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| Class Notes / PowerPoint Presentation / Textbook NotesMr. Kay’sAmerican Government ClassName:Class:Period:Date: 11/29/12Chapter 8 Section 2:  |
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| *Questions/Main Ideas:* | Chapter 8: Mass Media and Public Opinion section 2 |
| *Objectives* | 1. Describe the challenges involved in measuring public opinion.
2. Explain why scientific opinion polls are the best way to measure public opinion.
3. Identify the five steps in the polling process.
4. Understand the problems in evaluating polls.
5. Recognize the limits on the impact of public opinion in a democracy.
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| Key Terms |  |
| **Mandate:** | the instructions a constituency gives its elected officials |
| **interest group:** | a private group that works to shape the making of public policy |
| **public opinion poll:** | a tool used to collect information by asking people questions |
| **straw vote:** | a nonscientific poll that asks many people the same question |
| **universe:** | the whole population that a poll aims to measure |
| **sample:** | a representative slice of the total universe |
| **random sample:**  | a polling group of randomly selected people |
| **runoff primary:**  | An election held if no one wins a majority in the main primary |
| **quota sample:** | a polling group constructed to reflect the major characteristics of a given universe |
| *Introduction* | How is public opinion measured and used? |
| Measuring Public Opinion |  |
| Measuring Public Opinion, cont. |  |
| Public Opinion Poll |  |
| Straw Polls  | Straw polls try to measure public opinion by asking many people the same questions, often by phone, email, or mail.  |
| Scientific Polls  |  |
| Universe and Sample | A random sampleis made of randomly selected people. Most national polls use random samples of 1,500 people to represent the U.S. population.  |
| Samples, cont.  | A typical margin of error in a scientific poll is plus or minus 3 percent. |
| Interviewing and Analyzing  |  |
| Evaluating Polls  |  |
| Evaluating Polls, cont. | *What is the poll’s universe?**How was the sample chosen?**How were questions written and asked?**When was the data collected?* |
| Evaluating Polls, cont. | Scientific polls are fairly accurate, but have difficulty measuring the *intensity, stability,* and *relevance* of opinions. |
| Limits on Polls |  |
| Review | What is the place of the media and public opinion in a democracy?  |
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| \*\*\*Summary, Reflection, Analysis |  |
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