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2.	Record Nr.	UNINA9910460750903321
	Autore	Shiraev Eric <1960-, >
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""Cover ""; ""Title Page""; ""Copyright Page""; ""Table of Contents "";
""Preface""; ""About the Authors""; ""Chapter 1 Introduction: The Nature
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Opinion""; ""A Case in Point 1.1: Elitist Commentators or Next-Door
Neighbors?""; ""Public Opinion and Society""; ""Social Value of Opinion
Polls""; ""Practical Value""; ""Comparative Value""; ""A Case in Point 1.2:
Specific Opinions on Particular Policies""; ""A Case in Point 1.3: When
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""Overall Resistance to Polling""""Government: Does Public Opinion
Matter?""; ""Two Views on Government and Polls""; ""A Topic for Class
Discussion: Factors Mediating Public Opinion's Influence on Policy"";
""Political Structure: Institutions and Communications""; ""Political
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and Human Expression""; ""Steps in Survey Research""; ""Sample
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""Sampling Error""""Sampling and Accuracy of Polls""; ""A Case in Point
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Nonrepresentative Samples""; ""Looking for Linkages""; ""Surveys"";
""Survey Questions""; ""Structure and Order of Questions""; ""A Case in
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""Meta-Analysis: Research on Research""; ""Qualitative Approaches"";
""A Case in Point 2.4: Culture-Bound Surveys""
""Assignment 2.1: Problems with Questions""""Assignment 2.2: Errors in
Sampling""; ""Chapter Summary""; ""Definitions of Key Terms"";
""Chapter 3 Thinking Critically About People's Opinions""; ""Critical
Thinking about Polls""; ""Thinking About a Survey's Context"";
""Circumstances Surrounding a Survey""; ""The Way the Question Is
Asked""; ""Thinking About Bias in Survey Interpretation""; ""Be Aware of
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""A Topic for Class Discussion: "Right" and "Wrong" Issues""; ""Wording:
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""Pay Attention to Labels""""Question Secondary Sources""; ""Be Aware of
Dichotomous and Continuous Variables""; ""A Case in Point 3.1:
Headlines About Survey Results""; ""Explanations: Understanding
Sources of Opinions""; ""Know How to Interpret Correlations and Co-
appearances""; ""Look for Many Causes""; ""A Case in Point 3.2: What
the "Average" American Thinks About Correlation and Causation"";
""Assignment 3.1: Similarities and Differences""; ""Chapter Summary"";
""Definitions of Key Terms""; ""Chapter 4 Attitudes and Opinions"";
""The Nature of Attitudes""
""A Case in Point 4.1: Culture and Attitudes""
