

Measuring Public Opinion & Political Information Name: _____

How Polls Are Conducted, p 189

1. Who developed the first public opinion poll?
2. When was the first public opinion poll used?
3. What is a sample?
4. Why are samples used?
5. How many people are required in the “universe”?
6. What is random sampling & why is it used?
7. What is the sampling error?
8. Explain how modern samples are selected electronically:

The Roll of Polls in American Democracy, p 191

9. Why do politicians & policy-makers use polls?
10. What was George Gallup’s fondest hope for polls?
11. What do critics of polling, what is the down-side of polling?

12. Why do Jacobs & Shapiro claim the down-side of polls may be overstated?
13. How do political polls weaken the election process?
14. What is the “bandwagon effect” & how does it affect voters?
15. How do the media use polls to create a “race” between candidates?
16. Why is the “exit poll” widely criticized?
17. How do time zones & polls combine to influence election results?
18. How did exit polls influence the 2000 Presidential Election?
19. Why is the wording of the questions in a poll so important?
20. According to Russell Neuman, what is the “paradox of mass politics”?