

Terms to Remember:

public opinion

political socialization

agents of political socialization

ideology

populism

libertarianism

liberalism

conservatism

socialism

communism

fascism

measuring public opinion

types of polls

straw

tracking

exit

push

types of samples for polling

random

representative

other polling terms

leading question

margin of error

Questions:

1. Who is in charge of the government of the United States?
2. How are public opinions formed?
3. What is the difference between a representative and a random sample in polling?
4. What is the purpose of a tracking poll?
5. How are populism and libertarianism related?
6. What is a leading question when it comes to the polling process?
7. What is the potential impact of an exit poll?

- Answers:
1. the people/citizens of the US
 2. public opinions are formed with the assistance and influence of agents of political socialization such as family, friends, peers, media, education, religion, experiences, etc.
 3. representative samples have the same demographic distribution as the total population that might be included in the poll; random sample means that all the people that could be included in the poll have an equal chance of being part of the sample for the poll
 4. tracking polls show trends in statistical information gathered from polls; if you follow the president's approval rating over four years, you can see if there are correlations with events or policies among other interesting statistics
 5. populism and libertarianism are generally opposite on the ideological spectrum; populists are generally more tradition on social issues and more liberal on redistributive policy issues; libertarians are liberal on social issues and conservative on money or redistributive policy issues
 6. a leading question is one a pollster writes to lead a respondent to give them the answer they predetermined they need for the poll results; leading questions result in push polls that may be used to impact elections or policy discussions by giving false impressions of public opinion
 7. exit polls may have a negative affect on voting; for example, voters in California and Hawaii may see exit polling data indicating their candidate is ahead in the polls, they may decide not to waste time voting only to discover the polls were incorrect