

1. Record Nr.	UNINA9910460750903321
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Titolo	People and their opinions : thinking critically about public opinion // Eric Shiraev, Richard Sobel
Pubbl/distr/stampa	Abingdon, Oxon : , : Routledge, , 2016
ISBN	1-315-66335-X 1-317-34585-1
Descrizione fisica	1 online resource (385 p.)
Altri autori (Persone)	SobelRichard <1949->
Disciplina	303.3/8
Soggetti	Public opinion Public opinion - United States Political socialization Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2006 by Pearson Education, Inc.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	<p>""Cover""; ""Title Page""; ""Copyright Page""; ""Table of Contents""; ""Preface""; ""About the Authors""; ""Chapter 1 Introduction: The Nature of Public Opinion""; ""What Is Public Opinion?""; ""Types of Public 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 Pollsters and Their Sponsors "Go Wrong"""; ""Political and Ideological Value""</p> <p>""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 Landscape and Elections""; ""Political Participation""; ""Assignment 1.1: Proliferating Information Sources""; ""Chapter Summary""; ""Definitions of Key Terms""; ""Chapter 2 Measurement of Opinion""; ""Measurement and Human Expression""; ""Steps in Survey Research""; ""Sample Selection""; ""Types of Sampling""</p> <p>""Sampling Error""""Sampling and Accuracy of Polls""; ""A Case in Point</p>

2.1: The 1948 Polling Disaster"; ""A Case in Point 2.2: The Use of Nonrepresentative Samples"; ""Looking for Linkages"; ""Surveys"; ""Survey Questions"; ""Structure and Order of Questions"; ""A Case in Point 2.3: The Way Questions Are Asked"; ""Hazy, Knotty, Corny, and Other Bad Questions"; ""Question Translation"; ""Non-Survey Methods"; ""Experiment"; ""Content Analysis"; ""Focus Groups"; ""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"";
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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""
