

## *The 2014 Election*

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### Office Hours

MWF 1:30-2pm

or by appointment

### **Introduction**

Who will win the 2014 midterm elections? We will learn that - except for a handful of elections across the country - this is an easy question to answer. The deeper question that we will investigate is why this is true: what are the forces at play within America's political culture, the electorate, and electoral institutions that affecting the 2014 elections? What are the forces at play in the handful of competitive elections? These questions help us understand the performance of America's democratic system and the policies enacted by the national and state governments. Once the election is in the books, we will look forward to what the results tell us what we might expect in the 2016 elections.

### **Readings**

The readings that will be discussed each class are listed below as a Reading Assignment for that day of class.

The required texts are as follows. In the weekly schedule, these books are referenced by the bolded acronym:

**[AAGR]** Paul Abramson, John Aldrich, Brad Gomez, and David Rohde. 2015. *Change and Continuity in the 2012 Elections*. Washington, DC: CQ Press.

**[Fiorina]** Morris Fiorina, Samuel Abrams, and Jeremy Pope. 2011. *Culture War? The Myth of a Polarized American, 3rd Edition*. New York, NY: Pearson/Longman.

**[Jacobson]** Gary Jacobson. 2013. *The Politics of Congressional Elections, 8th Edition*. New York, NY: Pearson/Longman.

### **Class Dropbox Webpage**

Class materials, such as this syllabus and other class readings are available on the class Dropbox webpage. You may access these files at the link below (you do not a Dropbox account to access these files). To keep copying costs down, this will be the only location where these materials are available.

<https://www.dropbox.com/sh/nlvqqvb2zuu1056/AAAYO3ReXek3bxHygmRRtQzGa?dl=0>

## Grades

Grades consist of a midterm, a final, a paper, a campaign assignment, a redistricting assignment, and classroom participation. The weighting of the aspects of the grade are:

<u>Assignment</u>	<u>Due</u>	<u>% of Overall Grade</u>
Term Assignment		
Campaign Profile	Sept. 3	5%
Campaign Targeting Plan	Oct. 1	10%
Campaign Finance Report	Nov. 12	5%
Term Paper	Nov. 24	10%
Party Activists Comparison	Sept. 10	5%
Draw FL CD-5	Oct. 27	10%
Midterm	Oct 13	20%
Final	Dec. 17	25%
Participation		10%

## Participation

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Participation will be determined through class discussion and pop quizzes. Consideration may also be given for some political-related work, such as volunteering for a candidate or as a poll worker, or attending a political event (you must receive approval from the instructor in advance for this participation credit). As a part of class discussion, the professor may randomly call on students to answer questions on the day's assigned reading. A correct answer will factor positively, a wrong answer or lack of answer will factor negatively. The class may be called upon to complete a pop quiz on the day's reading.

## Honor Code

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions.

Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

Basically, don't cheat. You cheat yourself of your education and more severe punishment may follow. If you have any questions if your approach to completing an assignment may violate the honor code, please contact the instructor for guidance.

### **Disability Statement**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

My exams tend to have an essay component. If you are eligible for disability services and your disability leads you to need more time taking an exam, please take advantage of disability services. We cannot undo poor performance on an exam if you did not make disability arrangements in advance.

