WSSR WORKSHOPS ON SOCIAL SCIENCE RESEARCH

Polling and Politics: Opinions and Trends after 150 Years

Dr. David Coletto
CEO and a Founding Partner, Abacus Data
December 1st, 2017
9:00am – 4:30pm

Workshop Outline

Session 1: **What is public opinion and how is it formed?**
- Foundations of public opinion from a theoretical perspective
- Definitions of public opinion
- How is public opinion formed?

Session 2: **Measuring public opinion**
- Modern challenges of public opinion research
- Sampling
- Best practices in survey design

Session 3: **Using public opinion research**
- Trends in public opinion research over time
  o Economic policy
  o Social policy
  o Environment policy
  o Political preferences
- The role of public polling during elections
- How public attitudes change public policy

Required Readings

Coletto, D. (2016, November 14). In Defence of My Craft: Polling in the 2016 US election. *Huff Post.* http://www.huffingtonpost.ca/david-coletto/election-polls-did-not-fail_b_12943996.html

Whiteley, P. (2010, November 10). Four possible explanations why most of the polls got the US election wrong. *The Conversation.* https://theconversation.com/four-possible-explanations-why-most-of-the-polls-got-the-us-election-wrong-68619

Moscrop, D. (2015, October 1). Do Canadians have opinions? *Macleans Magazine.* http://www.macleans.ca/politics/do-canadians-have-opinions/

Recommended Podcasts

Grenier, E., & Coletto, D. (2016, April 21). The Pollcast: The politics and priorities of Canada's youth. *CBC News Politics Podcast.* http://www.cbc.ca/news/politics/grenier-pollcast-coletto-youth-1.3545379

Benenson, J., & Fabrizio, T. (2016, December 2). #93: The Pollsters @ Harvard with Joel Benenson & Tony Fabrizio. *The Pollsters.* http://www.thepollsters.com/podcasts/93-the-pollsters-harvard-with-joel-benenson-amp-tony-fabrizio/