SOCIOLOGY OF THE ELECTION PROCESS
Curriculum (Syllabus)

Course details	
Level of higher education	*Second (Master's)*
Field of knowledge	*05 Social and behavioural sciences*
Specialisation	*054 Sociology*
Educational programme	*Social Data Analytics*
Status of discipline	*Elective*
Form of study	*Full-time (day)*
Year of study, semester	*1st year, spring semester*
Scope of the discipline	*5 ECTS credits/150 hours* *18 hours of lectures, 36 hours of practical classes, 96 hours of independent work.*
Semester assessment/assessment measures	*Exam, Modular control work*
Class schedule	*http://roz.kpi.ua/*
Language of instruction	*Ukrainian*
Information about course director / lecturers	Lecturer: *Candidate of Political Sciences, Associate Professor, Andrii V. Baginskyi, e-mail: andrei.baginsky@gmail.com* Seminar instructors: *Candidate of Political Sciences, Associate Professor, Andriy V. Baginsky, e-mail: andrei.baginsky@gmail.com*
Course location	*https://do.ipo.kpi.ua*

Curriculum

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

The academic discipline "Sociology of the Electoral Process" aims to prepare students to conduct sociological research and provide consulting services for election campaigns.

The subject of the course is the sociological support of the electoral process. The course "Sociology of the Electoral Process" aims to train students in the skills of conducting sociological research and consulting on election campaigns.

By mastering the content of the discipline, students will be able to analyse contemporary elections in light of the latest sociological research. The lecturer will provide a comprehensive overview of the various types of elections and characterise the social features of their conduct. The classes will reveal the features of the latest forms of consulting activities for election campaigns. The lecturer will demonstrate the role of a sociologist in elections at various levels. Theoretical approaches to the theory and practice of election process management will be considered.

Students will be able to analyse election campaigns. Students are expected to be able to apply the provisions of modern theories in their professional activities. For interim assessment in the discipline, students are expected to be able to analyse the conditions and factors of electoral processes. For further

professional activity, students acquire the skills to provide sociological services during an election campaign.

According to the educational and scientific programme, mastering the discipline contributes to the strengthening of the following competencies and programme learning outcomes:

- *LC 01 - Ability to think abstractly, analyse and synthesise.*

- *SC 06 - Ability to make informed decisions.*

- *FC 01 - Ability to analyse social phenomena and processes.*

- *FC 02 - Ability to identify, diagnose and interpret social problems of Ukrainian society and the global community.*

- *FC 06 - Ability to adhere to the norms of professional ethics of a sociologist in one's activities and be guided by universal human values.*

- *PRN 09 - Plan and carry out scientific research in the field of sociology, analyse results, and justify conclusions.*

2. Prerequisites and post-requisites of the discipline (place in the structural-logical scheme of training under the relevant educational programme)

The discipline "Sociology of the Electoral Process" is elective and enhances the competencies provided by the normative disciplines "Introduction to Analytical Sociology", "Theories of Social Behaviour in Contemporary Sociology", "Master's Thesis".

3. Content of the academic discipline

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Topic 1.1. Theory and history of the electoral process.

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

Topic 1.3. Organisation and conduct of sociological support for the electoral process.

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

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

Topic 1.6. Socio-political expertise of the electoral process.

Topic 1.7. The election campaign and the media in the focus of sociology.

Topic 1.8. The latest sociological methods of researching electoral behaviour.

Topic 1.9. Sociological case studies of election campaigns.

Distribution of hours

Names of sections and topics	Number of hours			
	Total	including		
		Lectures	Seminars	IW
Theory and history of the electoral process	*12*	*2*	*4*	*6*
Sociology in the structure of an election campaign	*13*	*2*	*4*	*7*
Organisation and implementation of sociological support for the electoral process	*13*	*2*	*4*	*7*

Methodology of sociological research of the electoral process	13	2	4	7
The voter as the central object of sociological research of the election campaign	13	2	4	7
Socio-political expertise of the electoral process	13	2	4	7
Election campaign and mass media in the focus of sociology	13	2	4	7
The latest sociological methods for researching electoral behaviour	13	2	4	7
Sociological case studies of election campaigns	11	2	2	7
Modular control work	6		2	4
Exam	30			30
Total hours	**150**	**18**	**36**	**96**

Lectures.

