SOCIOLOGY OF THE ELECTION PROCESS
Work programme for the academic discipline (Syllabus)

Course details

Level of higher education	*Second (Master's)*
Field of knowledge	*C - social sciences, journalism, information and international relations*
Specialisation	*C5 Sociology*
Educational programme	*Social Data Analytics*
Status of discipline	*Elective*
Form of study	*Full-time (day)*
Year of study, semester	*1st year, spring semester, 2nd year - autumn semester*
Scope of the discipline	*5 credits (150 hours): 30 hours of lectures, 30 hours of seminars, 90 hours of independent work*
Semester assessment/assessment measures	*Exam, Modular control work*
Class schedule	*https://schedule.kpi.ua/*
Language of instruction	*Ukrainian*
Information about course coordinator / 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/course/view.php?id=5478

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 the interim assessment of 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.

In accordance with the educational and scientific programme "Social Data Analytics", in the process of mastering the discipline, students strengthen the following competencies:

FC 01 Ability to analyse social phenomena and processes.

FC 04 Ability to collect and analyse empirical data using modern methods of sociological research.

After mastering the discipline, students should demonstrate the following learning outcomes:

PRN 01 Analyse social phenomena and processes using empirical data and modern concepts and theories of sociology.

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

Prerequisites: ZO 04 Leadership and Crisis Management

Post-requisites: PO 11 Scientific and research practice

3. Content of the discipline

Topic 1. Theory and history of the electoral process.

Topic 2. Sociology in the structure of an election campaign.

Topic 3. Organisation and conduct of sociological support for the electoral process.

Topic 4. Methodology of sociological research of the electoral process.

Topic 5. The voter as the central object of sociological research of the election campaign.

Topic 6. Socio-political expertise of the electoral process.

Topic 7. The election campaign and the media in the focus of sociology.

Topic 8. The latest sociological methods of researching electoral behaviour.

Topic 9. Sociological case studies of election campaigns.

Topic 10. Street polling of the electorate – technology and technique.

Topic 11. The role of sociology in the interaction between election headquarters and the media.

Topic 12. Sociological research of electronic means of communication in election campaigns.

Topic 13. Exit polls: specifics of organisation, conduct and publication.

Topic 14. Modern election campaigns around the world: trends and forecasts.

Topic 15. Election campaigns in Ukraine: social technologies and strategies.

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. Mikhailov, M. The impact of organisational and technological mechanisms on improving information and communication support for the electoral process. Current aspects of public law. 2020. No. 14. Pp. 49–54. DOI: 10.33766/2524-017X.14.49-54

2. Rumyantseva, S. V. Electorate trust in electronic technologies in the electoral process: global experience. Bulletin of NTUU "KPI". Political Science. Sociology. Law. 2024. No. 1. Pp. 11–16. DOI: 10.20535/2308-5053.2024.1(53).313502

3. Rumyantseva, S. V. Transparency of the electoral process: the necessity and consequences of implementation in Ukraine / S. V. Rumyantseva // Bulletin of NTUU "KPI". Political Science. Sociology. Law. 2015. No. 1. – P. 27–32. [Electronic resource]. Access mode: https://visnyk-psp.kpi.ua/article/view/119331

4. Tokar-Ostapenko O. V. Electronic voting: prospects for implementation in Ukraine. Current aspects of public law. 2021. No. 22. P. 77–81. DOI: 10.33766/2524-017X.22.77-81

5. Chudyk, N. O. Financing the electoral process in Ukraine / N. O. Chudyk // Materials of the III International Scientific and Practical Conference (Lviv, 6 November 2020). – Lviv : Lviv State University of Internal Affairs, 2020. Pp. 82–84. [Electronic resource]. Access mode: https://library.pp-ss.pro/index.php/ndippsn_20201106/article/view/chudyk

6. Shevchuk, A. Post-truth as a factor in the electoral process: the example of the 2024 US presidential election. Public law and law enforcement: theory and practice. 2025. No. 4. pp. 101–105. [Electronic resource]. Access mode: [https://dspace.onua.edu.ua/items/4c815e86-2074-4efd-8e23-e57b1bb5cf9d]

7. Ludva A., Dvorovyi M. Digital technologies and the electoral process: EU standards for the protection of democratic choice. Current aspects of public law. 2022. No. 26. Pp. 103–107. DOI: 10.33766/2524-017X.26.103-107

8. Magera, A. Use of electronic registers in the election process in Ukraine / A. Magera // Current aspects of public law. 2020. No. 14. Pp. 55–60. DOI: 10.33766/2524-017X.14.55-60

9. Maurer, A. D. Digital technologies in elections: issues, conclusions and perspectives. Current aspects of public law. 2020. No. 14. Pp. 61–66. DOI: 10.33766/2524-017X.14.61-66

Educational content

5. 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 teacher formulates the provisions of modern 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 the key concepts of 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. Homework assignments are aimed at developing students' research skills, independent literature search, and formulation of hypotheses about

contemporary electoral processes. The topic of the homework assignment is arbitrary and is limited only by the subject of the course. During the classes, the teacher 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, the students' activity in formulating questions, participating in discussions, and formulating alternative hypotheses is additionally evaluated.

