

民意與選舉行為 (Public Opinion and Electoral Behaviour) 授課大綱

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碩士班，單學期

學分數：3 學分

教學目標

本課程欲提供對民意與選舉行為有興趣的研究生和大學部高年級同學，對於如何有系統地進行實證研究分析有一個全面性的認識。是以本課程將針對「民意」、「政治和選民」和「選舉行為」三大主題進行介紹，希望這堂課可以作為對於投票行為領域有興趣的研究生欲進階研究的基礎。換句話說，本課程會從民意的形成切入，進一步探討社會分歧、政治態度、政黨認同、經濟情況、政黨形象、議題等因素如何影響選民的投票抉擇和政治態度，進而思考這些將對於一個國家的民主政治有何影響。本課程希望提供修課學生：

- (1) 熟悉民意與選舉行為相關理論和途徑；
- (2) 引導學生對相關理論和途徑進行批判性思考；
- (3) 培養學生在民意與投票行為研究的能力。

指定教科書和參考資料

打*為本學期指定教科書

- *1. Donsbach, Wolfgang and Michael W. Traugott (eds.) *The SAGE Handbook of Public Opinion Research*, Sage Publication. (楊雅婷等譯，國家教育研究院主譯，2012。民意與民調研究。台北:韋伯文化。)
- *2. Dalton, Russell J. 2014. *Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies* 7th edition. CQ Press.
- *3. Achen, Christopher H. and T. Y. Wang (eds.) 2017. *The Taiwan Voter*. University of Michigan Press.
- *4. Evans, Jocelyn A. J. 2004. *Voters and Voting: An Introduction*. Sage Publication.
- *5. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. *Controversies in Voting Behaviour*. CQ Press.
6. LeDuc, Lawrence, Richard G. Niemi and Pippa Norris. 2014. *Comparing Democracies 4: Elections and Voting in a Changing World*. Sage Publication.
7. Campbell, Angus, Philip E. Converse, Warren E. Miller, and Donald E. Stokes. 1960. *The American Voter*. New York: John Wiley & Sons.
8. Butler, David and Donald Stokes. 1974. *Political Change in Britain: the Evolution of Electoral Choice*. London: Macmillan.
9. Lazarsfeld, Paul Felix, Bernard Berelson, and Hazel Gaudet. 1948. *The People's Choice: How the Voter Makes Up His Mind in a Presidential Campaign*. Columbia University Press.

10. Russell, Dalton J., Shin, Doh Chull, Chu, Yun-han(eds.) 2008. *Party Politics in East Asia*. Boulder, Colorado: Lynne Rienner.

課程內容：分週進度

週次	課程內容
1(2/25)	Introduction
2(3/4)	The development of Public Opinion Research 指定閱讀： 1. 楊雅婷等譯，第 8 章 民意研究的歷史根源 (pp.127-142) 2. 楊雅婷等譯，第 9 章 大眾觀察與現代民意研究 (pp.143-160) 3. 楊雅婷等譯，第 10 章 現代民意研究的開端 (pp.161-174) 4. 楊雅婷等譯，第 11 章 新興民主國家的民意研究(pp.175-189) 5. Weisberg, Herbert F., Jon A. Krosnick and Bruce D. Bowen. 1996. <i>An Introduction to Survey Research, Polling, and Data Analysis</i>. 3rd edition. Sage Publications, Inc. Chapter 1. 延伸閱讀： 1. 游清鑫，2006，「民意調查的演進與未來發展」，《研考雙月刊》，30（4）：3-12。 2. Berinsky, Adam J. 2015 <i>New Directions in Public Opinion (New Directions in American Politics)</i> 2nd edition. Routledge. Chapter 1.
3(3/11)	The formation of Public Opinion 指定閱讀： 1. 楊雅婷等譯，第 12 章 知識與態度 (pp.195-214) 2. 楊雅婷等譯，第 13 章 態度與意見的概念 (pp.215-237) 3. 楊雅婷等譯，第 15 章 多數無知與無態度 (pp.249-260) 4. 楊雅婷等譯，第 16 章 沉默螺旋理論 (pp.263-274) 5. 楊雅婷等譯，第 17 章 民意與第三人效應 (pp.275-286) 6. 楊雅婷等譯，第 19 章 議題設定、框架作用與促發作用 (pp.305-324) 延伸閱讀： 1. Berinsky, Adam J. 2015 <i>New Directions in Public Opinion (New Directions in American Politics)</i> 2nd edition. Routledge. Chapter 4,8.
4(3/18)	Survey Design 指定閱讀： 1. 楊雅婷等譯，第 33 章 設計具有信度與效度的問卷(pp.529-548) 2. 楊雅婷等譯，第 34 章 調查回答的心理學 (pp.549-568)

