

PUBLIC OPINION & POLITICAL ATTITUDES



- I. Public Opinion Polls
 - A. Companies
 - Gallup, Roper, Harris
 - B. Process
 - define “universe”
 - select “random sample”
 - prepare “valid” questions
 - determine “process”
 - report findings

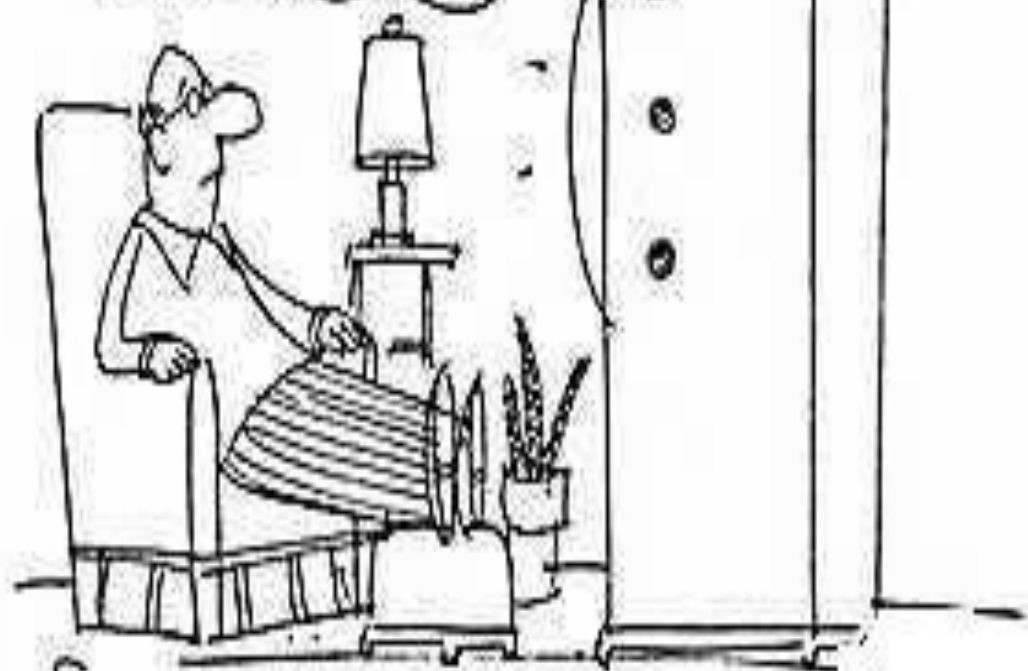
- II. Attitude Determinants: voting/public op
- A. Family
- B. Education
- C. Income / Occupation
 - Democrats?
 - Republicans?
- D. Religion
 - Democrats?
 - Republicans?

- E. Ethnicity
 - *assimilation
 - African-American
 - post Civil War?
 - 1930's
 - 1990's
 - Hispanic
- <http://elections.nytimes.com/2008/results/president/exit-polls.html>

- III. Mass Media
 - A. Newspapers
 - impact determinants
 - news sifting
 - B. Magazines
 - impact determinants
 - C. Radio & TV
 - impact

- IV. Bias
- “1934 Federal Communications Act”
- A. Presentation
- B. News Management

OUR POLL SHOWS THE
TYPICAL VOTER IS ALL
POLLED OUT.



SCHWADP

