Unit 6 – Political Parties & Elections

1. Developing Ideologies

A. Political Socialization

 1. National/Int’l Norms

 i. What is “normal”?

 ii. History, major events\*

 iii. Globalization

 iv. Media

 2. Community norms

 i. Family, schools, social orgs, religion

 3. Personal life

 i. Age, education, work, friends

II. What the Public Wants

1. Polling
2. How to make a good poll
3. Sample size
4. Representative sample
5. Random selection
6. Neutral questions
7. Margin of Error
8. Poll Types
9. Poll Types
10. Opinion Polls – Do you support x or y ?
11. Benchmark Polls
12. Tracking Polls – Follow a cohort
13. Entrance/Exit Polls
14. Petitioning Government

1. Metrics to gauge public opinion

 i. In-person x1

 ii. Phone Call x.95

 iii. Letter x.50

 iv. Email x.10

1. Protests – informal but effective!

III. Measuring Public Opinion & Evaluating Public Opinion Data

1. Purpose of Public Opinion Polls (& what the critics say)
2. Take the pulse of the American people
3. Elected officials use them to determine what issues the public supports
4. Elected officials use them to help evaluate support for their policies
5. Elected officials use them to craft favorable language to frame certain policies to the public

B. Influences on Branches of Gov’t:

 1. Legislative:

 2. Executive:

 3. Judicial:

C. Unreliability Of Data

 1. Knowledge

 2. Question-Wording

 3. Social Desirability Bias

 4. Non-Response Bias