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""Sampling Error""""Sampling and Accuracy of Polls""; ""A Case in Point 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""
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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""

Sommario/riassunto

Utilizing both a critical thinking approach and a comparative perspective throughout the text, Sobel and Shiraev provide comprehensive coverage of public opinion while also teaching students the basic skills necessary for measurement, understanding, and interpreting. Written in an accessible and engaging manner, this text provides a unique and practical introduction to the field of public opinion. The book begins by schooling the reader in how to think critically and then helps students apply those techniques as they encounter the concepts of public opinion. The text also employs a comparative perspective, demonstrating the effect and nature of public opinion in other countries while also placing American public opinion in context.
