



SOCIOLOGY OF THE ELECTION PROCESS

Syllabus

Details of the discipline

Level of Higher Education	The Second (master's level)
Field of Knowledge	05 - social and behavioral sciences
Speciality	054 Sociology
Educational Program	Conflict Resolution and Mediation
Status of Discipline	Elective Course
Form of Learning	Full-time
Year of Education, Semester	1 year, spring semester
ECTS	4 credits
Form of Control	credit
Schedule	Lecture per two week and Practical Classes per week
Language	English
Information about course leader / teachers	Lecturer: <i>Andrii Bahinskyi, PhD, associate professor, e-mail: andrei.baginsky@gmail.com</i> Practical Classes: <i>Andrii Bahinskyi, PhD, associate professor, e-mail: andrei.baginsky@gmail.com</i>
Course placement	

Curriculum of the discipline

1. Description of the discipline, its purpose, subject of study and learning outcomes

The discipline "Sociology of the electoral process" aims to prepare students for the ability to provide sociological research and counseling of election campaigns.

The subject of the discipline is the sociological support of the election process. The discipline "Sociology of the electoral process" aims to prepare students for the ability to provide sociological research and counseling of election campaigns.

By mastering the content of the discipline, students will have the opportunity to analyze current elections in the light of the latest sociological research. The teacher will provide a comprehensive overview of the various types of elections and characterize the social features of their course. The classes will reveal the features of the latest forms of consulting activities of election campaigns. The teacher will demonstrate the role of the sociologist in elections of different levels. Theoretical approaches to the theory and practice of electoral management will be considered.

Students will be able to analyze the election campaign. Students are expected to be able to apply the provisions of modern theories in professional activities. The calendar control of the discipline provides the student's ability to analyze the conditions and factors of the electoral process. To pursue further professional activities, students acquire skills in providing sociological services during the election campaign.

Prerequisites and post-requisites of the discipline (place in the structural and logical scheme of education according to the relevant educational program)

The discipline is selective and strengthens the competencies provided by normative disciplines. Basic knowledge in sociology and political science is necessary.

The content of the discipline

Topic 1.1. Theory and history of the electoral process.

Topic 1.2. Sociology in the structure of the election campaign.

Topic 1.3. Organization and conduct of sociological support of the election process.

Topic 1.4. Methodology of sociological research of the election process.

Topic 1.5. The voter as the central object of sociological research of the election campaign.

Topic 1.6. Socio-political examination of the election process.

Topic 1.7. Election campaign and mass media in the focus of sociology.

Topic 1.8. The latest sociological methods of studying electoral behavior.

Topic 1.9. Sociological cases of election campaigns.

Distribution of hours

<i>Names of sections and topics</i>	<i>Number of hours</i>				
	<i>Total</i>	<i>including</i>			
		<i>Lectures</i>	<i>Seminars</i>	<i>Laboratory (computer workshop)</i>	<i>IWS</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
<i>Theory and history of the electoral process</i>	<i>14</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>8</i>
<i>Sociology in the structure of the election campaign</i>	<i>14</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>8</i>
<i>Organization and conduct of sociological support of the election process</i>	<i>12</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>6</i>
<i>Methodology of sociological research of the election process</i>	<i>12</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>6</i>
<i>The voter as the central object of sociological research of the election campaign</i>	<i>12</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>6</i>
<i>Socio-political expertise of the election process</i>	<i>12</i>	<i>2</i>	<i>4</i>	<i>0</i>	<i>6</i>

<i>Election campaign and mass media in the focus of sociology</i>	12	2	4	0	6
<i>The latest sociological methods of studying electoral behavior</i>	10	2	2	0	6
<i>Sociological cases of election campaigns</i>	10	2	2	0	6
<i>Modular Control Work</i>	4		2		2
<i>Test</i>	8		2		6
Total	120	18	36	0	66

Lectures.