N No	Name of the topic and list of main questions
1	**Topic:** Theory and history of the electoral process. **Key issues:** The concepts of "elections", "electoral process", "election campaign" and "electoral behaviour". History of sociological research on elections. "Straw polls". The work of J. Gallup. The scope of sociological knowledge for effective monitoring and management of an election campaign. Voters and the electorate: demographic, economic, class and ideological characteristics. Factors influencing electoral behaviour and the "causality vortex" model. **IW:** Sociological indicators of voter and politician profiles. **Literature:** Base: 1, 2; Additions: 4, 5, 8, 9.
2	**Topic:** Sociology in the structure of an election campaign. **Key questions:** Structure of an election campaign. Types of electoral systems. The scale of election campaigns: from the head of state to the head of a citizens' association. Characteristic features of electoral rights and electoral legislation. The functions of political parties and political organisations in the sociological support of elections. The role of research organisations in the sociological monitoring of the electoral process. **IW:** Range of services provided by sociological campaigns in the electoral process. **Literature:** Base: 1, 2; Additions: 10, 11.
3	**Topic:** Organisation and conduct of sociological support for the electoral process. **Key questions:** Stages of the electoral process. The course of election campaigns in the political systems of democracies and dictatorships. The election headquarters as an organisational form of the electoral process. Sociologists within and outside the election headquarters. Interaction between sociologists and members of the election headquarters. Planning and budgeting for sociological research. The majority constituency as a sphere of research into electoral behaviour. Sociology and pre-election campaigning. **IW:** The work of a sociologist on election day and in the post-election period. **Literature:** Base: 1, 2, 4; Additions: 1, 7.

4	**Topic:** *Methodology of sociological research of the electoral process.* **Key questions:** *Sociological education as a prerequisite for an effective election campaign. Focus groups in the study of the electorate. Specifics of field sociological research during elections. The role of interviews and surveys in the preparation and conduct of the electoral process. Features of telephone surveys. Hypotheses and research sampling. Correlation of factors and indicators. Multivariate methods. Ratings of political forces and individual politicians: measurement criteria. Ensuring the reliability of research. Drawing research conclusions and providing recommendations by researchers. The significance of error in research and the presentation of sociological measurements.* **IW:** *Transformation of public opinion research methods.* **Literature:** *Base: 1, 2, 3; Additions: 1, 10.*
5	**Topic:** *The voter as the central object of sociological research on election campaigns.* **Key questions:** *Status and typology of voters. Concept and structure of the electorate. Social map and passport of the district. Pre-election voter surveys. Party identification of voters. Active and passive electorate. The swing voter: research criteria. The Lapierre paradox. Monitoring electoral sentiment during an election campaign.* **IW:** *Sociological research in the inter-election period.* **Literature:** *Base: 1, 4; Additions: 2.*
6	**Topic:** *Socio-political analysis of the electoral process.* **Key issues:** *Functional responsibilities and status of an election campaign consultant. Differences between the concepts of "consultant", "political technologist" and "PR manager". Status and reputation of a sociologist in an election campaign. Features of interaction with clients of sociological research. Universal experts versus specialists in a single field. Moral code of an election process expert.* **Literature:** *Base: 1, 4; Addendum: 13.*
7	**Topic:** *Election campaigns and the media in the focus of sociology.* **Key questions:** *Public opinion in election campaigns. Target audience and core electorate. Social needs and social expectations. Political messages for different social groups in society. Television and electoral behaviour. The press's influence on voter behaviour. Use of social networks and the internet. Publication of sociological ratings in the mass media.* **IW:** *Public comments and speeches by expert sociologists in the context of the electoral process.* **Literature:** *Base: 1, 4; Additions: 10.*
8	**Topic:** *The latest sociological methods of researching electoral behaviour.* **Key questions:** *Use of the internet and email. Online tracking surveys. Comprehensive socio-political surveys. The essence and current features of exit polls. Creation, formation and sale of sociological databases. Big data: resources and limitations. Election fraud and the Gaussian curve. New forms of presenting the results of sociological research.* **IW:** *Accuracy and effectiveness of election result forecasts.* **Literature:** *Base: 1, 2; Addendum: 2.*
9	**Topic:** *Sociological cases of election campaigns.* **Key questions:** *The television era: Kennedy vs. Nixon. Colour revolutions: Yushchenko vs. Yanukovych. The Internet and social networks: Obama vs. Clinton. Brexit – a referendum as a special subject of sociological research. "Your own voter": Trump vs. Clinton. Elections during quarantine.* **IW:** *Compare election campaigns of the 20th and 21st centuries.* **Literature:** *Base: 1, 4; Additions: 14, 15.*

