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