<i>N з/п</i>	<i>The name of the topic of the lesson and a list of main questions</i>
1	<p><i>Topic: Theory and history of the electoral process.</i></p> <p><i>Main issues: The concept of "elections", "election process", "election campaign", "electoral behavior". History of sociological research of elections. Straw Polls. The activities of J. Gallup. The amount of sociological knowledge for effective monitoring and management of the election campaign. Voter and electorate: demographic, economic, class, ideological features. Factors of electoral behavior and the model of "causation funnel".</i></p> <p><i>IWS: Sociological indicators of voter portrait and politician portrait.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2; Add .: 4, 5, 8, 9.</i></p>
2	<p><i>Topic: Sociology in the structure of the election campaign.</i></p> <p><i>Main issues: The structure of the election campaign. Varieties of electoral systems. The scale of the election campaign: from the head of state to the head of the citizens' association. Characteristic features of suffrage and election legislation. Functions of political parties and political organizations in the sociological support of elections. The role of research organizations in the sociological monitoring of the electoral process.</i></p> <p><i>IWS: The range of services of sociological campaigns in the election process.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2; Add .: 10, 11, 14.</i></p>
3	<p><i>Topic: Organization and conduct of sociological support of the election process.</i></p> <p><i>Main issues: Stages of the election process. The course of election campaigns in the political systems of democracies and dictatorships. Election headquarters as an organizational form of the election process. Sociologist inside and outside the election headquarters. Interaction of a sociologist with members of the election headquarters. Planning and budgeting of sociological research. Majority district as a field of research on electoral behavior. Sociology and campaigning.</i></p> <p><i>IWS: The work of a sociologist on election day and in the post-election period.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2, 4; Add .: 1, 7, 13.</i></p>

4	<p><i>Topic: Organization and conduct of sociological support of the election process.</i></p> <p><i>Main issues: Stages of the election process. The course of election campaigns in the political systems of democracies and dictatorships. Election headquarters as an organizational form of the election process. Sociologist inside and outside the election headquarters. Interaction of a sociologist with members of the election headquarters. Planning and budgeting of sociological research. Majority district as a field of research on electoral behavior. Sociology and campaigning.</i></p> <p><i>IWS: The work of a sociologist on election day and in the post-election period.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2, 4; Add.: 1, 7, 11.</i></p>
5	<p><i>Topic: The voter as the central object of sociological research of the election campaign.</i></p> <p><i>Main issues: Status and typology of voters. The concept and structure of the electorate. Social map and passport of the district. Pre-election poll of voters. Party identification of voters. Active and passive electorate. Variable voter: research criteria. The Lapierre Paradox. Monitoring of electoral sentiment during the election campaign.</i></p> <p><i>IWS: Sociological research in the inter-election period.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 4; Add.: 2, 10, 13.</i></p>
6	<p><i>Topic: Socio-political expertise of the election process.</i></p> <p><i>Key issues: Functional responsibilities and status of an election campaign consultant. Differences between the concepts of "consultant", "political technologist", "PR manager". Status and reputation of the sociologist in the election campaign. Features of interaction with the client of sociological researches. Universal experts against specialists in one field. Moral code of the election process expert.</i></p> <p><i>IWS: Sociological research as a business model accompanied by the electoral process.</i></p> <p><i>Literature: Bases: 1, 4; Add.: 13.</i></p>
7	<p><i>Topic: Election campaign and mass media in the focus of sociology.</i></p> <p><i>Key issues: Public opinion in the election campaign. Target audience and core electorate. Social needs and social expectations. Messages policy for different social groups in society. Television and electoral behavior. The press in influencing voter behavior. Use of social networks and the Internet. Publication of sociological ratings in the media.</i></p> <p><i>IWS: Public comments and speeches of a sociologist in the context of the election process.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 4; Add.: 10, 12, 13.</i></p>
8	<p><i>Topic: The latest sociological methods of studying electoral behavior.</i></p> <p><i>Key issues: Use of the Internet and e-mail. Online tracking research. Comprehensive socio-political surveys. The essence and modern features of the use of exit polls. Creation, formation and sale of sociological databases. Big data: resources and limitations. Election fraud and the Gaussian curve. The latest forms of presentation of the results of sociological research.</i></p> <p><i>IWS: Accuracy and effectiveness of election results forecasts.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2; Add.: 2, 13.</i></p>
9	<p><i>Topic: Sociological cases of election campaigns ..</i></p> <p><i>Key Issues: The Age of Television: Kennedy v. Nixon. Color revolutions: Yushchenko against Yanukovych. Internet and social networks: Obama v. Clinton. Brexit is a referendum as a special object of sociological research. "My Voter": Trump vs. Clinton. Elections during quarantine.</i></p> <p><i>IWS: Compare the election campaigns of the XX and XXI century.</i></p>