Lectures

Lecture 1: *Theory and history of the electoral process.*

Key issues: *The concepts of "elections", "electoral process", "election campaign", "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 of electoral behaviour and the "causality vortex" model.*

IW: *Sociological indicators of voter and politician profiles.*

Literature: *Base: 1, 2; Additions: 4, 5, 8, 9.*

Lecture 2: *Sociology in the structure of an election campaign.*

Key issues: *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.*

Lecture 3: *Organisation and conduct of sociological support for the electoral process.*

Key issues: *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.*

Lecture 4: *Methodology of sociological research of the electoral process.*

Key issues: *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.

Lecture 5: 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.

Lecture 6: Socio-political expertise of the electoral process.
Key issues: Functional duties 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 a client of sociological research. Universal experts versus specialists in one field. Moral code of an election process expert.
Literature: Base: 1, 4; Addendum: 13.

Lecture 7: Election campaigns and the media in the focus of sociology.
Key issues: 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 media.
IW: Public comments and speeches by expert sociologists in the context of the electoral process.
Literature: Base: 1, 4; Additions: 10.

Lecture 8: The latest sociological methods of researching electoral behaviour.
Key issues: 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.

Lecture 9: 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.

Lecture 10: Street polling of the electorate – technology and technique.
Key questions: Preparing for street surveys. Main difficulties of street surveys. Techniques for making initial contact. Order of questions for respondents. Specifics of political questions in questionnaires. Ending contact and analysing the data obtained.

Assignment: *conduct a test street survey on political issues.*
Literature: *Base: 1, 4; Additions: 6, 1, 9, 14.*

Lecture 11: *The role of sociology in the interaction between the election headquarters and the media.*
Key questions: *The 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.*

Lecture 12: *Sociological research of electronic means of communication in election campaigns.*
Key issues: *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; Addendum: 1, 9.*

Lecture 13: *Exit polls: specifics of organisation, conduct and publication.*
Key questions: *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*

Lecture 14: *Modern election campaigns in the world: trends and forecasts.*
Key questions: *Features of election campaigns in Western Europe and the United States. Elections in authoritarian political regimes. Referendums as a manifestation of will in the context of social change. The future of election technologies.*
IW: *Analyse the election campaign of a foreign country.*
Literature: *Base: 2, 3; Addition: 5, 12.*

Lecture 15: *Election campaigns in Ukraine: social technologies and strategies.*
Key questions: *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 the elections in Ukraine.*
IW: *Analyse the election campaign in Ukraine.*
Literature: *Base: 2, 3; Additions: 2, 15.*

Seminar

Seminar 1: *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.*

Seminar 2: *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.*

Seminar 3: *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: *electoral system in Ukraine.*
Literature: *Base: 1, 2, 3; Additions: 3, 13.*

Seminar 4: *Stages and dynamics of the electoral process.*
Key questions: *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.*

Seminar 5: *Sociologists 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 course. Social status of youth.*
Literature: *Base: 1, 3; Additions: 10, 11.*

Seminar 6: *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.*
Assignment: *Develop a plan for sociological research on the election campaign.*
Literature: *Base: 1, 3, 4; Additions: 10, 15.*

Seminar 7: *Qualitative and quantitative methods of sociological research of the 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 application of qualitative and quantitative methods during election campaigns.*
Literature: *Base: 1, 3; Additions: 1, 6, 10, 12.*

Seminar 8: *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.*
Assignment: *conduct a test street survey on political issues.*

Literature: *Base: 1, 4; Additions: 6, 1, 9, 14.*

Seminar 9: *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 the sociological study of the elections.*
Literature: *Base: 2, 3; Additions: 1, 14.*

Seminar 10: *The role of sociology in the interaction between the election headquarters and the media.*
Key questions: *The 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.*

Seminar 11: *Sociological research of electronic means of communication in election campaigns.*
Key issues: *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; Addendum: 1, 9.*

Seminar 12: *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.*

Seminar 13: *Sociological research of the electoral process as a business model.*
Key issues: *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.*
Assignment: *Prepare a commercial proposal for a sociological study.*
Literature: *Base: 2, 3; Additions: 6, 13.*

Seminar 14: *The latest methods of sociology of the electoral process. Exit polls: specifics of organisation, conduct and publication.*
Key questions: *Online tracking surveys. Comprehensive socio-political surveys. Big data: resources and limitations. The concept and technology of exit polls. Mistakes in preparing to use the technology. Election day in social dynamics. Counting votes to announce the results of exit polls.*
IW: *Cambridge Analytica – myths and reality. Analyse exit polls in Ukrainian election campaigns.*
Literature: *Base: 2, 3; Additions: 6, 11, 13.*

Seminar 15:

Modular control work

6. Independent work by students

Independent work by students is designed to prepare questions for seminars and analyse individual primary sources. The lecturer also suggests contemporary scientific articles and journalistic materials related to the latest trends in the electoral process for study.

