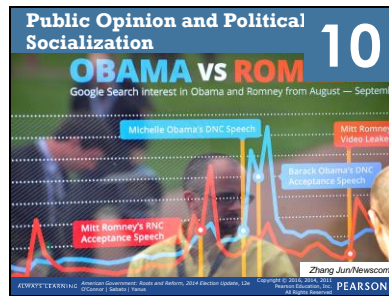


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Slide 1



This is chapter 10, Public Opinion and Political Socialization.

Slide 2

Learning Objectives 10

What are four different types of political polls and how do they differ from one another? Pages 282-293

What factors determine how accurate political polls are? Pages 285-293

What is political socialization and what are the leading influences of political socialization? Pages 293-298

When does political socialization happen and what provides the greatest influence at that time? Pages 294-295

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Types of Polls 10.2

- Straw Poll
- Push Polls
- Telephone Polls
- Exit Polls
- Internet Polls

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There are several types of polls. Straw polls are unscientific surveys used to gauge public opinion on a variety of policies. Often they appear on local news programs.

Especially in politics, sometimes the intent of the poll is to skew the results by negatively phrasing the question. These are called push polls, and they might ask a respondent: "If you knew Candidate X beat his wife, would

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you vote for him?" Reputable pollsters avoid push polls.

Despite the increase in cell phones and decrease in landlines, telephone polling is still the chief form of polling used in surveys, especially during campaign season. The most common type of telephone poll is the random digit dialing survey, in which a computer selects a phone number for dialing.

In-person interviews include focus group interviews where people are asked questions about political issues in small groups. Exit polls are an example of in-person interviews. Exit polls are polls that are conducted on election day with people who indicated that they have voted.


Internet polls are obviously found on web sites and social media. They tend to be unreliable because they target a specific audience.

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Poll Accuracy 10.2

What factors determine how accurate political polls are?
Pages 285-293



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Polls are based on a sample that's intended to reflect the general public, the results are close but not exact. Polls allow for a margin of error. Typically, the margin of error in a sample of 1,000 people is plus or minus about 4%. So if 52% of the people in a sample of 1,000 say they plan to vote for Candidate X, pollsters can predict that between 48 to 56 people support this candidate.


Another type of survey error is the sampling error. This occurs when pollsters fail to sample all elements of a population. For example, the poor and the homeless are generally underrepresented in polls. Usually, the larger the sample, the more reliable a poll will be if it is able to reach a group of people that is representative of a given area.

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Slide 5

Shortcomings of Polling 10.3

- ❑ Survey Error
- ❑ Limited Response Options
- ❑ Lack of Information
- ❑ Difficulty Measuring Intensity
- ❑ Lack of Interest in Political Issues



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Polls may have several shortcomings that create inaccuracies. These include:

- survey errors
- not having enough respondent options to reflect public opinion on an issue
- polling those who lack the information necessary to accurately respond
- the inability to measure the intensity of public opinion on an issue
- the public's lack of interest in political issues

Slide 6

What is Political Socialization? 10.4

The process through which individuals acquire their political beliefs and values.



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The process through which individuals acquire their political beliefs and values

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Demographic characteristics include differences like gender, race, age, income, and education. Historically, women have been more liberal than men. Women are more likely to have positive views of educational or environmental programs and negative views toward war and military intervention.

The views of African Americans and Hispanics on a variety of issues are often quite different from those of whites, particularly when it comes to the environment and health care.

Older people support programs like Medicare, while younger voters tend to resist higher taxes to pay for it. Conversely, older people tend to resist increases in taxes to pay for schools.

Slide 8



Young children begin absorbing political views from their parents at an early age. As they grow into their elementary and middle school years, children become more influenced by their peers. Schools also play a significant role in political socialization. Public school students may start the day with the Pledge of Allegiance.

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Slide 9



So many sources are available to influence your political opinions. Some forms of media reach the masses while others are more narrow and targeted. How do we make sure that we have the proper balance of fact and opinion as we develop our opinions on political issues?

Slide 10




Any number of people can be seen as important based on our collective and individual values. Should you listen to someone because that person is rich, famous, or well educated? What about sports stars or entertainers? What makes them qualified to share their opinions?

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Slide 11

Tips for Impedence of Thought 10.4

- A. Read something you disagree with once a week.
- B. Follow people on Twitter who are experts in their fields, click deeper into the articles they post rather than glancing at photos or headlines
- C. Fact check before you Tweet. Get on Google and make sure you're spreading accurate info.
- D. Research issues from multiple sides before taking a stand.



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Further Review 10

Complete your study guide questions.

Answer test prep questions on Naviance.

Study with table group members.



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