Didactic tools: Illustrative visual aids: tables and diagrams.
Literature: Bases: 1, 4; Add .: 14.

Seminars

N	Topic
1	<p><i>Topic: Sociology of the electoral process as a branch of sociological knowledge.</i> <i>Main issues: The concept of "elections", "election process", "election campaign", "electoral behavior". The relationship of the sociology of the electoral process with other branches of sociology.</i> <i>VTS: The main directions and trends in the sociology of the electoral process.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 2; Add .: 3, 4, 8.</i></p>
2	<p><i>Topic: History of sociological research of the electoral process.</i> <i>Key questions: History of sociological research on elections. Straw Polls. The activities of J. Gallup.</i> <i>IWS: Youth as a subject of public relations.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 2; Add .: 3, 5, 4, 8.</i></p>
3	<p><i>Topic: Elections and electoral systems in a sociological perspective.</i> <i>Key issues: Basic types of electoral systems. Interdependence of the electoral system and voting results. Advantages and disadvantages of electoral systems.</i> <i>IWS: the electoral system in Ukraine.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 2, 3; Add .: 3, 13.</i></p>
4	<p><i>Topic: Stages and dynamics of the election process.</i> <i>Key issues: Stages of the election process. Sociological analysis of candidates' chances. Sociology of the active phase of elections. Sociological research on election day.</i> <i>IWS: Compare the stages of the electoral process in different countries.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 3; Add .: 1.</i></p>
5	<p><i>Topic: Sociologist and election headquarters: the specifics of interaction.</i> <i>Main issues: The structure of the election headquarters. Varieties of election headquarters. Functional responsibilities of a sociologist in the structure and outside the structure of the election headquarters.</i> <i>IWS: Periodization of the way of life. Social status of youth.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 3; Add .: 2, 11.</i></p>
6	<p><i>Topic: Planning and preparation of sociological research in the electoral process.</i> <i>Key questions: Search for information about the candidate and the district. Selection of adequate methods depending on the type and scale of the election campaign. Formation of the optimal sample of sociological election research.</i> <i>IWS: Develop a plan for a sociological study of the election campaign.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 3, 4; Add .: 10, 11.</i></p>
7	<p><i>Topic: Qualitative and quantitative methods of sociological research of the election campaign.</i> <i>Key questions: Pre-election interview: goals and functions. Focus groups for an effective election campaign. Polls and questionnaires as the main tools of electoral sociology.</i> <i>IWS: Give examples of the use of qualitative and quantitative methods during election campaigns.</i> <i>Didactic tools: Illustrative visual aids: tables and diagrams.</i> <i>Literature: Bases: 1, 3; Add .: 1, 6, 10, 12.</i></p>

