

Name: \_\_\_\_\_

AP Gov Review: Video #9, Public Opinion

Big Idea Questions	Guided Notes	Areas of Concern
	<p style="text-align: center;"><b>Public Opinion</b></p> <ul style="list-style-type: none"><li>• What is it?<ul style="list-style-type: none"><li>• How the public views certain issues, events, people, etc.</li></ul></li><li>• How is public opinion measured?<ul style="list-style-type: none"><li>• Via _____, which sample the population</li></ul></li></ul> <p style="text-align: center;"><b>Polls</b></p> <ul style="list-style-type: none"><li>• _____ began the practice of polling in America (1930s)</li><li>• How are polls administered?<ul style="list-style-type: none"><li>• They take a sample of the population - as little as _____ people</li></ul></li><li>• <b>**Characteristics of Effective Polls:**</b><ul style="list-style-type: none"><li>• 1) _____ - very important to insure accuracy</li><li>• 2) _____ - Random samples should reflect society as a whole (just over 50% female, 13% black, etc.)</li><li>• 3) _____ - around 3% error</li><li>• _____</li><li>• _____</li><li>• How would you rate the president's job performance? vs. Do you agree with most Americans that the president is doing a poor job?</li></ul></li><li>• How accurate are polls?<ul style="list-style-type: none"><li>• It is an estimation, but almost every time, they are accurate within _____%</li><li>• This is known as _____</li><li>• Usually, the larger the poll audience, the _____ the margin of error</li></ul></li></ul> <p style="text-align: center;"><b>Polls In Government</b></p> <ul style="list-style-type: none"><li>• Positives of polls:<ul style="list-style-type: none"><li>• They can help politicians determine what is _____ to the public</li><li>• Politicians can stay in touch with _____</li></ul></li><li>• Criticisms of polls:<ul style="list-style-type: none"><li>• Some argue politicians are _____ influenced by polls<ul style="list-style-type: none"><li>• _____, not leaders</li></ul></li><li>• Polls may create a _____ effect</li><li>• Exit Poll - used on _____ day</li></ul></li></ul>	

- Candidates are declared winners even though millions on the \_\_\_\_\_ still have to vote - believed to discourage voting
- \_\_\_\_\_ of questions can change the response of individuals

### What Do Polls Reveal About Americans?

- Many Americans have a \_\_\_\_\_ with politics
  - Less than \_\_\_\_\_% can identify their \_\_\_\_\_ in the House
- Since the 1970s (\_\_\_\_\_), Americans trust in government has \_\_\_\_\_ significantly
  - Exception - after \_\_\_\_\_
- Many Americans are weary of “\_\_\_\_\_ government”

### Quick Recap

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Test Tips

- Multiple-Choice:
  - Characteristics of effective polling
  - All of the following are examples EXCEPT
  - Criticisms of polling
- Free Response:
  - Public opinion and Congress - 2011 Free Response
    - Characteristics of polls