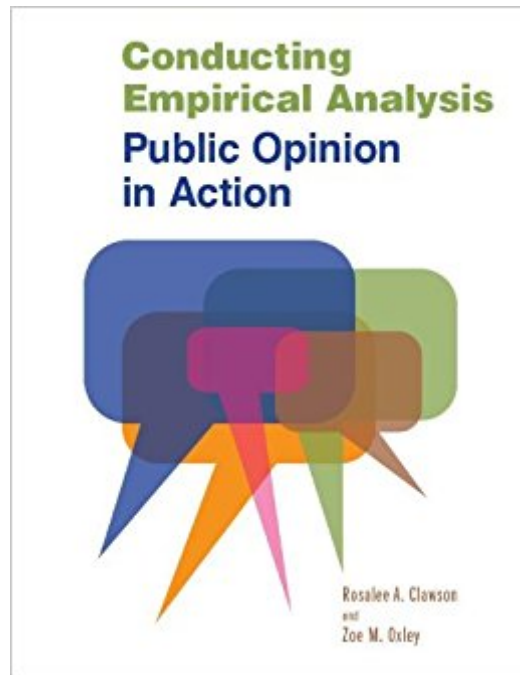




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Conducting Empirical Analysis: Public Opinion In Action



Synopsis

Clawson and Oxley's new workbook marries substance with skills, showing students how to conduct web-based data analysis using UC Berkeley's Survey Documentation and Analysis (available online for free) to discover firsthand the interesting questions that can be answered when manipulating public opinion data. It includes exercises that cover a range of data collection techniques, survey research, and statistical analyses, ramping up from multiple-choice and open-ended questions to mini-research projects. An instructor's guide with solutions is available for adopters.

Book Information

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Customer Reviews

The exercises are well structured, and Clawson and Oxley provide very clear instructions on how to complete them. The questions included in the exercises seek to balance interpretation and critical thinking helping students get at what the numbers tell us about the relationship between two variables and why that relationship exists. I like the hands-on approach, and I think the exercises address topics that students will find interesting and engaging. --Erin Cassese, West Virginia University
I think this book can help students experience the joy of discovery firsthand. Rather than talking about how data can be used to shed new insights on public opinion or refute hoary truths, Clawson and Oxley show them how to find out such things on their own. Hearing a professor say it or show it with slides is one thing, but doing it on your own and waiting for the data to pop up online is a lot more fun, informative, and powerful. --Paul Goren, University of Minnesota
I found the text both straightforward and engaging, an often difficult balance to strike for a text teaching basic

research methods. The explanations in the workbook are very clear-it walks students through each step and reinforces content with multiple examples. I was also quite impressed with the balance between skill development and substance. The explanations of how to perform analyses and the exercises are well grounded in both the substance of politics and well-established research areas in political science. --Laurie Rice, Southern Illinois University, Edwardsville

Rosalee A. Clawson is professor of political science at Purdue University. Her research focuses on public opinion, mass media and politics, political psychology, and the politics of race, class, and gender. Her work has been published in the American Political Science Review, Public Opinion Quarterly, Political Communication, Journal of Black Studies, and Global Environmental Change. She is the coauthor of *Legacy and Legitimacy: Black Americans and the Supreme Court*. Zoe M. Oxley is professor of political science at Union College. Her research interests include the effects of the media on public opinion, gender and public opinion, women in electoral politics, and political psychology. Her work has been published in the American Political Science Review, Journal of Politics, Political Research Quarterly, Politics & Gender, and PS: Political Science and Politics.

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