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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Preface; I Approaches to Studying Attitudes and Opinions; II Public Opinion on Socially Important Topics; References; Name Index; Subject Index
Sommario/riassunto	Notable advances resulting from new research findings, measurement approaches, widespread uses of the Internet, and increasingly sophisticated approaches to sampling and polling, have stimulated a new generation of attitude scholars. This extensively revised edition captures this excitement, while remaining grounded in scholarly research. Attitudes and Opinions, 3/e maintains one of the main goals of the original edition--breadth of coverage. The book thoroughly reviews both implicit and explicit measures of attitudes, the structure and function of attitudes, the nature of public