

**POLS 4515 – Campaign Politics**  
**MWF – 10:20am – 11:10am**  
**Classroom: Baldwin 101D**  
**Instructor: Jeffrey M. Glas, PhD**

**Contact Information:**

Office Hours: By Appointment, Online Only  
Office Location: Baldwin 380a  
Email: jeffrey.glas@uga.edu

**I. Course Description**

No political event in the United States captures the public's attention like campaigns do. Through most of the year the average American pays very casual attention to the political on-goings in the nation, their state, and especially their local community. But for a brief period leading up to November Americans find themselves captivated by political campaigns. To be clear, the campaign never really ends in American politics.

Campaign politics are ubiquitous...and not just in modern democratic republics like the United States. Political campaigning is among the oldest forms of political behavior for which we have records. This is an unusual way to approach the concept 'political campaign', but it is nonetheless accurate. Campaigns are strategic group efforts to influence the decision making of some other group. The term appears alongside the adjectives *military*, *advertising*, *marketing*, and *political*. For most of human history political campaigns took place within elite circles on the inside of the political process. They still do, even in democratic republics like the U.S., but the rise of liberal democracy across the globe has shifted the tactics and strategies political candidates and their consultants employ (as a strategic group) to influence the decision making of the public (the other group).

**Important Note:**

To comply with the University approved guidelines this class will be administered using a HyFlex pedagogical model. We are able to accommodate a very limited number of students to attend class in person for each class meeting. The details about who may attend class on which day is posted to the class eLC page and instructions for attending via Zoom will be posted each week.

Please keep in mind that attending class in person is entirely optional. Covid 19 is a very real, highly contagious virus for which no cure or vaccination is yet available. You will not be coerced by into risking your health and well-being by attending face-to-face classes. You will be able to successfully complete this course without ever stepping foot in my classroom.

Finally, from Thanksgiving Break through the end of the semester the University is migrating all classroom activity, including tests/exams, online. Please refer to page 7 of this syllabus for more information about coronavirus and your responsibilities as part of our University community.

## II. Course Requirements and Graded Evaluation

### (2.1) Assigned Reading

Keeping up with the assigned readings is essential for your success in this course. You are not required to purchase any textbooks for this course. Instead we will be making use of the vast public good, peer-reviewed, published social science research. All readings will be accessible through our University Library's e-journal resources and/or Google Scholar.

### (2.2) Course Assignments

Learning is an active exercise. Students at all levels of learning and accomplishment benefit when they are actively engaged with course material. Your grade in this class will be assessed through four writing assignments and two exams.

Both the midterm and final exams are written exams and will be administered online. The four writing assignments ask you to apply the class lessons, reading, and some analytic skills to assemble important strategic information for various political campaigns around the US. Detailed instructions for these writing assignments are posted to our class eLC page.

Here are some important dates for these assignments and the rubric I will follow for you final grade:

<b>Item</b>	<b>Weight</b>	<b>Due Date</b>
Exam 1	20%	September 16 <sup>th</sup>
Exam 2	20%	October 21 <sup>st</sup>
Exam 3	20%	December 8 <sup>th</sup>
Writing Assignments	40%	-----
Ballot Access Assignment		September 11 <sup>th</sup>
Better Know a District		October 23 <sup>rd</sup>
2020 Election, Down the Ballot		November 13 <sup>th</sup>
Advertisement Analysis Assignment		December 4 <sup>th</sup>

### (2.4) Grading

All grades (including final grades) will be assigned following the system depicted below:

A	=	94-100	C+	=	78
A-	=	90	C	=	74
B+	=	88	C-	=	70
B	=	84	D	=	60 – 69
B-	=	80	F	≤	59

### **III. Class Policies**

#### **(3.1) Disability Disclosure Statement**

Ableness should not impede your intellectual development. Please get in touch with me (Dr. Glas) about any accommodations you need in the classroom and for exams. We have some amazing resources for you here at UGA. For testing accommodations please contact the Disability Resource Center (DRC) as soon as possible. For more information please check out the DRC's website ([www.uga.drc.edu](http://www.uga.drc.edu)). The DRC is located at 825 Lumpkin Street (Clark-Howell Hall) and can be contacted by phone at 706.542.8719.

#### **(3.2) Student Athletes**

Representing our university in athletics places some unusual scheduling obligations on you. Please get in touch with me (Dr. Glas) about your schedule so we can make sure you are able to achieve in the classroom as well as on the field or in the arena.

