

# Public opinions

- Starting in the late 1700s, open discussions in public coffeehouses aligned with the emergence of a “public opinion”
- It meant: What are people talking about?
- Here, a primary focus is on *salience*, not merely *sentiments*

# Public talking is different from private talking.

- Coffeehouses changed public talking; “from zero to one”
- Social networks/media have changed public talking again; “from one to n”
- Need a new notion of Public Opinion.
- Let’s call it Networked Public Opinion and its primary aim is to study public attention.