8	<p><i>Topic: Street poll of the electorate - technology and equipment.</i></p> <p><i>Key questions: Preparation for the street survey. The main difficulties of the street survey. Techniques of entering the first contact. Sequence of questions to the respondent. Specifics of political questions of the questionnaire. Exit contact and analysis of the received data.</i></p> <p><i>IWS: to conduct a test street poll on political issues.</i></p> <p><i>Literature: Bases: 1, 4; Add .: 6, 1, 9, 14.</i></p>
9	<p><i>Topic: Presentation of the results of the sociological study of elections.</i></p> <p><i>Key issues: Presentation of research results to the general public. Differences in the presentation of results to the client. Closed and open part of the results.</i></p> <p><i>IWS: Make a presentation of the results of the sociological study of elections.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add .: 1, 14.</i></p>
10	<p><i>Topic: The role of sociology in the interaction of the election headquarters and the media.</i></p> <p><i>Main issues: Reliability of the results of sociological research in the media. Rules and ethics of publishing data in the media. Sociologist-expert on television and radio. Typical manipulations with research results in the media.</i></p> <p><i>IWS: Analyze the public speeches of sociologists.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add .: 11.</i></p>
11	<p><i>Topic: Sociological research of electronic means of communication in election campaigns.</i></p> <p><i>Key questions: Working with open data on the Internet. Online polls during the election period. Models of research of electoral behavior in social networks on the Internet.</i></p> <p><i>IWS: Sociology of information attacks in electronic means of communication.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 1, 2; Add .: 1, 11.</i></p>
12	<p><i>Topic: Sociologist as an expert of the election campaign.</i></p> <p><i>Main issues: Technologies of public speeches on political issues. Data handling during public speeches. Sociologist-expert as a consultant of election processes. Functional responsibilities and status of campaign consultant.</i></p> <p><i>VTS: Analyze the speeches of the most famous Ukrainian sociologists on election issues.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add .: 5, 6, 13.</i></p>
13	<p><i>Topic: Sociological research of the electoral process as a business model.</i></p> <p><i>Key issues: Sociological research market. Preparation of a commercial proposal for a sociological study of elections. Advertising of a sociological project. Capitalization of sociological databases. Specialization of sociological research services.</i></p> <p><i>IWS: Prepare a commercial proposal for a sociological study.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add .: 6, 13.</i></p>
14	<p><i>Topic: The latest methods of sociology of the electoral process.</i></p> <p><i>Key questions: Online tracking research. Comprehensive socio-political surveys. Big data: resources and limitations.</i></p> <p><i>IWS: Cambridge Analytica - myths and reality.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add .: 7.</i></p>
15	<p><i>Topic: Exit floor: specifics of organization, conduct and publication.</i></p> <p><i>Main issues: The concept and technology of exotic sex. Errors in preparation for the use of technology. Voting day in social dynamics. Counting on the publication of exit poll results.</i></p> <p><i>IWS: Analyze exit polls in Ukrainian election campaigns.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add: 6.</i></p>
16	<p><i>Topic: Sociological companies and think tanks in the elections: activities and range of services.</i></p>

	<p><i>Main issues: Typology and functions of sociological companies in elections. Competition and quality of sociological research results. Analytical centers in the focus of sociology in Ukraine.</i></p> <p><i>CPC:</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add: 6.</i></p>
17	<p><i>Topic: Modern election campaigns in the world: trends and forecasts.</i></p> <p><i>Key questions: Features of election campaigns in Western Europe and the United States. Elections in authoritarian political regimes. Referendum as a manifestation of will in the context of social change. The future of electoral technologies.</i></p> <p><i>IWS: Analyze the election campaign of a foreign country.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add.: 5, 12.</i></p>
18	<p><i>Topic: Election campaigns in Ukraine: social technologies and strategies.</i></p> <p><i>Key issues: Features of the presidential election campaign. Social aspects of the transformation of electoral systems. Sociology of the majority constituency. Social portrait of a candidate in the elections in Ukraine.</i></p> <p><i>IWS: Analyze the election campaign in Ukraine.</i></p> <p><i>Didactic tools: Illustrative visual aids: tables and diagrams.</i></p> <p><i>Literature: Bases: 2, 3; Add.: 2.</i></p>

1. Training materials and resources

Basic:

1. *Arzheimer, Kai (2009). "Contextual Factors and the Extreme Right Vote in Western Europe, 1980–2002". In: American Journal of Political Science 53.2, pp. 259–275. url: <http://dx.doi.org/10.1111/j.1540-5907.2009.00369.x>.*
2. *Blais, A., Laslier, J. F., and van der Straeten, K., (eds.). (2016). Voting Experiments. New York, NY: Springer. doi: 10.1007/978-3-319-40573-5*
3. *Mozaffar, S., Scarritt, J. R., and Galaich, G. (2003). Electoral institutions, ethnopolitical cleavages and party systems in africa's emerging democracies. Am. Political Sci. Rev. 97, 379–39*
4. *Rookkan S. (1961) Research on Elections and the Sociology of Politics in the Northern Countries. Sociological Inquiry. Volume31, Issue1. January 1961. Pages 3-22*
5. *The American Voter, Revisited / Michael S. Lewis-Beck, William G. Jacoby, Helmut Norpoth and Herbert F. Weisberg. - University of Michigan Press. 2008. - 493 p.*

Additional:

1. *Alvarez, R. Michael, Dustin Beckett, and Charles Stewart III. "Voting Technology, Vote-by-Mail, and Residual Votes in California, 1990–2010." Political Research Quarterly 66.3 (2011): 658–670.*
2. *Arzheimer, Kai and Elisabeth Carter (2006). "Political Opportunity Structures and Right-Wing Extremist Party Success". In: European Journal of Political Research 45, pp. 419–443. doi: 10.1111/j.1475-6765.2006.00304.x.*
3. *Boomgaarden, Hajo G. and Rens Vliegenthart (2007). "Explaining the Rise of Antimmigrant Parties: The Role of News Media Content". In: Electoral Studies 26.2, pp. 404–417.*
4. *Boix, C., Miller, M. K., and Rosato, S. (2013). A complete data set of political regimes, 1800-2007. Comp. Political Stud. 46, 1523–1554. doi: 10.1177/0010414012463905*
5. *Bullock, Charles III, and M. V. Hood III. "One Person—No Vote; One Vote; Two Votes: Voting Methods, Ballot Types, and Undervote Frequency in the 2000 Presidential Election." Social Science Quarterly 83.4 (2002): 981–993.*
6. *Gerring, J. (2004). What is a case study and what is it good for? Am. Political Sci. Rev. 98, 341–354. doi: 10.1017/S0003055404001182*

7. Cox, G. W. (1997). *Making Votes Count: Strategic Coordination in the World's Electoral Systems*. New York, NY: Cambridge University Press. doi: 10.1017/CBO9781139174954
8. Gandhi, J., and Lust-Okar, E. (2009). Elections under authoritarianism. *Annu. Rev. Political Sci.* 12, 403–422. doi: 10.1146/annurev.polisci.11.060106.095434
9. Hanmer, Michael, Won-Ho Park, Michael Traugott, Richard Niemi, Paul Herrnson, Benjamin Bederson, and Frederick Conrad. "Losing Fewer Votes: The Impact of Changing Voting Systems on Residual Votes." *Political Research Quarterly* 63.1 (2008): 129–142.
10. Hillygus, D. Sunshine. *The Evolution of Election Polling*. *Public Opinion Quarterly*, Vol. 75, No. 5, 2011, pp. 962–981.
11. Kreuzer, M. (2010). historical knowledge and quantitative analysis: the case of the origins of proportional representation. *Am. Political Sci. Rev.* 104, 369–392. doi: 10.1017/S0003055410000122
12. Merton, R. K. (1967). "On sociological theories of the middle range [1949]," in *On Theoretical Sociology*, New York, NY: Free Press, 39–72.
13. Shocket, Peter, Neil Heighberger, and Clyde Brown. "The Effect of Voting Technology on Voting Behavior in a Simulated Multi-Candidate City Council Election: A Political Experiment of Ballot Transparency." *Political Research Quarterly* 45.2 (1992): 521–537.
14. Stewart, Charles III. "The Performance of Election Machines and the Decline of Residual Votes in the US." In *Measuring American Elections*. Edited by Barry Burden and Charles Stewart III, 223–247. Cambridge, UK: Cambridge University Press, 2014.