#### **(3.3) Absences**

John Lennon once said, "Life happens while you're busy making other plans." Attending class is critical for your success in this class. Participation is a significant portion of your grade and there is a significant amount of course content that we will cover in our class meetings and breakout sessions. Absences will be excused for legitimate reasons (and I am reasonable). Please do not come to class if you are ill. The UGA Health Center ([www.uhs.uga.edu](http://www.uhs.uga.edu)) is located at 55 Carlton Street (across the street from Ramsey).

#### **(3.4) Makeup Exams**

If you miss an exam, you will receive a zero (which means passing the class will be unlikely). If you are late to an exam, you must take it in the time that remains when you arrive. Make-up exams are only given to students with legitimate excuses. All make-up exams are administered by the Department of Political Science, but require my permission.

#### **(3.5) Missed/Late Assignments**

Missed assignments are awarded a grade of zero. Late assignments will be accepted with a penalty of five points for each calendar day late.

#### **(3.6) Cheating and Academic Misconduct**

Violations of the academic dishonesty rules are grounds for receiving an "F" in the course as well as possible expulsion from the university. If you have any questions about what constitutes cheating, academic misconduct, or plagiarism, please examine the university policy and /or ask the instructor.

#### **(3.7) Problems and Emergencies**

If a problem or emergency arises that prevents you from attending an exam or coming to class, you should contact me (Dr. Glas) as soon as possible.

#### **(3.8) Policy on Disruptive Behavior**

- 1) Turn communication devices to silent...or turn them off entirely.
- 2) Be polite during class discussion.

**(3.9) Withdraw Policy**

Be advised that the last day to withdraw from a course without failing is Tuesday, October 27<sup>th</sup>. All students who withdraw after this date will receive a “WF”.

**IV. Class Schedule**

**Week 1 – August 21<sup>st</sup> – First Day of Class**

Virtual Introductions

Syllabus

**Week 2 – August 24<sup>th</sup>, 26<sup>th</sup>, and 28<sup>th</sup> – How Voter’s Decide**

Popkin’s The Reasoning Voter Chapters 1-3

Lau and Redlawsk “How Voters Decide”

Abramowitz and McCoy “United States: Racial Resentment, Negative Partisanship, and Polarization in Trump’s America”

**Week 3 – August 31<sup>st</sup>, September 2<sup>nd</sup> and 4<sup>th</sup> – Do Campaigns Even Matter?**

Bennet and Iyengar “A New Era of Minimal Effects”

Kalla and Broockman “The Minimal Persuasive Effects of Campaign Contact in General Elections”

**Week 4 – September 9<sup>th</sup>, and 11<sup>th</sup> – Mobilization Campaigns**

Gerber and Green Get Out the Vote

Bond et al “A 61 Million-Person Experiment in Social Influence and Political Mobilization”

Schlozman, Verba, and Brady “Weapon of the Strong: Participatory Inequality and the Internet”

\*\*\*Monday, September 7<sup>th</sup> – Labor Day\*\*\*

**Week 5 – September 16<sup>th</sup> – Exam 1**

**Week 6 – September 21<sup>st</sup>, 23<sup>rd</sup>, and 25<sup>th</sup> – Getting in the Game**

Popkin’s The Candidate Chapters 1 and 2

Fox and Lawless “To Run or Not to Run for Office”

Fox and Lawless “If Only They’d Ask: Gender, Recruitment, and Political Ambition”

Broockman et al “Party Leaders Encourage Polarized Nominees: New Evidence on the Underpinnings of Asymmetric Polarization”

**Week 7 – September 28<sup>th</sup>, 30<sup>th</sup>, and October 2<sup>nd</sup> – Challenging Candidates**

Lazarus “Incumbent Vulnerability and Challenger Entry in Statewide Elections”

Popkin’s The Candidate Chapters 3 and 4

**Week 8 – October 5<sup>th</sup>, 7<sup>th</sup>, and 9<sup>th</sup> – Incumbency Advantage**

Carson et al “Nationalization and the Incumbency Advantage”

Mayhew “Incumbency Advantage in US Presidential Elections: The Historical Record”

Dickinson “The Executive Office of the President: The Paradox of Politicization”

**Week 9 – October 14<sup>th</sup> – Incumbency Disadvantage?**

Popkin’s The Candidate Chapters 5 and 6

**Week 10 – October 21<sup>st</sup> – Exam 2**

**Week 11 – October 26<sup>th</sup> and 28<sup>th</sup> – Campaign Fundraising**

Putnam “Bowling Alone”

Glas and Webb “SuperPACs and Dark Money: The [Extremely] Predictable Legacy of the Citizen’s United and Speechnow.org Decisions.”

