

# Political Science 102G

## How to Win (or lose) an election

---

Professor Nathan Fletcher  
[nfletcher@ucsd.edu](mailto:nfletcher@ucsd.edu)  
362 Social Science Building  
Office Hours: posted in class weekly

Teaching Assistants:

D. Alex Hughes  
[dhughes@ucsd.edu](mailto:dhughes@ucsd.edu)

Nazita Lajevardi  
[nlajevar@ucsd.edu](mailto:nlajevar@ucsd.edu)

Lecture/Discussion: Thursdays, 5-7:50pm  
Patrick J Ledden Auditorium

Final: Thursday, June 13th, 7-10pm

---

### Required Reading

*Campaigns & Elections: Rules, Reality, Strategy, Choice*

[John Sides](#) (Author), [Daron Shaw](#) (Author), [Matt Grossmann](#) (Author), [Keena Lipsitz](#) (Author)

*The Victory Lab: The Secret Science of Winning Campaigns*

[Sasha Issenberg](#) (Author)

### Optional Reading

*The Message Matters: The Economy and Presidential Campaigns*

[Lynn Vavreck](#) (Author)

› All three texts are available for purchase at the bookstore. Additionally, I will put copies of each on reserve at the library.

### Course Information

› The course webpage, located at <http://pscourses.ucsd.edu/ps102g/> contains information such as a copy of the syllabus, lecture slides, course announcements, and study guides.

### Course Assignments

- › 25% Campaign Plan (Thursday, May 2<sup>th</sup>)
- › 25% Paper (Due Thursday, May 30<sup>th</sup>)
- › 40% Final (Thursday, June 13th, 7-10pm)
- › 10% “Discussion” Attendance and Participation (see below)

**Class Meetings:** Each meeting will consist of a lecture from 5:00 to 6:30 followed by a short break from 6:30 to 6:45 and then a one-hour discussion period and/or special guest from 6:50 to 7:50.

Each student will need to attend and sign in at five sections over the quarter, and be prepared to discuss the readings assigned for the lecture that day. The lecture outlines on the course website will include potential discussion questions.

10% of your total grade will be based on discussion attendance and participation. 5% of this will be derived from simply attending 5 separate discussion sessions. A sign in sheet will be distributed during each discussion section.

Additionally, 5% will be derived from actively participating in at least one class discussion. During discussion sessions, please state your name before your question or comment. Our TAs will keep track and award discussion points for participation.

**Assignments:** There will be a campaign plan due Thursday, May 2<sup>nd</sup>. A paper due on Thursday, May 30th, as well as a final on Thursday, June 13th.

The final will be closed book, and composed of a scenario response, identifications, short answers, and an essay.

For the campaign plan, due on Thursday, May 2nd, you will write a campaign plan in 5-7 pages (We'll hand out more detailed instructions later). The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

For the second paper, due on Thursday, May 30th, you will write an analysis in 5 to 7 pages of one particular campaign speech or debate and critique the effectiveness of the particularly performance (We'll hand out more detailed instructions later). The paper will be graded on both substance and style. Each student must do his or her own work, adhering to university regulations prohibiting plagiarism and cheating.

**Grade Changes and Extensions:** All requests for grade changes must be made in writing, to Professor Fletcher, within a week of receiving the graded assignment. Requests must be typed and double spaced, and review of a grade by the other grader or by the professor may result in either a higher or lower grade. There are no regrades for the final. Extensions on assignments and make-up exams will only be granted in cases of documented illness or family medical emergencies. Please contact Professor Fletcher as soon as possible if you need to request one.

(Note: We will **not** grant any extensions because stolen or damaged computers. This does happen, so you should be in the habit of using the free DropBox program to automatically back up all of your work on the cloud whenever you save it so that you never lose it).

