

POSC 146  
Final Exam Study Guide

The exam is comprehensive but will be weighted more heavily towards the second part of the course (roughly 70%). So you will want to review the study guide from the midterm and see areas where you can improve, but will want to spend the majority of your time studying for the second part of the course. The format will be similar to exam one, consisting of short answer and multiple choice. Anything from the text covering the chapters below may be on the exam, but the questions below of course are most likely.

See study guide from midterm.

**Asher – Polls and elections; Analyzing Polls**

**Chapter 7-8**

Who sponsors polls? Why might a candidate-sponsored poll published in the media not be reliable?

What are tracking polls? Trial-heat surveys? Cross-sectional vs. panel surveys? What are focus groups? Deliberative opinion polls? Exit polls? Push polls?

What are some of the reasons candidates use polls?

What are some of the reasons why a presidential poll might be wrong? Who is Nate Silver? What does the book say about estimating turnout in an election/timing of polls? Do respondents lie?

What's a crosstab? How do you know when a certain demographic is important in vote choice? (recall the exit polls shown in class)

Know the role/threat of subjectivity in analyzing polls

What's an omnibus survey?

Know about analyzing trends in polling data

What are respondent subsets? Know about role of subsets in analyzing data and voting cleavages.

**Partisan News and Polarization**

**Arceneaux and Johnson: Chapters 1, 3-5**

What do A&J say about partisan media and polarization?

Is the percentage of partisan news media viewers high or low compared to national turnout?

What is active audience theory? Passive audience theory? Why does this matter?

Do partisan news shows have the same effect on all kinds of viewers?

What is selective exposure?

Who are more extreme in terms of their self-reported ideology: Fox News viewers or MSNBC viewers?

What types of viewers tend to watch Fox, MSNBC, and Broadcast?

What is motivational model of selective exposure?

Know the different types of randomized experiments used to evaluate A\*J's expectations – this is important!

Know about how news selectivity and the attenuation of effects on partisan news

Do partisan news shows lead to hardening of positions?

How does hearing the other side work vis-à-vis partisan media?

Partisan media, pro-attitudinal info and group identity

Counter-attitudinal info and out-group threat

Weak/strong attitudes and cognition. What role does source credibility play?

Agenda setting, issue framing, priming

### **Iyengar: Chapters 3, 6, 7**

What is “media marketplace”? How has it changed over time?

Why are audience relevant? Has newspaper circulation increased/decreased over time? Do many companies own newspapers?

What are Nielsen Ratings? How are they measured? How have ratings influenced the news? What is the “best” tv news show according to Collingwood and the book?

What is the typical nightly viewing audience on broadcast?

Do people have confidence in the press? Has this gone up or down over time – relative to other institutions? What are some of the effects of not having confidence in the press?

Generally, what gets reported? Negative or positive events more likely to be reported and why? How do market pressures play a role?

How do organizational processes and routines influence new reporting? What are autonomy and objectivity?

What is interpretive journalism? What is the “strategy frame” – what are some hallmarks of this?

What is pack journalism?

What is difference between how news is reported now compared to traditionally? What changed these?

How has campaigning through the media changed over the years? When did campaign advertising start at the presidential level?

Do reporters generally act as campaign agents? How does practice of interpretive journalism affect reporting of campaigns?

What are the 7 ways that candidates can “manage” the press?

Know the example of John Kerry and flip-flopping in 2004 general election.

What is the objectivity imperative? What’s the expectations game?

What are some ways that candidates/campaigns can “manage” events? What is regulating access? What is playing one source against another; dueling press releases?

Advertising strategy: What is targeting the audience, how might this differ from typical advertising? Where might candidates target voters, geographically?

Has negative advertising increased or decreased over time?

Do candidates advertise on local news? Why or why not? What’s a news adjacency? What’s the role of campaign budget in advertising? Why might campaigns not advertise in NYC and LA?

What are GRPs?

What kinds of campaign spots are aired early in the election cycle? Know about biographical spots. What is first goal of bio ads? What are image and issue ads?

What is issue ownership and why is it relevant in campaigns? What are the two "rules" of using issue ownership in advertising?

What are wedge issues and which party has historically used these more? What is the Willie Horton ad? Is this used as a wedge issue?

Know the slides on negative advertising, what is the most common genre of negative advertising? Why might direct mail be used in certain media markets rather than TV ads?

What is governing through the media? What is going public?  
How has presidential workings/dealings with Congress changed over time? (smoke filled rooms, bargains, to bully pulpit pres popularity)

Why is presidential popularity so important to "get things done" in Washington?  
-Know the example of Reagan

Why might hard edged rhetoric and political attacks in advertisements affect polarization in Congress/Washington?

Know about presidential communication and the various aspects of the White House Press office.

What are three opportunities presidents may use to get the message out? How has the press conference changed over time?