	3. 楊雅婷等譯，第 36 章 調查中視覺資料的使用 (pp.585-598) 4. Weisberg, Herbert F., Jon A. Krosnick and Bruce D. Bowen. 1996. <i>An Introduction to Survey Research, Polling, and Data Analysis</i>. 3rd edition. Sage Publications, Inc. Chapter 4. 5. 楊雅婷等譯，第 37 章 驗證研究 (pp.599-612) 延伸閱讀： 1. Donsbach, Wolfgang and Michael W. Traugott (eds.) <i>The SAGE Handbook of Public Opinion Research</i>, Sage Publication. Chapter 20-21. 2. 楊雅婷等譯，第 35 章 調查中量表的使用 (pp.569-584) 3. Benton, J. Edwin and John L. Daly. 1991. "A Question Order Effect in a Local Government Survey." <i>Public Opinion Quarterly</i> 55: 640-642. 4. 盛杏媛，2006，「問卷設計：一項對民意調查的挑戰」，《研考雙月刊》，30（4）：49-61。
5(3/25)	The Quality of Public Opinion 指定閱讀： 1. 楊雅婷等譯，第 20 章 調查研究在方法論上的優點與缺點 (pp.329-340) 2. 楊雅婷等譯，第 21 章 民調的使用與誤用 (pp.341-354) 3. 楊雅婷等譯，第 28 章 調查中的無回答 (pp.453-472) 4. 楊雅婷等譯，第 54 章 國際比較調查：目的、內容與方法論上的挑戰 (pp.863-884) 延伸閱讀： 1. Weisberg, Herbert F. 2005. <i>The Total Survey Error Approach: A Guide to the New Science of Survey Research</i>. University of Chicago Press.
6(4/1)	校際活動，停課一週
7(4/8)	How to Study Voting Behaviour 指定閱讀： 1. Evans, Jocelyn A. J. 2004. <i>Voters and Voting: An Introduction</i>. Sage Publication. Chapter 1 (pp. 1-18). 2. Evans, Jocelyn A. J. 2004. <i>Voters and Voting: An Introduction</i>. Sage Publication. Chapter 2. (pp. 19-41) 3. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 1.

	延伸閱讀： 1. Dalton, Russell and Hans-Dieter Klingemann (eds.). 2007. <i>The Oxford Handbook of Political Behavior</i>. Chapter 1. 2. Helena, Catt. 1996. <i>Voting Behavior: A Radical Critique</i>. London New York: Leicester University Press. Chapter 1.
8(4/15)	Political Participation 指定閱讀： 1. Dalton, Russell J. 2014. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles : SAGE, CQ Press. Chapter 3.(pp. 37-62) 2. Dalton, Russell J. 2014. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles : SAGE, CQ Press. Chapter 4. (pp.63-83) 3. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 2. 延伸閱讀： 1. Blais, Andre. 2000. <i>To Vote or Not to Vote: The Merits and Limits of Rational Choice Theory</i>. Pittsburgh: University of Pittsburgh Press. 2. Barnes, Samuel H.,Max Kaase,Klause R. Allerbeck.(1979). <i>Political Action: Mass Participation in Five Western Democracies</i>. Beverly Hills, CA: Sage.
9(4/22)	Voter and Voter Turnout 指定閱讀： 1. Evans, Jocelyn A. J. 2004. <i>Voters and Voting: An Introduction</i>. Sage Publication. Chapter 7. 2. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter1. 延伸閱讀： 1. Jan E. Leighley & Jonathan Nagler. 2014. <i>Who Votes Now? Demographics, Issues, Inequality, and Turnout in the United States</i>. Princeton University Press. 2. Frankly, Mark N. 2004. <i>Voter Turnout and the Dynamics of Electoral Competition In Established Democracies since 1945</i>. Cambridge University Press.
10(4/29)	Social Bases of Party Support 指定閱讀：

	1. Evans, Jocelyn A. J. 2004. <i>Voters and Voting: An Introduction</i>. Sage Publication. Chapter 3. 2. Dalton, Russell J. 2014. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles: SAGE, CQ Press. Chapter 8. 延伸閱讀： 1. Manza, Jeff and Clem Brooks. 1999. <i>Social Cleavages and Political Change: Voter Alignment and U.S. Party Coalitions</i>. Oxford University Press. 2. Butler, David. And Donald Stokes. 1974. <i>Political Change in Britain</i>. London: Macmillan. Chapter 4 3. Campbell et al., 1960. <i>The American Voter</i>. New York: Wiley. Chapter 12. 4. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 2.
11(5/6)	Partisanship and Electoral Behavior 指定閱讀： 1. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 4. 2. Dalton, Russell J. 2014. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles: SAGE, CQ Press. Chapter 9. 延伸閱讀： 1. Bartle, John and Paolo Bellucci. 2015. <i>Political Parties and Partisanship: Social Identity and Individual Attitudes</i> (Routledge/Ecpr Studies in European Political Science) Routledge. 2. Campbell et al., 1960. <i>The American Voter</i>. New York : Wiley
12(5/13)	Mass Belief Systems and Value in Change 指定閱讀： 1. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 9. 2. Dalton, Russell J. 2014. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles: SAGE, CQ Press. Chapter 2. 延伸閱讀：

