Joanne M., and Jon A. Krosnick. 2000. "News Media Impact on the Ingredients of Presidential Evaluations: Politically Knowledgeable Citizens Are Guided by a Trusted Source." *American Journal of Political Science* 44 (2): 301-315.

Valentino, Nicholas A., Vincent L. Hutchings, and Ismail K. White. 2002. "Cues that Matter: How Political Ads Prime Racial Attitudes During Campaigns." *American Political Science Review* 96 (1): 75-90.

Lenz, Gabriel S. 2009. "Learning and Opinion Change, Not Priming: Reconsidering the Priming Hypothesis." *American Journal of Political Science* 53 (4): 821-837.

Optional

Krosnick, Jon A., and Donald R. Kinder. 1990. "Altering the Foundations of Support for the President Through Priming." *American Political Science Review* 84(2): 467-512.

Krosnick, Jon A., and Laura A. Brannon. 1993. "The Impact of the Gulf War on the Ingredients of Presidential Evaluations: Multidimensional Effects of Political Involvement." *American Political Science Review* 87(4): 963-975.

Iyengar, Shanto, and Donald R. Kinder. 1987. *News That Matters. Television and American Opinion*. Chicago: University of Chicago Press.

September 27, 2011 Framing

Review

Entman, Robert M. 1993. "Framing: Toward Clarification of a Fractured Paradigm." *Journal of Communication* 43 (4): 51-58

Research

Iyengar, Shanto. 1990. "Framing Responsibility for Political Issues: The Case of Poverty." *Political Behavior* 12 (1): 19-40.

Druckman, James N. 2004. "Political Preference Formation: Competition, Deliberation, and the (Ir)relevance of Framing Effects." *American Political Science Review* 98 (4): 671-686.

Slothuus, Rune. 2008. "More Than Weighting Cognitive Importance: A Dual-Process Model of Issue Framing Effects." *Political Psychology* 29 (1): 1-28.

Optional

Chong, Dennis, and James N. Druckman. 2007. "Framing Theory." *Annual Review of Political Science* 10: 103-126.

Druckman, James, and Rose McDermott. 2008. "Emotion and the Framing of Risky Choice." *Political Behavior* 30 (3): 297-321.

September 29, 2011 Political Debates

Research

Holbrook, Thomas M. 1999. "Political Learning from Presidential Debates." *Political Behavior* 21 (1): 67-89.

Maurer, Marcus, and Carsten Reinemann. 2006. "Learning Versus Knowing: Effects of Misinformation in Televised Debates." *Communication Research* 33 (6): 489-506.

Reinemann, Carsten, and Marcus Maurer. 2005. "Unifying or Polarizing? Short-Term Effects and Postdebate Consequences of Different Rhetorical Strategies in Televised Debates." *Journal of Communication* 55 (4): 775-794.

Hwang, Hyunseo, Melissa R. Gotlieb, Seungahn Nah, and Douglas M. McLeod. 2007. "Applying a Cognitive-Processing Model to Presidential Debate Effects: Postdebate News Analysis and Primed Reflection." *Journal of Communication* 57 (1): 40-59.

October 4, 2011 Polls & Coalition Signals

Research

Irwin, Galen A., and Joop J. Van Holsteyn. 2002. "According to the Polls: The Influence of Opinion Polls on Expectations." *Public Opinion Quarterly* 66 (1): 92-104.

Faas, Thorsten, Christian Mackenrodt, and Rüdiger Schmitt-Beck. 2008. "Polls that Mattered: Effects of Media Polls on Voters' Coalition Expectations and Party Preferences in the 2005 German Parliamentary Election." *International Journal of Public Opinion Research* 20 (3): 299-325.

Meffert, Michael F., and Thomas Gschwend. 2011. "Polls, Coalition Signals, and Strategic Voting: An Experimental Investigation of Perceptions and Effects." *European Journal of Political Research* 50 (5): 636-667.

Pan, Zhongdang, Joseph L. Abisaid, Hye-Jin Paek, Ye Sun, and Debra Houden. 2006. "Exploring the Perceptual Gap in Perceived Effects of Media Reports of Opinion Polls." *International Journal of Public Opinion Research* 18 (3): 340-350.

