

Assessment of Master Thesis – Academic Consultant



Study programme: **International Economic Relations**

Field of study: **International and Diplomatic Studies**

Academic year: **2015/2016**

Master Thesis Topic: **US PRESIDENTIAL ELECTORAL CAMPAIGN: the role of polling in primary elections**

Author's name: **Alessandro Da Rold**

Ac. Consultant's Name: **prof. PhDr. Vladimíra Dvořáková, CSc.**

Opponent: **Ing. Mgr. Jan Němec, Ph.D.**

	Criterion	Mark (1–4)
1.	Overall objective achievement	1
2.	Logical structure	2
3.	Using of literature, citations	1
4.	Adequacy of methods used	1
5.	Depth of analysis	1
6.	Self-reliance of author	1
7.	Formal requirements: text, graphs, tables	1
8.	Language and stylistics	2

Comments and Questions:

The topic is very interesting and important, mainly when still growing "polling" industry not only (dis)interprets the public opinion but also has a strong influence on its formation. The author based his study on the research he participated in North Carolina State University that enable him deep interconnection of theoretical and empirical parts of his work. Small recommendations and commentaries can be done dealing with logical structure and stylistics in some parts of the work, where it is not as easy for reader to follow the main line of interpretation and arguments. It is also because the topic is rather broad and there are many factors that can influence the interpretation. Turnitin Report was analysed and there are no problems with using the sources and literature, all the sources are cited. Questions: 1) What can be other factors that can influence the results of early polling than those you have mentioned in your study? 2) How strongly are the results of early polling used in the strategies for electoral campaign by particular candidates? I evaluate this work as excellent and I recommend this final thesis for defence with grading "excellent" (1).

Conclusion: The Master Thesis is recommended for the defence.

Suggested Grade: **1**

Date: 05/07/2016

prof. PhDr. Vladimíra Dvořáková, CSc.
Academic Consultant