Seminar

N	Topic
1	**Topic:** *Sociology of the electoral process as a branch of sociological knowledge.* **Key issues: The** *concepts of "elections", "electoral process", "election campaign" and "electoral behaviour". The interconnection between the sociology of the electoral process and other branches of sociology.* **IW:** *Main directions and trends in the development of the sociology of the electoral process.* **Literature:** *Base: 1, 2; Additions: 3, 4, 8, 11.*

2	**Topic**: *History of sociological research on the electoral process.* **Key questions:** *History of sociological research on elections. "Straw polls." The work of J. Gallup.* **IW:** *Young people as subjects of electoral behaviour.* **Literature:** *Base: 1, 2; Additions: 3, 5, 4, 8.*
3	**Topic**: *Elections and electoral systems from a sociological perspective.* **Key issues:** *Main types of electoral systems. Interdependence of the electoral system and voting results. Advantages and disadvantages of electoral systems.* **IW: Literature:** *Base: 1, 2, 3; Additions: 3, 13.*
4	**Topic**: *Stages and dynamics of the electoral process.* **Key issues:** *Stages of the electoral process. Sociological analysis of candidates' chances. Sociology of the active phase of elections. Sociological research on election day.* **IW:** *Compare the stages of the electoral process in different countries.* **Literature:** *Basic: 1, 3; Additional: 1, 11, 12.*
5	**Topic**: *Sociologist and election headquarters: specifics of interaction.* **Key questions:** *Structure of the election campaign team. Types of election campaign teams. Functional responsibilities of a sociologist within and outside the structure of the election campaign team.* **IW:** *Periodisation of life. Social status of youth.* **Literature:** *Base: 1, 3; Additions: 10, 11.*
6	**Topic**: *Planning and preparation of sociological research in the electoral process.* **Key questions:** *Searching for information about the candidate and the constituency. Choosing appropriate methods depending on the type and scale of the election campaign. Forming an optimal sample for sociological research on elections.* **IW:** *Develop a plan for sociological research on the election campaign.* **Literature:** *Base: 1, 3, 4; Additions: 10, 15.*
7	**Topic**: *Qualitative and quantitative methods of sociological research of an election campaign.* **Key questions:** *Pre-election interviews: goals and functions. Focus groups for an effective election campaign. Surveys and questionnaires as the main tools of electoral sociology.* **IW:** *Give examples of the use of qualitative and quantitative methods during election campaigns.* **Literature:** *Base: 1, 3; Additions: 1, 6, 10, 12.*
8	**Topic**: *Street polling of the electorate – technology and technique.* **Key questions:** *Preparing for street surveys. Main difficulties of street surveys. Techniques for establishing initial contact. Sequence of questions for respondents. Specifics of political questions in questionnaires. Ending contact and analysing the data obtained.* **IW:** *conduct a test street survey on political issues.* **Literature:** *Base: 1, 4; Additions: 6, 1, 9, 14.*
9	**Topic**: *Presentation of the results of sociological research on elections.* **Key questions:** *Presentation of research results to the general public. Differences in the presentation of results to the client. Closed and open parts of the results.* **IW:** *Make a presentation of the results of sociological research on elections.* **Literature:** *Base: 2, 3; Additions: 1, 14.*
10	**Topic**: *The role of sociology in the interaction between the election headquarters and the media.* **Key questions:** *Reliability of sociological research results in the media. Rules and ethics of publishing data in the media. Sociologist-expert on television and radio. Typical manipulations of research results in the media.* **IW:** *Analyse public statements by expert sociologists.* **Literature:** *Base: 2, 3; Addition: 11.*
11	**Topic**: *Sociological research of electronic means of communication in election campaigns.* **Key questions:** *Working with open data on the internet. Online surveys during elections. Models for researching electoral behaviour on social media.* **IW:** *Sociology of information attacks in electronic means of communication.* **Literature:** *Base: 1, 2; Additions: 1, 9.*
12	**Topic**: *The sociologist as an election campaign expert.* **Key questions:** *Techniques for public speaking on political topics. Using data in public speeches. The sociologist-expert as an election consultant. Functional duties and status of an election campaign consultant.* **IW:** *Analyse the speeches of the most famous Ukrainian sociologists on election topics.*