	1. Inglehart, Ronald . 2015. <i>The Silent Revolution: Changing Values and Political Styles Among Western Publics</i>. Princeton University Press. 2. Inglehart Ronald. 1990. <i>Culture Shift: Advanced Industrial Society</i>. Princeton University Press. Introduction.
13(5/20)	Political Polarization 指定閱讀： 1. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 12. 2. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 13. 延伸閱讀： 1. 蕭怡靖，2014。從政黨情感溫度計解析台灣民眾的政治極化，選舉研究，21(2): 1-42。 2. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 15-17.
14(5/27)	Issues and Ideological Orientations 指定閱讀： 1. Evans, Jocelyn A. J. 2004. <i>Voters and Voting: An Introduction</i>. Sage Publication. Chapter 5. 2. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 5. 3. Dalton, Russell J. 2019. <i>Citizen Politics: Public Opinion and Political Parties in Advanced Industrial Democracies</i>, 7th edition. Los Angeles: SAGE, CQ Press. Chapter 6. 延伸閱讀： 1. Stokes, E. Donald. 1963. "Spatial Models of Party Competition." <i>American Political Science Review</i> 57 (2): 368-377. 2. Brody Richard A. and Benjamin J. Page. 1972. "Policy Voting and the Electoral Process: the Vietnam War Issue." <i>American Political Science Review</i> 66 (6): 979-995.
15(6/3)	Economic Voting 指定閱讀： 1. Lewis-Beck, Michael S. and Martin Paldam. 2000. "Economic Voting: An Introduction." <i>Electoral Studies</i> 19: 113-121.

	2. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 6. 3. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 9. 延伸閱讀： 1. Anderson, Christopher J. 2007. "The End of Economic Voting? Contingency Dilemmas and the Limits of Democratic Accountability." <i>Annual Review of Political Science</i> 10:271-296. 2. Hart, Austin. 2016. <i>Economic Voting: A Campaign-Centered Theory</i>. Cambridge University Press.
16(6/10)	Attitudes and Voting Choice 指定閱讀： 1. Niemi, Richard G., Herbert F. Weisberg and David C. Kimball (eds.) 2011. <i>Controversies in Voting Behavior</i>. CQ Press. Chapter 10. 2. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 3. 3. Achen, Christopher H. and T. Y. Wang (eds.) 2017. <i>The Taiwan Voter</i>. University of Michigan Press. Chapter 8.
17(6/17)	The Political Representation of Women 指定閱讀： 1. LeDuc, Lawrence, Richard G. Niemi and Pippa Norris. 2014. <i>Comparing Democracies 4: Elections and Voting in a Changing World</i>. Sage Publication. Chapter 6. 2. 莊文忠等人，2018。「婦女保障名額制度與選舉競爭對女性參政的影響：以 2000 年至 2010 年縣市議員選舉為例」，《台灣政治學刊》，22（2）：1-46。 延伸閱讀： 1. Carroll, S. and Richard L. Fox. 2009. <i>Gender Elections: Shaping the Future of American Politics</i>. (3rd ed.) Cambridge University Press. 2. Franceschet, Susan et al. 2012. <i>The Impact of Gender Quotas</i>. Oxford University Press. 3. Inglehart, Ronald and Pippa Norris. 2004. <i>Rising Tide: Gender Equality and Culture Change around the World</i>. Cambridge University Press.
18(6/24)	Paper Presentation 學期報告(口頭報告)

考評和成績核算方式

平時作業	40%	導讀書摘和提問（請於每週上課前一晚 6 點前繳交）
學期報告	40%	分為課堂口頭報告，佔總成績 10%；書面報告，佔總成績 30%。繳交日期: 7 月 1 日。
課堂討論	20%	針對每週擬定主題進行課堂討論

課程要求

本課程進行方式，主要以導讀和討論方式進行，依據修課人數，每位同學輪流負責指定閱讀文本的導讀。導讀摘要除了文本的重點整理摘要外，需著重於對文章的評論和看法，摘要篇幅以三頁為限。同時，每位修課同學(包括負責當週導讀的同學)，也需於閱讀資料後，針對每週主題提出至少兩個問題。前述導讀摘要和提問，請於每週上課前一晚(每週三)下午六點前繳交。

報告和作業撰寫，請遵守學術倫理，確實註明引用的參考資料出處，否則視同剽竊，成績以 0 分計算。作業和報告請準時繳交，若有特殊狀況，請事先告知。