

# Superpollsters - how they measure and manipulate public opinion in America

## Four Walls Eight Windows - The Effects of Public Opinion



Description: -

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Election forecasting -- United States.

Mass media -- United States -- Influence.

Public opinion polls.

Public opinion -- United States. superpollsters - how they measure and manipulate public opinion in America

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Notes: Includes index.

This edition was published in 1992



Filesize: 66.110 MB

Tags: #Upshot

## Chapter 10: Public Opinion

Shapiro, Public Opinion Boulder, CO: Westview, 1999. Some polls, however, have a different goal.

### Gallup (company)

Can we generalize about the Arabs? The KFF Health Tracking Poll found that a majority of the public says it is very important for many of the ACA provisions to be kept in place, including the guaranteed issue provision 72% and community rating 64%. Specific attitudes may be less important for health of society than political culture II. Pure conservatives: conservative on both economic and personal conduct issues 3.

### Influence of Media on Public Opinion

What are the techniques pollsters employ? Studies indicate that online polls are no less reliable than other forms of polling. The internet has become part and parcel of most of us. The typical sample size for a Gallup poll, either a traditional stand-alone poll or one night's interviewing from Gallup's Daily tracking, is 1,000 national adults with a margin of error of  $\pm 4$  percentage points.

### Measuring Public Opinion

Poll: Give Obama a Grade on the State of the Union A Fox News poll taken after the 2011 State of the Union Address does not provide clear options for respondents.

### Public Opinion Polls

New York: Nova Science Publ. Rather than stating positions off the top of their heads, public judgment requires people to be knowledgeable about an issue and debate the merits of policies before arriving at an informed opinion.

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