

Public Opinion

Class Notes...

Terms to remember...

- * agent of political socialization—person or entity that teaches and influences others about politics
- * political socialization—process of learning norms and practices of a political system through others and societal institutions
- * public opinion—collection of opinions of an individual or a group on a topic, person, or event
- * ideology—beliefs and values shared by members of a group

Ideological Label	Generalized Description of Ideological Viewpoint
Populism	traditional on social behavior; expanded public services and govt. \$\$ spending
Libertarianism	very little constraint on social behavior; limited govt. intervention; limited \$\$ spending
Liberalism	remove constraints on social behavior; increase govt. role in \$\$ issues
Conservatism	traditions of social behavior; limited government control of \$\$ issues; rule of law
Socialism	govt. enforces social and economic equality; govt. provides goods and services
Communism	common ownership of all property, production, etc.
Fascism	total control by ruling elites of both private and public lives of citizens

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More Terms to Remember...

- ⇒ leading question—question worded to lead a respondent to give a desired answer
- ⇒ margin of error—number expressing how far the poll results may be from the actual preferences of the total population of citizens

Type of Poll	Description of Poll
straw	informal collection of opinion; non-random; not representative; pop-up question
tracking	repeated over time with same group of respondents; following policy or person
exit	taken as voters leave/exit the polling locations after an election
push	poll uses leading questions in an attempt to get a predetermined answer; may be used to influence a targeted audience with the skewed polling data
Type of Sample	Description of Sample
random	limited number of people from overall population selected; each person in overall population examined has equal chance of being chosen to participate in the poll
representative	group whose demographic distribution is similar to the overall population sought for the poll