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Chapter 8 Section 2 Measuring

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Public Opinion Worksheet Answers

The term public opinion refers to attitudes and positions that the American people hold on particular issues facing the country. It is often sharply divided on emotional issues such as affirmative action or gay rights. Opinion on a particular issue usually changes only gradually, if at all.

Public Opinion and How It's Measured

PA G E 2 2 0 - 2 2 6 Chapter 8 section 2 "Measuring Public Opinion". Measuring Public Opinion Found through key indicators Voting, lobbying, books, pamphlets, magazine and newspaper articles, editorial comments in the press and on radio television, and the Internet, paid advertising letters to editors and public officials Information critical in the American political system.

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Public opinion is an expression of the

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general population's thoughts on a particular issue. It represents a common or popular opinion on a particular issue, such as public health or the economy.

The Measurement of Public Opinion - Video & Lesson ...

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- Scientific polls are fairly accurate, but have difficulty measuring the intensity, stability, and relevance of opinions. • Intensity: how strongly someone holds an opinion. • Stability: how likely an opinion is to change. • Relevance: how important an opinion is to the person who holds it.

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4 ways of measuring public opinion.
elections, interest groups, media, and

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personal contacts. How do you measure public opinions by elections? People vote for a certain candidate. How do you measure public opinions by interest groups? this officials share the views of their members in hope of influencing policy.

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Check your knowledge of measuring public opinion in this quiz and corresponding worksheet. Use these tools to check your understanding before...

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-The ultimate measurement of public opinion is expressed through the ballot box.-Elected candidates will often state that they have a "mandate" to govern.This refers to the instructions or commands of a constituency to govern.-In reality, election results are rarely an accurate assessment of public opinion.

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CHAPTER 8 ~ SECTION 2 ~ OUTLINE.

The Measurement of Public Opinion.

Section Objective: To understand the means by which opinions are expressed and measured. A. The Challenge of Measuring Public Opinion. 1.

Measurement Through Elections-

Election results are at best only indicative of the vague, general direction of public opinion.

CHAPTER 8 ~ SECTION 2 ~ OUTLINE

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