Part III – Motivated Information Processing
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October 6, 2011 Cognition & Motivation

Review

Granberg, Donald. 1993. "Political Perception." In *Explorations in Political Psychology*, ed. Shanto Iyengar and William J. McGuire. Durham, NC: Duke University Press, 70-112.

Research

Lodge, Milton and Ruth Hamill. 1986. "A Partisan Schema for Political Information Processing." *American Political Science Review* 80 (2): 505-519.

Taber, Charles S., and Milton Lodge. 2006. "Motivated Skepticism in the Evaluation of Political Beliefs." *American Journal of Political Science* 50 (3): 755-69.

October 11, 2011 Information Selection

Review

Slater, Michael D. 2007. "Reinforcing Spirals: The Mutual Influence of Media Selectivity and Media Effects and Their Impact on Individual Behavior and Social Identity." *Communication Theory* 17(3):281-303.

Research

Stroud, Natalie Jomini. 2008. "Media Use and Political Predispositions: Revisiting the Concept of Selective Exposure." *Political Behavior* 30 (3): 341-366.

Knobloch-Westerwick, Silvia, and Jingbo Meng. 2009. "Looking the Other Way: Selective Exposure to Attitude-Consistent and Counterattitudinal Political Information." *Communication Research* 36 (3): 426-448.

Valentino, Nicholas A., Antoine J. Banks, Vincent L. Hutchings, and Anne K. Davis. 2009. "Selective Exposure in the Internet Age: The Interaction between Anxiety and Information Utility." *Political Psychology* 30 (4): 591-613.

Optional

Iyengar, Shanto, and Kyu S Hahn. 2009. "Red Media, Blue Media: Evidence of Ideological Selectivity in Media Use." *Journal of Communication* 59 (1): 19-39.

Garrett, R. Kelly. 2009. "Echo Chambers Online? Politically Motivated Selective Exposure among Internet News Users." *Journal of Computer-Mediated Communication* 14 (2): 265-285.

Stroud, Natalie Jomini. 2011. *Niche News: The Politics of News Choice*. Oxford: Oxford University Press.

October 13, 2011 Media Bias

Research

Vallone, Robert P., Lee Ross, and Mark R. Lepper. 1985. "The Hostile Media Phenomenon: Biased Perception and Perceptions of Media Bias in Coverage of the Beirut Massacre." *Journal of Personality and Social Psychology* 49 (3): 577-585.

Giner-Sorolla, Roger, and Shelly Chaiken. 1994. "The Causes of Hostile Media Judgments." *Journal of Experimental Social Psychology* 30 (2): 165-180.

Schmitt, Kathleen M., Albert C. Gunther, and Janice L. Liebhart. 2004. "Why Partisans See Mass Media as Biased." *Communication Research* 31 (6): 623-641.

Eveland, William P., and Dhavan V. Shah. 2003. "The Impact of Individual and Interpersonal Factors on Perceived News Media Bias." *Political Psychology* 24 (1): 101-117.

Optional

Gunther, Albert C., and Janice L. Liebhart. 2006. "Broad Reach or Biased Source? Decomposing the Hostile Media Effect." *Journal of Communication* 56 (3): 449-466.

D'Alessio, Dave, and Mike Allen. 2000. "Media Bias in Presidential Elections: A Meta-Analysis." *Journal of Communication* 50 (4): 133-156.

Part IV – Special Topics

October 18, 2011 Negativity in Campaigns

Research

Ansolabehere, Stephen, Shanto Iyengar, Adam Simon, and Nicholas Valentino. 1994. "Does Attack Advertising Demobilize the Electorate?" *American Political Science Review* 88 (4): 829-838.

Sigelman, Lee, and Mark Kugler. 2003. "Why Is Research on the Effects of Negative Campaigning So Inconclusive? Understanding Citizens' Perceptions of Negativity." *Journal of Politics* 65 (1): 142-160.

Meffert, Michael F., Sungeun Chung, Amber J. Joiner, Leah Waks, and Jennifer Garst. 2006. "The Effects of Negativity and Motivated Information Processing During a Political Campaign." *Journal of Communication* 56 (1): 27-51.

Kleinnijenhuis, Jan, Anita M. J. van Hoof, and Dirk Oegema. 2006. "Negative News and the Sleeper Effect of Distrust." *Harvard International Journal of Press/Politics* 11 (2): 86-104.