Educational content

Methods of mastering the discipline (educational component)

Training sessions on the subject "Sociology of the electoral process" are conducted in the form of lectures and seminars. In lectures, the teacher formulates the provisions of modern theories of electoral processes, can reproduce the material in the form of a presentation. Lectures take the form of a dialogue, when the teacher asks the audience counter-questions about the teaching material, may ask to give an immediate answer to the current question, or the material of previous classes. In the course of lectures there are 4 express tests for knowledge of key concepts of the course.

Having received basic knowledge about the essence and technologies of election campaigns, they will analyze the case of sociological research of the election campaign. The results of the analysis are presented by students during one of the seminars. Homework is aimed at developing the skills of scientific work of students, independent search of literature, formulation of hypotheses about the electoral processes of today. The topic of homework is arbitrary and is limited to the subject of the discipline. During classes, the teacher can show students video materials on election issues.

The main form of work in the seminar is a speech that combines the communicative abilities of the student with the demonstration and consolidation of knowledge. The teacher evaluates both the depth, breadth, accuracy of definitions during the student's speech, the ability to respond quickly to questions from the audience. During the seminar, the activity of students in formulating questions, participating in discussions, formulating alternative hypotheses is additionally assessed.

Learning outcomes, control measures and deadlines are announced to students in the first lesson.

Independent work of student

The student's independent work is designed to prepare questions for seminars, analysis of individual sources. The teacher also offers modern scientific articles and journalistic materials related to the latest trends in the field of personality, education and culture

Policy and control

Course policy (educational component)

Attending classes

Attendance at lectures and seminars is mandatory. Missed assessment tests Missed tests can be rewritten, but until the time of the intermediate certification, taking into account the time required by the teacher to test the work. Missed express checks are not worked out. Procedure for appealing the results of assessment control measures Students have the opportunity to raise any issue related to the control measures procedure and expect that it will be considered in accordance with predefined procedures.

Calendar control

Calendar control of students is certification. The purpose of the certification is to improve the quality of student learning and monitor the implementation of the schedule of the educational process by students. At the first intermediate attestation, a student receives a "credit" if his current rating at the time of attestation is 20 or more points. At the second calendar control, the student receives "credited" if his current rating at the time of certification is 40 or more points. If this indicator does not meet the requirements, it is set "not certified". Practice of "non-certification" is carried out in consultation with the teacher by oral answer to the questions of the material not mastered by the student.

To appeal against the control measures, the student must submit an application, which must indicate the reason for the appeal, the facts of the teacher's bias. The teacher should discuss this statement with the student in person at the consultation. In case of lack of understanding on the result of the control measure, a commission of teachers of the department is formed, which evaluates the procedure of the control measure and the student's claim. The Commission may decide to re-examine or reject the application. The decision of the commission is final and not subject to appeal.

Academic integrity

The policy and principles of academic integrity are defined in Section 3 of the Code of Honor of the National Technical University of Ukraine "Kyiv Polytechnic Institute named after Igor Sikorsky". Details: <https://kpi.ua/code>. 3

Norms of ethical behavior

Norms of ethical behavior of students and employees are defined in Section 2 of the Code of Honor of the National Technical University of Ukraine "Kyiv Polytechnic Institute named after Igor Sikorsky". Details: <https://kpi.ua/code>.

2. Види контролю та рейтингова система оцінювання результатів навчання (PCO)

Types of control and rating system for evaluation of learning outcomes (RSO)

The student's rating in the discipline consists of points that he receives for the following types works:

- 1) answers to seminars;
- 2) active work at seminars;
- 3) express control in the course of lectures;
- 4) writing modular control work (MCR).

