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Titolo	Mass informed consent [[electronic resource]] : evidence on upgrading democracy with polls and new media // Adam F. Simon
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Who deserves the blame for invading Iraq (and other mistakes)? -- The yes, no and don't knows of political polling -- Gently introducing science, starring the median voter model and a test of citizens' independence -- Why do Americans favor some things yet oppose others? and, explaining Republican success against partial birth abortion -- Questions are just as important as answers, particularly in a study of public opinion on the Iraq invasion -- Debunking manipulation myths, featuring the infamous harry and louise -- Political reforms and thoughts on media old and new.
Sommario/riassunto	Public opinion polling permeates today's politics, yet many seem suspicious of polls and skeptical in their prominence, fearing that overreliance on public opinion amounts to pandering or that pollsters can manipulate a feeble public. In this book Adam Simon argues that democracy requires that government listen to the public and that sample surveys are the finest democratic technology yet devised. He lays out the fundamentals of public opinion research and illustrates his discussion of the science of polling with recent political hot button