### **Evaluations**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

**Please note this is a tentative syllabus and may change for such reasons as to accommodate guest speakers.**

<p><b>Week 1</b>  <b>Mon: Aug 25</b>  <b>Wed: Aug 27</b>  <b>Fri: Aug 29</b></p>	<p><b>Mon: Welcome!</b>  <u>Homework Assignment (Due: Sept 3)</u>  Choose a statewide race (Senate, Governor, etc., but no ballot initiatives) with approval from instructor. You will follow this race throughout the class, so choose wisely. The assignment is a one to two page profile of the candidates and major issues in the chosen election.</p> <p><b>Wed: America's Two-Party System</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>Paul Herrnson. 2002 "Two-Party Dominance and Minor-Party Forays in American Politics." in <i>Multiparty Politics in America</i>.</li> </ul> <p><b>Fri: No class</b></p>
<p><b>Week 2</b>  <b>Mon: Sept 1</b>  <b>Wed: Sept 3</b>  <b>Fri: Sept 5</b></p>	<p><b>Mon: Labor Day Vacation</b>  <b>Wed: Election Polling</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>Michael Traugott and Paul Lavrakas. 2000. The Voter's Guide to Election Polls. Chapters 5 &amp; 7.</li> <li>Nate Cohen. "Explaining Online Panels and the 2014 Midterms."  Available at:  <a href="http://www.nytimes.com/2014/07/28/upshot/explaining-online-panels-and-the-2014-midterms.html?rref=upshot&amp;smid=tw-upshotnyt&amp;r=1&amp;abt=0002&amp;abg=1">http://www.nytimes.com/2014/07/28/upshot/explaining-online-panels-and-the-2014-midterms.html?rref=upshot&amp;smid=tw-upshotnyt&amp;r=1&amp;abt=0002&amp;abg=1</a></li> <li>Andrew Gelman. "The Mythical Swing Voter."  Available at:  <a href="http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/08/20/the-mythical-swing-voter/">http://www.washingtonpost.com/blogs/monkey-cage/wp/2014/08/20/the-mythical-swing-voter/</a></li> </ul> <p><b>Fri: Guest Speaker, Pollster's Mark Blumenthal</b></p>
<p><b>Week 3</b>  <b>Mon: Sept 8</b>  <b>Wed: Sept 10</b>  <b>Fri: Sept 12</b></p>	<p><b>Mon: Party Activists</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>Scott Keeter, Cary Frank, and Courtney Kennedy. 2007. "Deaniacs and Democrats: Howard Dean's Campaign Activists." in <i>The State of the Political Parties, 5<sup>th</sup> Edition</i>.</li> <li>Alan Abramowitz. 2013. "The Polarized Public and the Rise of the Tea Party Movement."</li> </ul> <p><u>Homework Assignment (Due Sept. 10)</u>  Comparison of Deaniacs and Tea Partiers. Essay form not required, e.g., two column format acceptable.</p> <p><b>Wed: Party Activists (Con't)</b></p>

	<p><b>Fri: Who Votes?</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• AAGR, Chapter 4 &amp; 10</li> <li>• McDonald. 2010. "Voter Turnout in the 2010 Midterm Election." <i>The Forum</i> 8(4). Available on Dropbox</li> <li>• Jacobson pp. 121-124.</li> </ul>
<p><b>Week 4</b>  <b>Mon: Sept 15</b>  <b>Wed: Sept 17</b>  <b>Fri: Sept 19</b></p>	<p><b>Mon: Mobilizing Voters</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Heather Smith and Ivan Frishberg. 2007. "Mobilizing the Youth Vote in 2004 and Beyond." in <i>Fountain of Youth: Strategies and Tactics for Mobilizing America's Young Voters</i>.</li> <li>• Bond, Fariss, Jones, Kramer, Marlow, Settle, and Fowler. 2012. "A 61-Million-Person Experiment in Social Influence and Political Mobilization." <i>Nature</i>.</li> </ul> <p><b>Wed: Targeting Voters</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Joel Bradshaw. 2004. "Who Will Vote for You and Why: Designing Campaign Strategy and Message." in <i>Campaigns and Elections American Style</i>.</li> </ul> <p><u>Homework Assignment (Due Oct 1)</u>  Campaign Targeting Plan for Your Chosen Election Contest</p> <p><b>Fri: Social Forces &amp; the Vote</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• AAGR, Chapter 5</li> </ul>
<p><b>Week 5</b>  <b>Mon: Sept 22</b>  <b>Wed: Sept 24</b>  <b>Fri: Sept 26</b></p>	<p><b>Mon: Candidates, Issues &amp; the Vote</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• AAGR, Chapter 6</li> </ul> <p><b>Wed: Party Loyalties, Policy Preferences &amp; the Vote</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• AAGR, Chapter 8</li> </ul> <p><b>Fri: Polarization, The Case For Polarization</b>  <u>Reading Assignment</u>  Fiorina, Chapters 1 &amp; 2</p>
<p><b>Week 6</b>  <b>Mon: Sept 29</b>  <b>Wed: Oct 1</b>  <b>Fri: Oct 3</b></p>	<p><b>Mon: Polarization, The Case Against Polarization</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Fiorina, Chapters 3 &amp; 4</li> </ul> <p><b>Wed: Polarization, Social Issues</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Fiorina, Chapters 5 &amp; 6</li> </ul> <p><b>Fri: Polarization, Electoral Cleavages</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Fiorina, Chapters 7 &amp; 9</li> </ul>

