

## Measuring Public Opinion Section 2 Guided Answers

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Public opinion is an expression of the general population's thoughts on a particular issue. It represents a common or popular opinion on a particular issue, such as public health or the economy.

### The Measurement of Public Opinion - Video & Lesson ...

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chapter 8 mass media and public opinion section 2 measuring public opinion main idea have you ever responded to a poll taken a poll yourself polls are the most effective means for measuring public opinion other measures include election returns the activities of interest groups and direct personal

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chapter 8 mass media and public opinion - section 1- the formation of public opinion section 2- measuring public opinion section 3- the mass media Chapter 9 interest groups- section 3 Terms in this set (17)

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- Scientific polls are fairly accurate, but have difficulty measuring the intensity, stability, and relevance of opinions. • Intensity: how strongly someone holds an opinion. • Stability: how likely an opinion is to change. • Relevance: how important an opinion is to the person who holds it.

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-The ultimate measurement of public opinion is expressed through the ballot box.-Elected candidates will often state that they have a "mandate" to govern.This refers to the instructions or commands of a constituency to govern.-In reality, election results are rarely an accurate assessment of public opinion.

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### Chapter 8 Section 2 Measuring Public Opinion Quiz Answers

CHAPTER 8 ~ SECTION 2 ~ OUTLINE. The Measurement of Public Opinion. Section Objective: To understand the means by which opinions are expressed and measured. A. The Challenge of Measuring Public Opinion. 1. Measurement Through Elections- Election results are at best only indicative of the vague, general direction of public opinion.

### CHAPTER 8 ~ SECTION 2 ~ OUTLINE

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