The 2012 presidential election is shaping up to be one of the most negative in recent history. Each side believes their opponent has weaknesses they can exploit, and with the (uncoordinated) support of their “super pacs,” they are pouring it on. In this time of fiscal change and social reform, how will voters react to this year’s election dialogues? Back by popular demand, Professor Michael Traugott will once again share with us his insights on election year politics and the ways in which these sentiments affect voters nationally and in Michigan. What are the prospects for the election on November 6, 2012? We hope you will join us for what promises to be a very enlightening and engaging discussion with Professor Michael Traugott!

Michael Traugott is Professor of Communication Studies and Political Science, as well as Senior Research Scientist in the Center for Political Studies at the Institute for Social Research at the University of Michigan. He studies political communication and campaigns and elections, with a special interest in the use of polls to support political reporting. He is the author or co-author of nine books and more than 75 journal articles and essays. He is the past president of the American Association for Public Opinion Research (AAPOR) and the World Association for Public Opinion Research (WAPOR).