I. Work during the semester

1. Speeches at seminars

When answering each question, the student receives:

"Excellent" - 5 points - a complete answer (at least 90% of the required information) if answers the student demonstrates a deep knowledge of the material, logically and consistently teaches it, gives reasonable conclusions, freely operates with specific data, easily and convincingly answers the questions;

"Good" - 4 points - a fairly complete answer (at least 75% of the required information) or complete answer with minor inaccuracies, answers most of the questions teacher and students;

"Satisfactory" - 3 points - incomplete answer (not less than 60% of the required information)

"Unsatisfactory" - 0 points - significant errors, the performance is not consistent, on the set the question is not answered at all, there is no work at the seminar.

2. Activity of work at seminars

"Excellent" - 3 points - the student takes an active part in discussing all issues of the plan seminar;

"Good" - 2 points - the student participates in the discussion of certain issues of the plan seminar.

"Satisfactory" - 1 point - the student participates in the discussion of one issue of the plan seminar.

"Unsatisfactory" - 0 points - the student does not participate in the discussion of the topic seminar.

3. Express control at lectures

Express tests are evaluated at 5 points each. Given that for semester is 4 express control, the maximum number of points for express control - 20 points.

"Excellent" - 5 points - complete answer (at least 90% of the required information);

"Good" - 4 points - a fairly complete answer (at least 75% of the required information) or complete answer with minor inaccuracies;

"Satisfactory" - 3 points - incomplete answer (not less than 60% of the required information) and minor errors;

"Unsatisfactory" - 0 points - no answer, or the student is absent at the time of writing work.

4. Modular control work (MCR)

Two MCRs are evaluated with a maximum of 20 points.

Each MCR provides a written answer to 1 question during one academic hour in seminars.

The evaluation of the answer to the question is carried out according to the following criteria:

"Excellent" - 10-9 points - accurate definitions are given, several are given theoretically substantiated arguments on the issue, giving the names of researchers who studied this the problem;

"Good" - 7-8 points - reflects the essence of the question, but there are inaccuracies in answers;

"Satisfactory" - 6 points - incomplete answer, there are significant errors;

"Unsatisfactory" - 0 points - no or incorrect answer.

6. Incentive points

A total of no more than 10 points for the following types of work:

- for research activities (participation in conferences, "Days of Science FSP", competitions of student works, publications);

- participation in faculty competitions in the discipline and all-Ukrainian competitions.

II. The procedure for certification and semester control

At the first certification, the student receives a "credit" if his current rating is on time certification is 20 or more points.

At the second certification, the student receives a "credit" if his current rating is on time

certification is 40 or more points.

If this indicator does not meet the requirements, it is set "not certified".

The sum of the rating points obtained by the student during the semester, provided enrollment of MCR, is transferred to the final assessment in accordance with the translation table. If the sum of points is less than 60, but the MCR is credited, the student performs a test. IN this case, the sum of points for the performance of MCR and test control is transferred to final score according to the translation table. The student who received more in the semester 60 points and has a positive score on the MCR, receives a credit score "automatically".

A student who received more than 60 points in the semester, but wants to improve his score, may take part in the test. In this case, the final result consists of points obtained on the test and points for MCR.

Weight score of the test - 80 points.

The task of the test consists of four questions to be answered answer student. The questions are different in content, correspond to the topics of lectures, seminars, independent work, issues of self-control (list of issues in Annex 3).

The answer to each question is estimated at 20 points.

Question evaluation system:

"Excellent" - 20-18 points - a complete answer to the question (at least 90% required) information);

"Good" - 17-15 points - a fairly complete answer (at least 75% of the required information, minor inaccuracies);

"Satisfactory" - 14-12 points - incomplete answer (not less than 60% of the required information and some errors);

"Unsatisfactory" -

Weight score of the test - 80 points.

