

Political Science 433: Politics, Media and Public Opinion

Dr. Belt

Exam #1 Review Guide

Date: Monday, March 3, 2008

Format: Identifications (list or define/describe), short-answer, and essay.

Readings Topics Covered: Erickson and Tedin, Chs. 1-7, 9-11; and “The Two Nations” handout.

Lecture Topics Covered:

Public Opinion Defined
Understanding Sampling
Evolution of Polling
Modern Polling Techniques
Implementation
Problems with NH Primary Polling

Polling and Democracy
Rational Activist Model
Political Parties Model
Interest Groups Model
Instructed Delegate Model
Trustee (Sharing) Model

Nonattitudes
Social Acceptability Bias
Wording Problems
Order Problems
Filter (Screening) Questions
Indexes
Election Forecasting
Exit Polls
Premature Poll Releases
Misuses of Surveys
FRUGing
Push Polling
Pseudo Polls
Straw Polls

The Great American Values Test

President Bush’s State of the Union Address

Political Interest and Political Attention

The Public Opinion “House”

Beliefs

Values

Opinions

Political Socialization

Agents of Political Socialization

Sources of Opinion

Group Benefits

On-line reasoning

Memory-based Reasoning

Saliency

The Public Opinion Life Cycle and Life Cycle Effects

Generation Effects

Period Effects

Attitude Consistency and Change
Support for Democracy
Trust in Government
Political Efficacy
Confirmation Bias
Loss Aversion
Selective Perception
Rosy Retrospection

Analysis and Interpretation of Polls
Trends in Opinion: Macro-Level
Macropartisanship
Ideology
Presidential Approval, Honeymoon, Rally Effect
Democratic Values (Specific vs. General support)
Crime and Punishment, Death Penalty
Trust in Government
Isolationism/Internationalism

Trends in Opinion: Micro-Level
The California Reich
Religion
Ideological Political Organizations
Racial Attitudes
Gender Gap
Cognitive Dissonance
Alienation
Social Capital
Political Consumerism (Dr. Stolle’s Lecture)

Making Sense of Current Politics
“Red State-Blue State” (“Two Americas”)
“Nation as Family” Metaphor

Elite Opinion Leadership
The Role of Parties
The Role of Interest Groups
The Role of Elections
Opinion Followership