	Literature: Base: 2, 3; Additions: 5, 6, 13.
13	*Topic: Sociological research of the electoral process as a business model.* *Key questions: The market for sociological research. Preparing a commercial proposal for sociological research on elections. Advertising a sociological project. Capitalising on sociological data bases. Specialisation of sociological research services.* *IW: Prepare a commercial proposal for sociological research.* *Literature: Base: 2, 3; Additions: 6, 13.*
14	*Topic: The latest methods of sociology of the electoral process.* *Key questions: Online tracking surveys. Comprehensive socio-political surveys. Big data: resources and limitations.* *IW: Cambridge Analytica – myths and reality.* *Literature: Base: 2, 3; Additions: 11, 13.*
15	*Topic: Exit polls: specifics of organisation, conduct and publication.* *Key issues: Concept and technology of exit polls. Mistakes in preparing to use the technology. Election day in social dynamics. Counting votes and publishing exit poll results.* *IW: Analyse exit polls in Ukrainian election campaigns.* *Literature: Base: 2, 3; Add: 6.*
16	*Topic: Sociological companies and analytical centres in elections: activities and range of services.* *Key questions: Typology and functions of sociological companies in elections. Competition and quality of sociological research results. Analytical centres in the focus of sociology in Ukraine.* *IW:* *Literature: Base: 1, 2; Additions: 4, 7, 13.*
17	*Topic: Modern election campaigns around the world: trends and forecasts. Election campaigns in Ukraine: social technologies and strategies.* *Key questions: Features of election campaigns in Western Europe and the USA. Elections in authoritarian political regimes. Referendums as a manifestation of the will of the people in the context of social change. The future of electoral technologies. Features of presidential election campaigns. Social aspects of the transformation of electoral systems. Sociology of the majority electoral district. Social portrait of a candidate in elections in Ukraine.* *IW: Analyse the election campaign of a foreign country. Analyse the election campaign in Ukraine.* *Literature: Base: 2, 3; Additions: 5, 12.*
18	*Modular control work*

4. Teaching materials and resources

Basic:

*1.	Gusarevich, N. Ensuring the implementation of active voting rights through the use of digital technologies during the electoral process. Current aspects of public law. 2023. No. 28. Pp. 113–117. DOI: 10.33766/2524-017X.28.113-117*

*2.	Dashkovska, O., Tkachova, V., Lavryk, P. Features of the Ukrainian electoral process. Scientific Bulletin of Dnipropetrovsk State University of Internal Affairs. 2021. No. 2. Pp. 93–97. [Electronic resource]. Access mode: https://elar.naiau.kiev.ua/items/d08a3122-e038-42c2-b8cd-51120209f960*