Independent work by students includes:
preparation for classroom sessions – 56 hours;
preparation for the Modular control work– 4 hours;
preparation for the exam – 30 hours.
Total – 90 hours.

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Policy and control

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7. Academic discipline policy (educational component)

Class attendance

Missed assessment tests and missed tests can be retaken, but only before the interim assessment is given, taking into account the time required by the teacher to check the work. Missed quick tests cannot be retaken. Procedure for appealing assessment results 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 an assessment, a 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 application. The commission's decision is final and cannot be appealed.

Informal education

At the request of the applicant, in conditions that do not facilitate regular attendance, 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 learning. 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

University policy

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.

Artificial intelligence policy

The policy on the use of artificial intelligence and its principles are regulated by the order "Policy on the use of artificial intelligence for academic activities at Igor Sikorsky Kyiv Polytechnic Institute". For more information, please visit: https://osvita.kpi.ua/node/1225.

8. Types of control and the learning outcomes assessment rating system (LOAS)

A student's rating consists of points they receive for:

1) answers in seminars;
2) modular control work
3) exams

1. Answers in seminars.

Weighting score – 5 points for answering a question. The maximum number of points for all seminars is equal to r_{sem} = 5 points*5 = 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 reasoned conclusions, freely operates with specific data, and answers the questions easily and convincingly – 5 points;

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

– "Satisfactory", incomplete answer (at least 60% of the required information) and significant errors, answers questions poorly or does not answer at all – 3 points;

– "unsatisfactory", no work in the seminar – 0-2 points.

2. Modular control work.

Weighting – 25 points.

Assessment criteria:

- *"excellent", the topic is fully covered (at least 90% of the required information), the work is written independently, meets the established requirements and is submitted on time – 23-25 points;*

- *"good", the topic is not fully covered (at least 75% of the required information), there are minor deviations from the established requirements, submitted on time – 19-22 points;*

- *"satisfactory", the topic is poorly covered and/or there are significant deviations from the established requirements and/or the work is submitted with a significant delay – 15-18 points;*

- *"unsatisfactory", the work does not meet the requirements – 0-14 points.*

3. Exam.

Weighting score – 50.

The exam involves oral answers to questions, a list of which is provided in Appendix 2.

Assessment criteria:

- *40-50 points – the student answers almost all exam questions, demonstrates in-depth knowledge of the material, presents it logically and consistently, gives reasoned conclusions, freely uses specific data, expresses their own position on controversial issues, demonstrates signs of theoretical thinking and sociological imagination;*

- *30-39 points – the student answers most of the exam questions, demonstrates a good level of knowledge of the material;*

- *20-29 points – the student answers about half of the exam questions, demonstrates rather superficial knowledge;*

- *0-19 points – the student answers only some of the exam questions, does not have their own position, and makes significant inaccuracies.*

Bonus points (no more than 10 points for all types of work):

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

- *participation in faculty competitions in academic disciplines and national competitions.*

Conditions for a positive interim assessment:
To receive a "pass" grade on the first interim assessment, a student must have at least 12 points; to receive a "pass" grade on the second interim assessment, a student must have at least 24 points.

Conditions for admission to the exam:
The condition for admission to the exam is a preliminary rating of at least 24 points.

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

Rating of the applicant (points)	University scale of grades for acquired competencies (learning outcomes)
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory

Possible marks in the semester control report:

Not admitted	Failure to meet the conditions for admission to semester control
Removed	Violation of the principles of academic integrity or moral and ethical standards of conduct
Did not appear	The applicant was admitted but did not appear for the exam

Review of the rating system of assessment during the semester
The RS may be reviewed upon a reasoned request from the applicant studying the OK, the student self-government body or the student trade union committee, submitted to the head of the supporting department. The review procedure is defined in Section 7 of the Regulations on the System of Assessment

of Learning Outcomes at Igor Sikorsky KPI

https://osvita.kpi.ua/sites/default/files/downloads/Pologennia_RSO_2025.pdf

9. Additional information on the discipline (educational component)

Questions for exam preparation

1. The concepts of "elections", "electoral process", "election campaign", "electoral behaviour". The 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 preparing for and conducting 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.*

Distance learning
Synchronous distance learning is possible using video conferencing platforms and the Sikorsky educational platform for distance learning at the university.

Inclusive learning
Permitted

The working programme of the academic discipline (syllabus):

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Approved *by the Department of Sociology (Minutes No. 14 of 23 June 2025)*

Approved by *the Methodological Commission of the Faculty of Sociology and Law (Minutes No. 4 of 24 June 2025)*