The task of the test consists of four questions to be answered answer student. The questions are different in content, correspond to the topics of lectures, seminars, independent work, issues of self-control (list of issues in Annex 3).

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"Satisfactory" - 14-12 points - incomplete answer (not less than 60% of the required information and some errors);

"Unsatisfactory" - 0 points - unsatisfactory answer.

Current control: express survey, survey on the topic of the lesson, MCR.

Calendar control: conducted twice a semester as a monitoring of the current state of compliance with the requirements of the syllabus.

Semester control: credit

Conditions of admission to semester control: semester rating more than 40 points.

Table of correspondence of rating points to grades on the university scale:

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Points	Mark
100-95	Excellent
94-85	Very good
84-75	Good
74-65	Satisfactory
64-60	Enough
Менше 60	Not Satisfactory
Admission conditions are not met	Not allowed

Additional information on the discipline (educational component)

Test questions.

1. The concepts of "elections", "election process", "election campaign", "electoral behavior". History of sociological research of elections.
2. Straw Polls. The activities of J. Gallup.
3. The amount of sociological knowledge for effective monitoring and management of the election campaign. Voter and electorate: demographic, economic, class, ideological features.
4. Factors of electoral behavior and the model of "causation funnel".
5. The main types of electoral systems. Interdependence of the electoral system and voting results.
6. Advantages and disadvantages of electoral systems.
7. Status and typology of voters. The concept and structure of the electorate.
8. Social map and passport of the district.
9. Pre-election poll of voters.
10. Party identification of voters.
11. Active and passive electorate.
12. Variable voter: research criteria.
13. The Lapierre Paradox.
14. Monitoring of electoral sentiment during the election campaign.
15. Sociological education as a prerequisite for the effectiveness of the election campaign. Focus groups in the study of the electorate.
16. Specifics of field sociological research in elections.
17. The role of interviews and surveys in the preparation and conduct of the election process.
18. Features of telephone polls of voters.
19. Hypotheses and sampling of election research.
20. Correlation of factors and indicators of electoral behavior.
21. Multidimensional methods of the election process.
22. Rating of political forces and ratings of individual politicians: measurement criteria.
23. Ensuring the reliability of the study.
24. Drawing conclusions of research and providing recommendations by researchers.
25. The value of error in the study and presentation of sociological dimensions.
26. Transformation of public opinion research methods.
27. Public opinion in the election campaign.
28. Target audience and core electorate. Social needs and social expectations of voters. Messages policy for different social groups in society.
29. Television and electoral behavior.
30. The press in influencing voter behavior.
31. Use of social networks and the Internet in the election process.
32. Publication of sociological ratings in the media.
33. Use of the Internet and e-mail in elections.
34. Online election tracking research.
35. Comprehensive socio-political surveys.
36. The essence and modern features of the use of exit polls.
37. Creation, formation and sale of sociological databases.
38. Big data: resources and limitations.
39. Election fraud and the Gaussian curve.
40. The latest forms of presentation of the results of sociological research.

Approximate questions of modular tests

1. Historical perspective of electoral sociology.
2. Modern web technologies in election management.
3. The role of the sociologist in the election campaign.
4. The optimal electoral system for Ukraine: a sociological approach.
5. Sociologist as an expert and consultant of the election process.
6. Typical mistakes in organizing and conducting exit polls.

7. Accuracy of election forecasting: criteria and assessments.
8. Sociological research in elections as a business activity.
9. Specifics of electoral polls.
10. Ethical aspects of a sociologist's work in the election process.
11. "Big Data" - the effectiveness of the measurement tool.
12. Ways to present the results of sociological research in elections.

Work program of the discipline (syllabus):

Compiled by Andriy Baginsky, PhD in Political Science, Associate Professor, Associate Professor of the Department of Sociology,

Approved by the Sociology department (protocol № 10 from 08.04.2023)

Approved by the Methodical Commission of the faculty (protocol № 8 from 02.06.2023)