*3.	Kvitka, S., Gusarevich, N. Application of electoral blockchain technology in the digital voting system. Current aspects of public law. 2022. No. 26. Pp. 98–102. DOI: 10.33766/2524-017X.26.98-102*

*4.	Komarnytskyi, V. M. The role of the party factor in the implementation of electoral strategies (based on the example of the 2020 local elections). Bulletin of NTUU "KPI". Political Science. Sociology. Law. 2021. No. 2(50). pp. 57–61. DOI: 10.20535/2308-5053.2021.2(50).226468*

*5.	Zharovska I. M., Kovalchuk V. B.. Digital technologies in the electoral process: theoretical aspects of compliance with democratic standards. Current aspects of public law. 2020. No. 14. Pp. 67–72. DOI: 10.33766/2524-017X.14.67-72*

Supplementary:

1. *Baginskyi A. V. Ukraine in the "vortex of causality": time for qualitative changes / Andrii Vladyslavovych Baginskyi // Bulletin of the National Technical University of Ukraine "Kyiv Polytechnic Institute". Political Science. Sociology. Law. – 2015. – No. 1/2 (25/26). – P. 19–24.*
2. *Balaban R.V. Theory of the electoral system. - Kyiv: Lybid, 2007. – 112 p.*
3. *Bekeshkina I. E. The Formation of Electoral Sociology in Ukraine and the Tradition of Studying Electoral Behaviour in Countries with Developed Democracies // Bulletin of V. N. Karazin Kharkiv National University; Series "Sociological Studies of Modern Society: Methodology, Theory, Methods". - 2000. - No. 492. - P. 48-53.*
4. *Vinoslavskaya S., Churilov N. Exit poll: research methodology in real time / S. Vinoslavskaya, N. Churilov // Sociology: theory, methods, marketing. – 2008. – No. 6. – P. 189–196.*
5. *Yekhnich A. Electoral space: concept, essence, structure / A. Yekhnich // Viche. – 2008. – No. 4, February. – P. 20-22.*
6. *Kochubei L. Problems of researching electoral space / L. Kochubei // Political Management. – 2005. – No. 2. – pp. 108–117.*
7. *Mykhailych O. Focus group method in sociological support of election campaigns // Political Management. – 2010. – No. 1. – P. 123-132.*
8. *Nelga O. Sociology of the electoral process: problems of formation / O. Nelga // Sociology: theory, methods, marketing. – 2000. – No. 2. – P. 121-132.*
9. *Ossovsky V. Polling versus sociological research of public opinion / V. Ossovsky // Sociology: Theory, Methods, Marketing. – 2002. – No. 4. – P. 207–215.*
10. *Petrov O., Poltorak V. Polling technologies in election campaigns // Sociology: theory, methods, marketing. – 1998. – No. 4-5. – Pp. 57-75.*
11. *Petrov O.V. Sociological PR technologies in politics / O.V. Petrov. – Kyiv, 2007. – 288 p.*
12. *Special and sectoral sociology / Ed. by V. Ye. Pylypenko. – Kyiv: Folian, 2007. – 451 p.*
13. *Ilko Kucheriv Democratic Initiatives Foundation. Elections 2012: Who are voters going to vote for and why? Ratings, motivation for choice, tasks for the public [Electronic resource] / Ilko Kucheriv Democratic Initiatives Foundation – Access to the resource: http://dif.org.ua/ua/polls/2012-year/vmlba_ndjweogjo_mnkwegkje.htm.*
14. *Central Election Commission. Extraordinary elections of People's Deputies of Ukraine on 26 October 2014 [Electronic resource] // Access to the resource: http://www.cvk.gov.ua/pls/vp2014/wp001.*
15. *The American Voter, Revisited / Michael S. Lewis-Beck, William G. Jacoby, Helmut Norpoth and Herbert F. Weisberg. - University of Michigan Press. 2008. - 493 p.*

