Ch. 8 Study Guide – American Government

Interest Group Quota Sample Public Opinion Poll Medium Mandate Sound Bite Weblog

Opinion Leader Public Opinion Public Affairs Mass Media Straw Vote Random Sample

1. After WWII, how was the opinion of most people toward government different than it was 20 years later?
2. What’s the best way to measure public opinion?
3. Why can’t the U.S. be governed based on public opinion polls?
4. What usually provides political news in greater detail than other forms of media?
5. What is the most accurate definition of the term public opinion?
6. How do schools influence the political development of children?
7. What’s a type of poll that asks questions of a large number of people who were not identified in a scientific way?
8. What best describes a scientific poll?
9. In the polling process, what does the pollster do after constructing a sample?
10. When evaluating poll results, what is the permanence of a person’s opinion called?
11. What’s a concern of polls conducted by in-person interviews?
12. Which form of mass media has suffered sharp decline in popularity in recent years?
13. How does the mass media influence public opinion?
14. How did the Watergate scandal and the resignation of President Nixon in 1974 affect public opinion?
15. What’s the strength of a person’s opinion called when you’re evaluating poll results?
16. Which form of mass media probably is most influential on public opinion in the U.S.?
17. One way historical events of the 1960s & 1970s have affected public opinion is?
18. The failed Literary Digest poll of 1936 did not do what?
19. People who have an unusually strong influence on the views of others is called what?
20. Polls that seek to read the public’s mind simply by asking the same question of a large number of people who are not identified as according to any scientific principles are known as what?
21. What does a pollster do after constructing a sample?
22. Critics of polling argue what?
23. One reason why public opinion should not be the final determinant of public policy is what?
24. Why has the Internet transformed the way people get political information?
25. Tell me some true statements about public opinion.
26. What’s the best way to measure public opinion?
27. What do you call a situation in which some voters are influenced by polls out of a desire to support a winner?