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""Preface""; ""About the Authors""; ""Chapter 1 Introduction: The Nature  
of Public Opinion""; ""What Is Public Opinion?""; ""Types of Public  
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""Overall Resistance to Polling""""Government: Does Public Opinion  
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""A Case in Point 2.4: Culture-Bound Surveys""  
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""Pay Attention to Labels""""Question Secondary Sources""; ""Be Aware of  
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Sources of Opinions""; ""Know How to Interpret Correlations and Co-  
appearances""; ""Look for Many Causes""; ""A Case in Point 3.2: What  
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""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""

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