Educational content

1. Methodology for mastering the academic discipline (educational component)

Classes in the discipline "Sociology of the Electoral Process" are conducted in the form of lectures and seminars. During lectures, the instructor formulates the provisions of contemporary theories of electoral processes and may reproduce the material in the form of a presentation. Lectures take the form of a dialogue, with the lecturer asking the audience questions about the course material and requesting immediate answers to current questions or questions about material covered in previous classes. During the lectures, there are four quick tests to assess students' knowledge of key concepts in the course.

After acquiring basic knowledge about the essence and technologies of election campaigns, students will analyse a case study of a sociological study of an election campaign. Students will present

the results of their analysis during one of the seminars. During the classes, the lecturer may show students video materials on election issues.

The main form of work in the seminar is a presentation that combines the student's communication skills with the demonstration and consolidation of knowledge. The teacher evaluates the depth, breadth, and accuracy of the definitions during the student's presentation, as well as their ability to respond quickly to questions from the audience. During the seminar, students are additionally evaluated on their activity in formulating questions, participating in discussions, and formulating alternative hypotheses.

Learning outcomes, assessment measures, and deadlines are announced to students during the first class.

No.	Learning outcomes	Assessment assessment measures	Deadline
1	Knowledge of the concepts and categories of "elections", "electoral behaviour", "electoral system", "electoral campaign".	Answers in seminars; participation in group discussions; Quick test 1	Weeks 1-2
2	Knowledge of historical stages and theoretical approaches to sociological research of election campaigns.	answers in seminars; participation in group discussions	Weeks 2-17
3	Knowledge of the essence and characteristics of election campaigns in different political regimes.	Answers in seminars; participation in group discussions	Week
4	Knowledge of the means of organising and sociological support for the electoral process.	Answers in seminar classes; presentation	Week 4
5	Knowledge of the means of organising and sociological support of the electoral process.	Answers in seminars; quick test 2	Weeks 5-17
6	Experience in providing scientifically based forecasts of political forces' ratings.	Answers in seminar classes; Modular control work 1	Weeks 6-10, 12
7	Knowledge of the status and functional responsibilities of a sociologist in an election campaign headquarters.	Simulation exercise	Weeks 10-11
8	Knowledge of traditional and modern methods of researching electoral behaviour.	Answers in seminar classes; Express test 3; Modular control work 2	Week 13
9	Experience in presenting sociological research on the electoral process	answers in seminars;	Week 15
10	Ability to plan, organise and present sociological research on the electoral process.	answers in seminars; express test 4	Weeks 16-18

2. Independent work by students

Independent work includes:

preparation for classroom sessions – 62 hours;

preparation for the Modular control work – 4 hours;

preparation for the exam – 30 hours.

Total – 96 hours.

Independent work by students is designed to prepare questions for seminars and analyse individual primary sources. The lecturer also suggests studying contemporary scientific articles and journalistic materials related to the latest trends in the field of election sociology.

Policy and control

3. Policy of the academic discipline (educational component)

Class attendance

Attendance at lectures and seminars is mandatory.

Missed assessment tests

A missed assessment can be retaken, but only before the interim assessment is issued, taking into account the time required by the lecturer to check the work.

Calendar milestone assessment

Interim assessment of students (hereinafter referred to as assessment) is a calendar milestone assessment. The purpose of the assessment is to improve the quality of student learning and to monitor students' progress in the educational process. At the first interim assessment, a student receives a "pass" if their current rating at the time of assessment is 15 points or more. At the second interim assessment, a student receives a "pass" if their current rating at the time of assessment is 30 points or more. If this indicator does not meet the requirements, a "fail" grade is given. A "fail" grade is worked off during consultations with the teacher by verbally answering questions on material that the student has not mastered.