Optional

Redlawsk, David P., Andrew J. W. Civettini, and Karen M. Emmerson. 2010. "The Affective Tipping Point: Do Motivated Reasoners Ever 'Get It'?" *Political Psychology* 31(4): 563-593.

October 20, 2010 Affect & Neuroscience

Deadline: Abstract for Research Proposal due (one page, at beginning of class)

Research

Valentino, Nicholas A., Vincent L. Hutchings, Antoine J. Banks, and Anne K. Davis. 2008. "Is a Worried Citizen a Good Citizen? Emotions, Political Information Seeking, and Learning via the Internet." *Political Psychology* 29 (2): 247-273.

Brader, Ted. 2005. "Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions." *American Journal of Political Science* 49 (2): 388-405.

Westen, Drew et al. 2006. "Neural Bases of Motivated Reasoning: An fMRI Study of Emotional Constraints on Partisan Political Judgment in the 2004 U.S. Presidential Election." *Journal of Cognitive Neuroscience* 18 (11): 1947-1958.

Weinberger, Joel, and Drew Westen. 2008. "RATS, We Should Have Used Clinton: Subliminal Priming in Political Campaigns." *Political Psychology* 29 (5): 631-651.

October 25, 2011 Political Discussion: Moderator or Mediator?

Research

Kim, Joohan, Robert O. Wyatt, and Elihu Katz. 1999. "News, Talk, Opinion, Participation: The Part Played by Conversation in Deliberative Democracy." *Political Communication* 16 (4): 361-385.

Mutz, Diana C., and Paul S. Martin. 2001. "Facilitating Communication across Lines of Political Difference: The Role of Mass Media." *American Political Science Review* 95 (1): 97-114.

de Vreese, Claes H., and Hajo G. Boomgaarden. 2006. "Media Message Flows and Interpersonal Communication: The Conditional Nature of Effects on Public Opinion." *Communication Research* 33 (1): 19-37.

Campus, Donatella, Gianfranco Pasquino, and Cristian Vaccari. 2008. "Social Networks, Political Discussion, and Voting in Italy: A Study of the 2006 Election." *Political Communication* 25 (4): 423-444.

Optional

Schmitt-Beck, Rüdiger. 2003. "Mass Communication, Personal Communication and Vote Choice: The Filter Hypothesis of Media Influence in Comparative Perspective." *British Journal of Political Science* 33 (2): 233-259.

Gamson, William A. 1992. *Talking Politics*. New York: Cambridge University Press.

October 27, 2011 Political Effects of Entertainment Programs

Research

Capelos, Tereza, and Doris Graber. 2009. *The Impact of Popular TV-Drama Shows on Political Information Acquisition and Civic IQ*. Paper presented at the ECPR General Conference, September 10-12, 2009, Potsdam, Germany.

Xenos, Michael A., and Amy B. Becker. 2009. "Moments of Zen: Effects of *The Daily Show* on Information Seeking and Political Learning." *Political Communication* 26 (3): 317-332.

Baum, Matthew A. 2005. "Talking the Vote: Why Presidential Candidates Hit the Talk Show Circuit." *American Journal of Political Science* 49 (2): 213-234.

Holbert, R. Lance, Owen Pillion, David A. Tschida, Greg G. Armfield, Kelly Kinder, Kristin L. Cherry, and Amy R. Daulton. 2003. "*The West Wing* as Endorsement of the U.S. Presidency: Expanding the Bounds of Priming in Political Communication." *Journal of Communication* 53 (3): 427-443.

Optional

Delli Carpini, Michael X. and Bruce A. Williams. 2001. "Let Us Infotain You: Politics in the New Media Environment." In *Mediated Politics: Communication in the Future of Democracy*, ed. W. Lance Bennett and Robert M. Entman. Cambridge: Cambridge University Press, 160-181.

Prior, Markus. 2005. "News vs. Entertainment: How Increasing Media Choice Widens Gaps in Political Knowledge and Turnout." *American Journal of Political Science* 49 (3): 577-592.

Graber, Doris A. 2011. *On Media: Making Sense of Politics*. Boulder, CO: Paradigm Publishers.

October 31, 2011 Research Proposal due