<p><b>Week 7</b>  <b>Mon: Oct 6</b>  <b>Wed: Oct 8</b>  <b>Fri: Oct 10</b></p>	<p><b>Mon: Redistricting</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 2</li> </ul> <p><b>Wed: Redistricting, Florida Style</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Micah Altman and Michael McDonald. Forthcoming. "Paradoxes of Reform: Congressional Redistricting in Florida" in <i>Jigsaw Politics in the Sunshine State</i>.</li> </ul> <p><u>Homework Assignment (Due Oct. 27)</u>  Draw Florida's 5th Congressional District  <a href="http://floridaredistricting.cloudapp.net/MyDistrictBuilder.aspx">http://floridaredistricting.cloudapp.net/MyDistrictBuilder.aspx</a></p> <p><b>Fri: Election Law</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Daniel Lowenstein, Richard Hasen, and Daniel Tokaji. 2012. "Election Laws: Cases and Materials." Chapter 2.</li> </ul>
<p><b>Week 8</b>  <b>Mon: Oct 13</b>  <b>Wed: Oct 15</b>  <b>Fri: Oct 17</b></p>	<p><b>Mon: Review</b>  <b>Wed: MIDTERM</b>  <b>Fri: Homecoming</b></p>
<p><b>Week 9</b>  <b>Mon: Oct 20</b>  <b>Wed: Oct 22</b>  <b>Fri: Oct 24</b></p>	<p><b>Mon: Incumbency Advantage</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 3</li> </ul> <p><b>Wed: Incumbency Advantage, Con't</b>  <b>Fri: Campaign Political Communication Strategy</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 4, pp. 95-119</li> <li>• Judith Trent and Robert Friedenber. <i>Political Campaign Communication, 5<sup>th</sup> Edition</i>. Chapter 3</li> </ul>
<p><b>Week 10</b>  <b>Mon: Oct 27</b>  <b>Wed: Oct 29</b>  <b>Fri: Oct 31</b></p>	<p><b>Mon: Campaign Money</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 4, pp. 64-95</li> </ul> <p><b>Wed: Campaign Money, Campaign Comparisons</b>  <u>Reading Assignment</u></p> <ul style="list-style-type: none"> <li>• Peter Francia and Paul Herrnson. 2002. "Running Against the Odds: Minor-Party Campaigns in Congressional and State Legislative Elections." in <i>Multiparty Politics in America</i>.</li> </ul> <p><b>Fri: The Campaign</b>  <ul style="list-style-type: none"> <li>• Jacobson Chapter 5.</li> </ul> <u>Homework Assignment (Due Nov.12)</u>  Campaign Finance Report for Your Campaign</p>

<b>Week 11</b> <b>Mon: Nov 3</b> <b>Wed: Nov 5</b> <b>Fri: Nov 7</b>	<b>Mon: Pre-Election Forecasts</b> Come to class prepared to discuss your prediction on who will win your assigned race and your reason why. <b>Wed: Election Post-Mortem</b> <b>Fri: The Campaign, Con't</b>
<b>Week 12</b> <b>Mon: Nov 10</b> <b>Wed: Nov 12</b> <b>Fri: Nov 14</b>	<b>Mon: National Politics and Congressional Elections</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 6</li> </ul> <b>Wed: National Politics and Congressional Elections, Con't</b> <b>Fri: National Politics and Congressional Elections, Con't</b> <u>Homework Assignment (Due Nov. 24)</u> Term Paper: update and pull together material you've collected to date to explain the outcome of your chosen election.
<b>Week 13</b> <b>Mon: Nov 17</b> <b>Wed: Nov 19</b> <b>Fri: Nov 21</b>	<b>Mon: National Politics and Congressional Elections, Con't</b> <b>Wed: Looking Ahead to 2016 by Looking Back at 2012</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• AAGR, Chapter 3</li> </ul> <b>Fri: Looking Ahead to 2016 by Looking Back at 2012, Con't</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• AAGR, Chapter 11</li> </ul>
<b>Week 14</b> <b>Mon: Nov 24</b> <b>Wed: Nov 26</b> <b>Fri: Nov 28</b>	<b>Mon: Looking Ahead to 2016 by Looking Back at 2012, Con't</b> <b>Wed: Thanksgiving</b> <b>Fri: Thanksgiving</b>
<b>Week 15</b> <b>Mon: Dec 1</b> <b>Wed: Dec 3</b> <b>Fri: Dec 5</b>	<b>Mon: Elections, Representation &amp; Politics of Congress</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• Jacobson, Chapter 7</li> </ul> <b>Wed: Elections, Representation &amp; Politics of Congress, Con't</b> <b>Fri: Elections, Representation &amp; Politics of Congress, Con't</b>
<b>Week 16</b> <b>Mon: Dec 8</b> <b>Wed: Dec 10</b>	<b>Mon: Polarization: Reforming the System</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• Fiorina, Chapter 10</li> </ul> <b>Wed: Review</b> <u>Reading Assignment</u> <ul style="list-style-type: none"> <li>• AAGR, Chapter 11</li> </ul>

**Week 17**  
**Wed: Dec 17**

**Wed: FINAL @ 3pm-5pm**