The 2014 Election

Dr. Michael McDonald

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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:


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/nlvqvbz9u1056/AAAYO3ReXek3bxHygRR0wQzGa?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:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due</th>
<th>% of Overall Grade</th>
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<tbody>
<tr>
<td>Term Assignment</td>
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<tr>
<td>Campaign Profile</td>
<td>Sept. 3</td>
<td>5%</td>
</tr>
<tr>
<td>Campaign Targeting Plan</td>
<td>Oct. 1</td>
<td>10%</td>
</tr>
<tr>
<td>Campaign Finance Report</td>
<td>Nov. 12</td>
<td>5%</td>
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<tr>
<td>Term Paper</td>
<td>Nov. 24</td>
<td>10%</td>
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<tr>
<td>Party Activists Comparison</td>
<td>Sept. 10</td>
<td>5%</td>
</tr>
<tr>
<td>Draw FL CD-5</td>
<td>Oct. 27</td>
<td>10%</td>
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<tr>
<td>Midterm</td>
<td>Oct 13</td>
<td>20%</td>
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<tr>
<td>Final</td>
<td>Dec. 17</td>
<td>25%</td>
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<tr>
<td>Participation</td>
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<td>10%</td>
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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 my 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/) 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.
| Week 1  | Mon: Aug 25 | Mon: Welcome!  
Homework Assignment (Due: Sept 3)  
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.  
Wed: America’s Two-Party System  
Reading Assignment  
Fri: No class |
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<tr>
<td>Wed: Aug 27</td>
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<td>Fri: Aug 29</td>
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| Week 2  | Mon: Sept 1 | Mon: Labor Day Vacation  
Wed: Election Polling  
Reading Assignment  
Fri: Guest Speaker, Pollster's Mark Blumenthal |
| Mon: Sept 3 |  |  |
| Fri: Sept 5 |  |  |
| Week 3  | Mon: Sept 8 | Mon: Party Activists  
Reading Assignment  
Homework Assignment (Due Sept. 10)  
Comparison of Deaniacs and Tea Partiers. Essay form not required, e.g., two column format acceptable.  
Wed: Party Activists (Con’t) |
<table>
<thead>
<tr>
<th>Week</th>
<th>Mon: Mobilizing Voters</th>
<th>Wed: Party Loyalties, Policy Preferences &amp; the Vote</th>
<th>Fri: Social Forces &amp; the Vote</th>
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<tr>
<td>Week 4 Mon: Sept 15 Wed: Sept 17 Fri: Sept 19</td>
<td>Reading Assignment</td>
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<td></td>
<td>• Heather Smith and Ivan Frishberg. 2007. “Mobilizing the Youth Vote in 2004 and Beyond.” in <em>Fountain of Youth: Strategies and Tactics for Mobilizing America’s Young Voters.</em></td>
<td>• AAGR, Chapter 6</td>
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<td>Reading Assignment</td>
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<td>Homework Assignment (Due Oct 1)</td>
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<td>Campaign Targeting Plan for Your Chosen Election Contest</td>
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<td>Fri: Social Forces &amp; the Vote</td>
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<td>Reading Assignment</td>
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<td>• AAGR, Chapter 5</td>
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<td>Week 7</td>
<td>Mon: Oct 6</td>
<td>Mon: Redistricting</td>
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<td>Mon: Oct 6</td>
<td>Mon: Redistricting</td>
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<td>Wed: Oct 8</td>
<td>Reading Assignment</td>
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<td>Fri: Oct 10</td>
<td>- Jacobson, Chapter 2</td>
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<td>Wed: Redistricting, Florida Style</td>
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<td>Reading Assignment</td>
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Homework Assignment (Due Oct. 27)
Draw Florida's 5th Congressional District
http://floridaredistricting.cloudapp.net/MyDistrictBuilder.aspx

Fri: Election Law
Reading Assignment

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<tr>
<th>Week 8</th>
<th>Mon: Oct 13</th>
<th>Mon: Review</th>
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<tr>
<td>Mon: Oct 13</td>
<td>Mon: Review</td>
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<tr>
<td>Wed: Oct 15</td>
<td>Wed: MIDTERM</td>
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<td>Fri: Oct 17</td>
<td>Fri: Homecoming</td>
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<th>Week 9</th>
<th>Mon: Oct 20</th>
<th>Mon: Incumbency Advantage</th>
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<td>Mon: Oct 20</td>
<td>Mon: Incumbency Advantage</td>
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<td>Wed: Oct 22</td>
<td>Reading Assignment</td>
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<td>Fri: Oct 24</td>
<td>- Jacobson, Chapter 3</td>
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Fri: Incumbency Advantage, Con't
Fri: Campaign Political Communication Strategy
Reading Assignment
- Jacobson, Chapter 4, pp. 95-119

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<tr>
<th>Week 10</th>
<th>Mon: Oct 27</th>
<th>Mon: Campaign Money</th>
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<tr>
<td>Mon: Oct 27</td>
<td>Mon: Campaign Money</td>
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<tr>
<td>Wed: Oct 29</td>
<td>Reading Assignment</td>
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<tr>
<td>Fri: Oct 31</td>
<td>- Jacobson, Chapter 4, pp. 64-95</td>
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Wed: Campaign Money, Campaign Comparisons
Reading Assignment

Fri: The Campaign
- Jacobson Chapter 5.

Homework Assignment (Due Nov.12)
Campaign Finance Report for Your Campaign
| Week 11 | Mon: Nov 3  
| Wed: Nov 5  
| Fri: Nov 7 | Mon: Pre-Election Forecasts  
Come to class prepared to discuss your prediction on who  
will win your assigned race and your reason why.  
Wed: Election Post-Mortem  
Fri: The Campaign, Con’t |
| Week 12 | Mon: Nov 10  
| Wed: Nov 12  
| Fri: Nov 14 | Mon: National Politics and Congressional Elections  
Reading Assignment  
- Jacobson, Chapter 6  
Wed: National Politics and Congressional Elections,  
Con’t  
Fri: National Politics and Congressional Elections,  
Con’t  
Homework Assignment (Due Nov. 24)  
Term Paper: update and pull together material you’ve  
collected to date to explain the outcome of your chosen  
election. |
| Week 13 | Mon: Nov 17  
| Wed: Nov 19  
| Fri: Nov 21 | Mon: National Politics and Congressional Elections,  
Con’t  
Wed: Looking Ahead to 2016 by Looking Back at  
2012  
Reading Assignment  
- AAGR, Chapter 3  
Fri: Looking Ahead to 2016 by Looking Back at  
2012, Con’t  
Reading Assignment  
- AAGR, Chapter 11 |
| Week 14 | Mon: Nov 24  
| Wed: Nov 26  
| Fri: Nov 28 | Mon: Looking Ahead to 2016 by Looking Back at  
2012, Con’t  
Wed: Thanksgiving  
Fri: Thanksgiving |
| Week 15 | Mon: Dec 1  
| Wed: Dec 3  
| Fri: Dec 5 | Mon: Elections, Representation & Politics of  
Congress  
Reading Assignment  
- Jacobson, Chapter 7  
Wed: Elections, Representation & Politics of  
Congress, Con’t  
Fri: Elections, Representation & Politics of  
Congress, Con’t |
| Week 16 | Mon: Dec 8  
| Wed: Dec 10 | Mon: Polarization: Reforming the System  
Reading Assignment  
- Fiorina, Chapter 10  
Wed: Review  
Reading Assignment  
- AAGR, Chapter 11 |
| Week 17 | Wed: Dec 17 | Wed: FINAL @ 3pm-5pm |