Procedure for appealing the results of assessment measures

Students have the opportunity to raise any issue related to the assessment procedure and expect it to be considered in accordance with pre-defined procedures.

To appeal against assessment measures, the student must submit a statement indicating the reason for the appeal and providing evidence of the teacher's bias. The teacher must discuss this statement with the student in person during a consultation. If there is no agreement on the result of the assessment, a commission of lecturers from the department is formed to evaluate the assessment procedure and the student's claims. The commission may decide to repeat the assessment or reject the appeal. The commission's decision is final and cannot be appealed.

Academic integrity

The policy and principles of academic integrity are defined in Section 3 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: https://kpi.ua/code. 3

Standards of ethical conduct

The standards of ethical conduct for students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more information: https://kpi.ua/code.

Informal education

At the request of the applicant, in conditions that do not facilitate regular attendance of classes, it is permissible to study individual content-rich parts of the discipline in asynchronous mode, in particular through distance learning courses and other forms of informal education. In order for the credits for such courses to be taken into account in the rating system, they must correspond in content to certain topics of the syllabus, and their completion must be agreed with the teacher of the discipline. To confirm completion of informal learning, the student must provide a relevant document (certificate) indicating the name of the courses and their duration in hours. Recognition of informal education results is carried out in accordance with the procedure set out in the relevant Regulations of Igor Sikorsky KPI: https://osvita.kpi.ua/node/179

4. Types of control and rating system for assessing learning outcomes (RSO)

A student's rating in a discipline consists of points awarded for the following types of work
work:
1) answers in seminars;
2) writing a modular control work (MCW);
3) exam.

1. Answers in seminars.
Weighting score – 5 points for a correct answer (addition to the answer) to one question.
The maximum number of points for participation in seminars is equal to
*G sem = 5 points * 5 answers = 25 points For each question answered, the student receives:*

- *"excellent", complete answer (at least 90% of the required information, if the student demonstrates a deep knowledge of the material, presents it logically and consistently, gives reasonable conclusions, freely operates with specific data, answers the questions easily and convincingly; active participation in the class – 5 points;*

- *"very good" and "good", a sufficiently complete answer (at least 75% of the required information), or a complete answer with minor inaccuracies, answers most of the questions asked – 4 points;*

- *"satisfactory" and "sufficient", incomplete answer (at least 60% of the required information) and significant errors, answers questions poorly or not at all, adds to the answers of other students – 3 points.*

- *"Unsatisfactory", no work in the seminar, the student was not ready to answer the questions asked – 0-2 points.*

2. Modular control work
Weighting – 24 points. Assessment criteria:

- *"Excellent", complete answer (at least 90% of the required information) to all questions of the Modular control work; the student is well versed in the material presented – 21-24 points;*

- *"good", the student answered 75% of the questions in the Modular control work; answers to all questions in the test require clarification – 18-20 points;*

- *"Satisfactory": the student answered 60% of the questions in the Modular control work; the answers require significant clarification, insufficient knowledge of the material – 14-17 points;*

- *"unsatisfactory" – the answer does not meet the requirements by 5 points, the student is not familiar with the material, extremely limited answer – 0-13 points.*

3. Exam.
Weighting score – 51.
The exam is conducted orally, with 3 questions on the exam. Each question is scored out of 17 points according to the grading system:

- *"excellent", complete answer (at least 90% of the required information) – 16-17 points;*

- *"good", sufficiently complete answer (at least 75% of the required information, or minor inaccuracies) – 14-15 points;*

- *"satisfactory", incomplete answer (at least 50% of the required information and some errors) – 12-13 points;*

- *"sufficient", incomplete answer, significant errors – 10-11 points;*

- *"unsatisfactory", unsatisfactory answer – 0-9 points.*

Bonus points (no more than 10 points for all types of work):
● for research activities (participation in conferences, "FSP Science Days", competitions
student works, publications);
● participation in faculty competitions in the discipline and all-Ukrainian competitions.