\*\*\*Tuesday, October 27<sup>th</sup> – Withdraw Deadline\*\*\*

\*\*\*Friday, October 30<sup>th</sup> – Fall Break\*\*\*

**Week 12 – November 2<sup>nd</sup>, 4<sup>th</sup>, and 6<sup>th</sup> – Political Marketing**

Bannon “Market Segmentation and Political Marketing”

PEW Research “Political Typology Report”

PEW Research “Voter Files in Action”

PEW Research “Political Information in Voter Files”

Voter Profiling and Targeting (see Content Folder in eLC)

**Week 13 – November 9<sup>th</sup>, 11<sup>th</sup>, and 13<sup>th</sup> – Campaign Advertising**

Shaw “Methods Behind the Madness”

Ansolabehere and Iyengar “Going Negative”

Brader “Striking a Responsive Chord: How Political Ads Motivate and Persuade Voters by Appealing to Emotions”

Spenkuch and Toniatti “Political Advertising and Election Results”

**Week 14 – November 16<sup>th</sup>, 18<sup>th</sup>, and 20<sup>th</sup> – Winning Low Turnout Elections**

see eLC Content Folder

**Week 15 – November 23<sup>rd</sup>**

\*\*\*Wednesday, November 25<sup>th</sup> – Friday, November 27<sup>th</sup> – Thanksgiving Break\*\*\*

**Week 16 – November 30<sup>th</sup>, December 2<sup>nd</sup> and 4<sup>th</sup> – Putting it All Together**

Popkin's The Candidate Chapter 9 and 10

Nickerson and Roger “Political Campaigns and Big Data”

**Week 17 – December 8<sup>th</sup> – Exam 3**

\*\*\*Thursday, December 10<sup>th</sup> – Reading Day\*\*\*

## **Coronavirus Information for Students**

### **Face Coverings:**

Effective July 15, 2020, the University of Georgia—along with all University System of Georgia (USG) institutions—requires all faculty, staff, students and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use is in addition to and is not a substitute for social distancing. Anyone not using a face covering when required will be asked to wear one or must leave the area. Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons. Students seeking an accommodation related to face coverings should contact Disability Services at <https://drc.uga.edu/>.

### **DawgCheck:**

Please perform a quick symptom check each weekday on DawgCheck—on the UGA app or website—whether you feel sick or not. It will help health providers monitor the health situation on campus: <https://dawgcheck.uga.edu/>

### **What do I do if I have symptoms?**

Students showing symptoms should self-isolate and schedule an appointment with the University Health Center by calling 706-542-1162 (Monday-Friday, 8 a.m.-5 p.m.). Please DO NOT walk-in. For emergencies and after-hours care, see <https://www.uhs.uga.edu/info/emergencies>.

### **What do I do if I am notified that I have been exposed?**

Students who learn they have been directly exposed to COVID-19 but are not showing symptoms should self-quarantine for 14 days consistent with Department of Public Health (DPH) and Centers for Disease Control and Prevention (CDC) guidelines. Please correspond with your instructor via email, with a cc: to Student Care & Outreach at [sco@uga.edu](mailto:sco@uga.edu), to coordinate continuing your coursework while self-quarantined. If you develop symptoms, you should contact the University Health Center to make an appointment to be tested. You should continue to monitor your symptoms daily on DawgCheck.

### **How do I get a test?**

Students who are demonstrating symptoms of COVID-19 should call the University Health Center. UHC is offering testing by appointment for students; appointments may be booked by calling 706-542-1162.

UGA will also be recruiting asymptomatic students to participate in surveillance tests. Students living in residence halls, Greek housing and off-campus apartment complexes are encouraged to participate.

### **What do I do if I test positive?**

Any student with a positive COVID-19 test is **required** to report the test in DawgCheck and should self-isolate immediately. Students should not attend classes in-person until the isolation period is completed. Once you report the positive test through DawgCheck, UGA Student Care and Outreach will follow up with you.

### **Mental Health and Wellness Resources:**

- If you or someone you know needs assistance, you are encouraged to contact Student Care and Outreach in the Division of Student Affairs at 706-542-7774 or visit <https://sco.uga.edu>. They will help you navigate any difficult circumstances you may be facing by connecting you with the appropriate resources or services.
- UGA has several resources for a student seeking mental health services (<https://www.uhs.uga.edu/bewelluga/bewelluga>) or crisis support (<https://www.uhs.uga.edu/info/emergencies>).
- If you need help managing stress anxiety, relationships, etc., please visit BeWellUGA (<https://www.uhs.uga.edu/bewelluga/bewelluga>) for a list of FREE workshops, classes, mentoring, and health coaching led by licensed clinicians and health educators in the University Health Center.
- Additional resources can be accessed through the UGA App.