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of Public Opinion""; ""What Is Public Opinion?""; ""Types of Public
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Polls""; ""Practical Value""; ""Comparative Value""; ""A Case in Point 1.2:
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Discussion: Factors Mediating Public Opinion's Influence on Policy"";
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""Survey Questions""; ""Structure and Order of Questions""; ""A Case in
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Sources of Opinions""; ""Know How to Interpret Correlations and Co-
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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""