Procedure for certification and examination control
At the first assessment, the student receives a "pass" if their current rating is 15 points or more. At the second assessment, the student receives a "pass" if their current rating is 30 points or more.
A prerequisite for admission to the exam is the completion of all assignments in seminars and Modular control work.
To conduct the assessment of the discipline, each lecturer uses a record in the Campus System, which contains the points awarded for all types of classroom and independent assignments completed by the student (seminars, express control). The rating points are entered into the records of current control, milestone control (1st, 2nd assessments) and the exam.
If this indicator does not meet the requirements, the assessment record is marked as "not certified".
Admission to the exam takes place if the value is Re>30 points. If the student receives less than 30 points, they must complete additional work in the form of writing and defending a written paper (essay) on a topic assigned by the teacher.
Ongoing assessment: quick quizzes, quizzes on the topic of the lesson, Modular control work.
Calendar control: conducted twice per semester as monitoring of the current status of syllabus requirements.
Semester assessment: exam
Conditions for admission to semester assessment: semester rating of more than 30 points.

Table of correspondence between rating points and grades on the university scale:

Number of points	Grade
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory
Admission requirements not met	Not admitted

5. Additional information on the discipline (educational component)

Exam questions.

1. The concepts of "elections", "electoral process", "election campaign", "electoral behaviour". History of sociological research on elections.
2. "Straw polls". The work of J. Gallup.
3. The scope of sociological knowledge for effective monitoring and management of an election campaign. Voters and the electorate: demographic, economic, class and ideological characteristics.
4. Factors of electoral behaviour and the "causality vortex" model.
5. 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. Concept and structure of the electorate.
8. Social map and district passport.
9. Pre-election voter surveys.
10. Voter party identification.
11. Active and passive electorate.
12. The swing voter: research criteria.
13. The Lapierre paradox.
14. Monitoring electoral sentiment during the election campaign.
15. Sociological education as a prerequisite for an effective election campaign. Focus groups in the study of the electorate.
16. Specifics of field sociological research during elections.
17. The role of interviews and surveys in the preparation and conduct of the electoral process.
18. Features of telephone surveys of voters.
19. Hypotheses and sampling in election research.
20. Correlation of factors and indicators of electoral behaviour.
21. Multidimensional methods of the electoral process.
22. Ratings of political forces and ratings of individual politicians: measurement criteria.
23. Ensuring the reliability of research.
24. Formulation of research conclusions and recommendations by researchers.
25. The significance of error in research and the presentation of sociological measurements.
26. Transformation of public opinion research methods.
27. Public opinion in election campaigns.
28. Target audience and core electorate. Social needs and social expectations of voters. Political messages for different social groups in society.
29. Television and electoral behaviour.
30. The press's influence on voter behaviour.
31. Use of social networks and the internet in the electoral process.
32. Publication of sociological ratings in the media.
33. Use of the internet and email in elections.
34. Online election tracking surveys.
35. Comprehensive socio-political surveys.
36. The essence and current 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. New forms of presenting the results of sociological research.

Approximate questions for Modular control work

1. Historical perspective of electoral sociology.
2. Modern web technologies in election management.
3. The role of sociologists in election campaigns.
4. The optimal electoral system for Ukraine: a sociological approach.

5. *Sociologists as experts and consultants in the electoral process.*
6. *Typical mistakes in organising and conducting exit polls.*
7. *Accuracy of election forecasts: criteria and assessments.*
8. *Sociological research in elections as a business activity.*
9. *Specifics of electorate surveys.*
10. *Ethical aspects of the sociologist's work in the electoral process.*
11. *Big Data: the effectiveness of a measurement tool.*
12. *Ways of presenting the results of sociological research in elections.*

Working programme of the academic discipline (syllabus):

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Approved *by the Department of Sociology (Minutes No. 12 of 24 May 2024)*

Approved by *the Methodological Commission of the Faculty (Minutes No. 9 dated 26 June 2024)*