POLITICAL PARTIES & ELECTIONS, FALL 2012

# THE FUTURE OF POLLING & VOTER MOBILIZATION

Semiatin chapters 5 (Nelson) and 6 (Semiatin)

Friday, November 30

5.1/6.1 What topics or points in each chapter did you find most interesting or compelling, and why?

5.2 We will consider a chart from polling analysis superstar Nate Silver that analyzes polling accuracy in the last three weeks of the 2012 presidential campaign. In what ways does this chart confirm or disconfirm Nelson’s concerns about polling accuracy?

5.3 Campaigns clearly need polls to be accurate, if polls are to help campaigns craft their messages and understand where they stand with voters. How much do **voters** need polls to be accurate, and why?

6.2 This chapter should sound familiar – campaigns and parties are using lots of technology, social media, and human resources (volunteers organized to mobilize voters) to GOTV in more effective ways, AND none of the old methods of mobilizing voters have been abandoned.

 With that in mind, what’s next in the world of voter mobilization? Ponder, discuss.

X. Add your question here….

**Monday: chapters 7 (Renner on political parties) and 8 (Kasniunas and Rozell on interest groups)**