California State University Channel Islands

NEW COURSE PROPOSAL

Courses must be submitted by November 9, 2007, to make the next catalog production

DATE (Change if modified) 10.11.07
PROGRAM AREA(S) POLS

1. Catalog Description of the Course. [Follow accepted catalog format.]

Prefix(es) (Add additional prefixes if cross-listed) POLS Course No. 319
Title: POLITICAL BEHAVIOR AND PUBLIC OPINION Units: 3
Prerequisites POL 150
Corequisites
Consent of Instructor Required for Enrollment

Description (Do not use any symbols): An introduction to the study of individual political behavior. Among the topics covered are the development of political attitudes, political socialization, measuring behavior and opinion, and the uses and abuses of public opinion data.

<table>
<thead>
<tr>
<th>Grading Scheme:</th>
<th>Repeatability:</th>
<th>Lab Fee Required:</th>
</tr>
</thead>
<tbody>
<tr>
<td>☒ A-F Grades</td>
<td>☐ Repeatable for a maximum of units</td>
<td>☐</td>
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<tr>
<td>☐ Credit/No Credit</td>
<td>Total Completions Allowed</td>
<td>☐</td>
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<tr>
<td>☐ Optional (Student Choice)</td>
<td>Multiple Enrollment in Same Semester</td>
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</table>

Mode of Instruction/Components (Hours per Unit are defaulted).

<table>
<thead>
<tr>
<th>Units</th>
<th>Hours per Unit</th>
<th>Benchmark Enrollment</th>
<th>Graded Component</th>
<th>CS &amp; HEGIS #</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>2</td>
<td>1</td>
<td>30</td>
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<tr>
<td>Seminar</td>
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<td>Laboratory</td>
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<td>3</td>
<td>30</td>
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<td>Activity</td>
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<td>Studies</td>
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<td>Indep Study</td>
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<td>Other Blank</td>
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The following two lines will be filled out internally based on the Mode of Instruction data directly above.
Two hours lecture per week (Use 2nd line only if necessary)
Three hours laboratory per week

Course Attributes:

☐ General Education Categories: All courses with GE categories notations (including deletions) must be processed at the GE website: http://summit.csuci.edu/geapproval. Upon completion, the GE Committee will forward your documents to the Curriculum Committee for further processing.

A (English Language, Communication, Critical Thinking)
A-1 Oral Communication
A-2 English Writing
A-3 Critical Thinking

B (Mathematics, Sciences & Technology)
B-1 Physical Sciences
B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)
C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural

D (Social Perspectives)
3. Justification and Requirements for the Course. (Make a brief statement to justify the need for the course)
   A. Justification: Political behavior is the individual-level study of attitude formation. Political attitudes underly political behaviors, and play an important role in representative democracies. The study of political behavior is important for students who may progress to graduate school or pursue careers in campaigns, practical politics, policy analysis, marketing, and many other fields. This course will make students more critical consumers of public opinion research. This course is a typical offering in political science programs at four year colleges and universities.

   B. Degree Requirement:  
      - Elective for the Major/Minor  
      - Note: Submit Program Modification if this course changes your program.

4. Learning Objectives. (Bullets, will occur upon carriage return)
   Upon completion of the course, the student will be able to:
   - Describe the formation of political attitudes.
   - Recount the process of political socialization.
   - Outline how public opinion is formed.
   - Illustrate how attitudes and opinions are measured.
   - Describe the history and development of polling.
   - Build a survey intended to measure attitudes and opinions.
   - Analyze the linkage between public opinion and elite political behavior.
   - Outline how political elites use opinion data.
   - Perform research using public opinion data to answer a substantive question regarding political behavior.
   - Critically analyze public opinion data and quantitative data results.

5. Course Content in Outline Form. [Be as brief as possible, but use as much space as necessary]
I. Public Opinion and American Democracy
II. Measuring American Public Opinion: Origins
III. How Public Opinions are Used
IV. How Public Opinions are Measured
V. Sources of Political Attitudes
VI. Analyzing Public Opinion Data
VII. Political Orientations: Ideology and Party
VIII. Political Orientations: Trust and Efficacy
IX. Public Opinion and Race
X. Public Opinion and Controversial Issues: Abortion, Gays, and Guns

Does this course overlap a course offered in your academic program? YES ☐ NO ☒
If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES ☐ NO ☒
If YES, what course(s) and provide a justification of the overlap?
Signature of Academic Chair(s) of the other academic area(s) is required on the signature sheet below.

6. Cross-listed Courses (Please fill out separate description in item 1 above, for each PREFIX)
A. List Cross-listed Courses (Signature of Academic Chair(s) of the other academic area(s) is required).
Prefix for cross-listed discipline(s):

B. Department responsible for staffing:

7. References. [Provide 3 - 5 references on which this course is based and/or support it.]

8. List Faculty Qualified to Teach This Course.
   • Scott Frisch
   • Sean Kelly

9. Effective Date
   A. First semester offered: Spring 2009

10. New Resources Required. YES ☐ NO ☐
    If YES, list the resources needed and obtain signatures from the appropriate programs/units on the sheet below.
    A. Computer (data processing), audio visual, broadcasting needs, other equipment
       Access to a standard university computer lab with exiting software
    B. Library needs
    C. Facility/space needs
       Access to a standard university computer lab with existing software

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11. Will this new course alter any degree, credential, certificate, or minor in your program? YES □ NO ☒
If, YES attach a program modification form for all programs affected.

Catalog deadline for New Minors and Programs (including modifications): October 15, 2007, preceding year.
Catalog deadline for Course Proposals and Modifications: November 9, 2007, of preceding year.
Last day to submit any work to be considered for the academic year: April 15th.

Sean Kelly __________________________________________ 10/15/2007
Proposer of Course __________________________________ Date
Program/Course:
If your course has a General Education Component or involves Center affiliation, the Center will also sign off during the approval process.

Multiple Chair fields are available for cross-listed courses.

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<thead>
<tr>
<th>Chair Role</th>
<th>Signature</th>
<th>Date</th>
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<td>Center for Multicultural Learning and Engagement Director</td>
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<td>Center for Civic Engagement and Service Learning Director</td>
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<td>Curriculum Chair</td>
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<td>Dean of Faculty</td>
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