## Class Schedule

### Part I. Introduction and Campaign Plan

1. Thursday, April 4th, “Course Introduction: The Basics of Campaigns & Developing a Campaign Strategy and Message”
2. Thursday, April 11th, “Campaign Plan: Voter Targeting and Fundraising”
  - a. Sasha Issenberg. Chapter 2: “A Game of Margins” in *The Victory Lab*. p 36-69.
  - b. Sasha Issenberg. Chapter 9: “Models and the Matrix” in *The Victory Lab*. p 243-271.
3. Thursday, April 18<sup>th</sup>, “Campaign Plan: Field/Grassroots Operations and Paid and Social Media”

Guest Speaker: Lorena Gonzalez (confirmed), San Diego/Imperial County \ Labor Council

  - a. Sasha Issenberg. Chapter 4: “The Two Percent Solution” in *The Victory Lab*
  - b. Gerber, Alan S., Donald P. Green, and Christopher W. Larimer. "Social pressure and vote turnout: Evidence from a large-scale field experiment." *American Political Science Review* 102.1 (2008): 33.
  - c. Bond, Robert M., et al. "A 61-million-person experiment in social influence and political mobilization." *Nature* 489.7415 (2012): 295-298.
4. Thursday, April 25<sup>st</sup>. “Campaign Finance and the Role of Political Parties and Outside Groups”
  - a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, “Financing Campaigns” in *Campaigns and Elections*
  - b. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, “Political Parties and Interest Groups” in *Campaigns and Elections*

### Part II: Communicating and Executing

#### **Campaign Plan DUE Thursday May 2nd at 5:05 PM**

5. Thursday, May 2nd. “The Campaign Speech”

Case Study: In class review and analysis of three separate speeches

  - a. President Bill Clinton, Speaks at 2012 DNC Convention, September 5, 2012: <http://www.youtube.com/watch?v=i5knEXDsrL4>
  - b. President Ronald Reagan, “A Time for Choosing aka The Speech” October 27, 1964: <http://www.youtube.com/watch?v=qXBswFfh6AY>
  - c. Senator Robert F Kennedy, speech on the assassination of Martin Luther King, April 4, 1968: <http://www.youtube.com/watch?v=j6mxL2cqxrA>
6. Thursday, May 9th. “The Role of the Press, Internet and Social Media”

Guest Speaker: Matt David (confirmed) Former Communications Director for Governor

Arnold Schwarzenegger, Campaign Manager for Jon Huntsman for President, and Director of confirmation hearings for Supreme Court Justices Alito and Roberts.

- a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 7: “Media” in *Campaigns and Elections*
7. Thursday, May 16<sup>th</sup>. “Polling: The Science, the Art, the Process and its implications”.  
Guest Speaker: Dave Metz (confirmed) Partner at Fairbank, Maslin, Maullin, Metz & Associates (FM3)
  - a. Sasha Issenberg. Chapter 6: “Geeks versus the Gurus” in *The Victory Lab*. p 143-180.
  - b. Richard Parker. “Lone Star Blues,” *New York Times*, 02/19/2013.  
[http://www.nytimes.com/2013/02/20/opinion/getting-texas-to-go-democratic.html?\\_r=0](http://www.nytimes.com/2013/02/20/opinion/getting-texas-to-go-democratic.html?_r=0)

Part III. Changing World and Current Topics in Campaigns.

8. Thursday, May 23<sup>rd</sup>. “International Campaigns: How they work, differences and similarities to our system”
  - a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, “Comparing Participation in the United States and Other Countries” in *Campaigns and Elections*, pages 314-316.
9. Thursday, May 30<sup>th</sup>. “Every voter counts or does it: Voting Rights, Recounts, Recalls”  
Guest Speaker: Donna Frye/Gray Davis
  - a. “John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 11: “Voter Participation” in *Campaigns and Elections*

**PAPER DUE, THURSDAY MAY 30<sup>th</sup> at 5:00 PM**

10. Thursday, June 6<sup>th</sup> “Democracy? Are reforms needed and if so, what?”  
Guest Speaker: Garry South (tentative) or Steve Schmidt (tentative)
  - a. John Sides, Daron Shaw, Matt Grossman, and Keena Lipsitz, Chapter 13: “Democracy in Action or a Broken System?” in *Campaigns and Elections*
  - b. Sasha Issenberg. Chapter 10: “The Soul of a New Machine” in *The Victory Lab*. p 273-301.
  - c. William Finnegan, “How the son of Kenyan economist became an Illinois Everyman. May 31, 2004. *The New Yorker*  
[http://www.newyorker.com/archive/2004/05/31/040531fa\\_fact1](http://www.newyorker.com/archive/2004/05/31/040531fa_fact1)

**FINALS: Thursday June 13<sup>th</sup> 7:00 to 10:00 PM**