CHAPTER 11
POLITICAL SOCIALIZATION AND PUBLIC OPINION

homogeneous society in early America –

today's heterogeneous society –

**Political Socialization**

political socialization –

agents of political socialization –

**The Family**

communications and receptivity –

political socialization in early years up to age 10 –

political socialization by age 11 –

1988 study of political socialization by family –

Ideological Self-Identification of First-Year College Student (Figure 11.1) –

**School and Peers**

elementary school influence –

Kids Voting USA –
Weekly Reader –

peers –

high school influence –

college influence –

- FOR HOMEWORK READ AND ANSWER QUESTIONS ON PP 393-395 –
  Motherhood, The Framers and Political Socialization & Teaching Civics in American High Schools

Mass Media

growing role –

time in front of TV –

impact of TV

impact of alternative sources of political information on TV –

2004 study of alternative TV sources for election information –

average time for sound bite –

role of Internet –

Religion

role of religion –
percentage of Americans who consider religion an important part of their lives –

faith-based political activity through much of 20th century from the left –

leaders of civil rights movement –

1972 appearance of religious gap in voting and public opinion –

Nixon’s "Silent Majority" strategy –

Jerry Falwell and the Moral Majority –

Pat Robertson and the Christian Coalition –

today second largest predictor of the vote (after party identification) –

Ideological Self-Identification of Protestants, Catholics and Jews (Figure 11.2) –

shared religious attitudes tendency to affect voting and issue stances –

**Race and Ethnicity**

differences in political socialization between African Americans and whites from early age through adulthood –

Views of Whites and Blacks in Wake of Hurricane Katrina (Figure 11.3) –

importance of race and ethnicity as factors in elections and the study of public opinion –
Hispanics’ response to issues –

Asian/Pacific Islanders’ response to issues –

divisions in Hispanic community –

Racial and Ethnic Attitudes on Selected Issues (Analyzing Visuals) –

**Gender**

Gender Differences on Political Issues (Table 11.1) –

suggested reasons for women’s more liberal attitudes on social welfare concerns–

women’s opinions about war –

effect of terrorism and national security concerns on women’s opinions –

**Age**

Comparing Four Age Cohorts on Issues, 2004 (Figure 11.4) –

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consequences of the graying of America –

fastest growing age group in the U.S. and their tendency to vote –
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effect of regional and sectional differences in developing and maintaining political beliefs since colonial times –

differences between the North and the South -

characteristics of the South –

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stark regional difference in candidate appeal in 2004 presidential election –

Impact of Events

role of key political events –

November 22, 1963 –

effects of 9/11 attacks –

America’s Collective Memory (Table 11.2) –

Nixon’s resignation –

2006 study of Americans, age 18-20 –

impact of events leading and the marked increase in distrust of government –

• READ AND ANSWER QUESTIONS FOR: Key Challenges Around the World
Public Opinion and Polling

public opinion –

public opinion polls –

George Gallup –

role of public opinion and governance –

The History of Public Opinion Research

efforts by newspapers in 1824 and 1833 –

Walter Lippmann –

Public Opinion –

Literary Digest –

straw polls –

three errors in straw polling by Literary Digest:

1) 

2) 

3) 

Gallup and 1936 election –
The Success of the Gallup Poll in Presidential Elections, 1936-2004 (Figure 11.5)

“Dewey Defeats Truman” headline –

National Election Study –

Internet and polling –

**Traditional Public Opinion Polls**

how polls are used –

several key phrases of various polls –

Determining the Content and Phrasing the Questions

wording of the question –

responses often tied to wording of a particular question –

Selecting the Sample

random sampling –

most common unrepresentative sampling used today –

quota sample –

stratified sampling –

nonstratified samples –
Contacting Respondents

telephone polls –

random-digit dialing surveys –

individual, in-person interviews –

Political Polls

Push Poll

push questions –

push polls –

do candidates use this poll method? –

effect of the Internet on push polls –

Tracking Polls

tracking polls –

A Daily Tracking Poll for the 2004 Presidential Election (Figure 11.6) –

Exit Polls

exit polls –

who uses exit polls? –
Shortcomings of Polling

VNS –

networks form own polling pool –

Sampling Error

accuracy of poll depends on quality of what? –

small samples –

poor and homeless underrepresentation –

sampling error (or margin of error) –

all polls contain errors –

Limited Respondent Options

how it leads to inaccuracies –

Lack of Information

when respondents don’t care about an issue or lack information –

filter question –

Difficulty Measuring Intensity

inability to measure intensity of feeling about particular issues –
Why We Form and Express Political Opinions

Personal Benefits

“I” centered –

what effects attitudes on issues that do not affect someone individually –

issues that do not affect someone individually and do not involve moral issue –

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Americans’ level of knowledge about history and politics –

Americans’ Political Knowledge (Table 11.3) –

gender differences on political knowledge –

Cues from Leaders

V.O. Key –

role political leaders play in influencing public opinion –

followers –

presidential efforts to drum-up support for their programs –

George W. Bush and fall in public opinion polls over Iraq War –
Political Ideology

political ideology –

conservatives –

liberals –

Roper Center survey on Americans’ political ideology –

The Effects of Public Opinion and Polling on Government and Politicians

Federalist Papers’ comment on public opinion –

public opinion influences the actions of politicians and public officials –

political opinion and political capital –

studies on whether public policy is responsive to public opinion –

criticism of political polling –

bandwagon effect in New Hampshire primary –

underdog effect in New Hampshire primary –

effect of strong showing in New Hampshire primary –