

Public Opinion

NOTES

Subtopics

Examples...

- ⊕ Representative Samples - individuals select to represent a certain population of the people
EX - instant polling is used by news to quickly assess how well candidates are performing in a debate.
- ⊕ Sample Size - number of individuals selected must be large enough to provide an accurate representation of a population.
 - Varies with each organization and institutions due in a way the data are processed.
- ⊕ Margin of Error - a number that states how far the poll results may be from the actual opinion of the total participation of citizens.
EX - If Hillary Clinton is likely to win 30% of votes in 2016 N.Y. Democratic primary party: Margin of error ± 6 it tell us Clinton may receive as little as 24% of the vote ($30 - 6$) or as much ($30 + 6$)
^{36%}
- ⊕ Survey Design and Question Wording - how questions are structured
 - Can influence the answer from a respondent
 - Bias - ensures the alternative parts of view about how Gov. might run and what Gov might do effectively ignored.
 - Social Desirability effect - individuals lie when asked about controversial or politically sensitive issues
 - Respondents report that they expect the interviewer wishes to hear or whatever they think is socially acceptable rather than they actually believe or know to be true.

Selection Bias- How individuals are selected can influence the outcome of a study

" people included in a study are unrepresentative due to sampling or selection factors.

Push Polling- Not scientific polls and don't yield accurate info about the population.