

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 "";</p> <p>""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"; "Circumstances Surrounding a Survey"; "The Way the Question Is Asked"; "Thinking About Bias in Survey Interpretation"; "Be Aware of Your Own Prejudgments"; "Be Aware of Respondents' Assumptions"; "A Topic for Class Discussion: "Right" and "Wrong" Issues"; "Wording: Look Critically at Descriptions"

"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"
