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Autore	Igo Sarah Elizabeth <1969->
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Nota di contenuto	Frontmatter -- Contents -- Illustrations -- Introduction: America in Aggregate -- 1. Canvassing a "Typical" Community -- 2. Middletown Becomes Everytown -- 3. Polling the Average Populace -- 4. The Majority Talks Back -- 5. Surveying Normal Selves -- 6. The Private Lives of the Public -- Epilogue: Statistical Citizens -- Notes -- Acknowledgments -- Index
Sommario/riassunto	supports the death penalty, that half of all marriages end in divorce, and that four out of five prefer a particular brand of toothpaste. But remarkably, such data--now woven into our social fabric--became common currency only in the last century. With a bold and sophisticated analysis, Sarah Igo demonstrates the power of scientific surveys to shape Americans' sense of themselves as individuals, members of communities, and citizens of a nation.