

Chapter 11 Public Opinion and Political Socialization

1) In the 2000 election, the media initially declared Al Gore the winner over George W. Bush. This call was made using

- A) Voter News Service projections.
- B) entrance polls.
- C) actual vote totals.
- D) random-digital dial technologies.
- E) newspaper polls appearing on Election Day.

2) The process through which an individual acquires particular political orientations is most accurately called

- A) juvenile politicization.
- B) political acclimation.
- C) acquisition.
- D) public opinion.
- E) political socialization.

3) Our earliest views of political matters come from

- A) kindergarten.
- B) *The Weekly Reader*.
- C) parents.
- D) your church, temple, or synagogue.
- E) friends.

4) The most liberal religious group tends to be

- A) Catholics.
- B) Protestants.
- C) Muslims.
- D) Mormons.
- E) Jews.

5) Historically, some of the biggest gender differences in political attitudes have been on

- A) gun control.
- B) foreign aid and the United Nations.
- C) economic issues.
- D) abortion.
- E) military issues.

6) The fastest-growing age group in America is

- A) under 25.
- B) 26-40.
- C) 41-65.
- D) 50-55.
- E) over 65.

7) Church attendance is highest in the

- A) Midwest.
- B) West.
- C) South.
- D) Northeast.
- E) border states of the Southwest.

- 8) _____ correctly predicted every presidential election from 1920 to 1932.
- A) *Time*
 - B) *The New Yorker*
 - C) *The Gallup Report*
 - D) *Literary Digest*
 - E) *Newsweek*
- 9) A famous journalist and author who voiced his concern about how easy it was to manipulate public opinion was
- A) Walter Winchell.
 - B) Walter Lippman.
 - C) Edward R. Murrow.
 - D) Ernie Pyle.
 - E) George Gallup.
- 10) *Literary Digest* used _____ polls to predict the popular vote in presidential elections.
- A) exit
 - B) straw
 - C) tracking
 - D) deliberative
 - E) representative
- 11) Among the main reasons presidents and their staff use polls are
- A) to win reelection.
 - B) to signal the Supreme Court that the public supports the president's position.
 - C) to be judged favorably by history.
 - D) to pass the presidential agenda.
 - E) Choices A, C, and D are correct, but not Choice B.
- 12) The founder of modern polling was
- A) Louis Harris.
 - B) Stan Roper.
 - C) George Gallup.
 - D) John Zogby.
 - E) the *Washington Post*.
- 13) The *Literary Digest's* prediction of the winner in the 1936 presidential election suffered from which common polling errors?
- I. The wealthy were oversampled, leading to an oversampling of Republican voters.
 - II. Polls were taken in early September, and voters changed their minds by November.
 - III. Only those with automobiles were allowed to vote.
 - IV. Not enough people had telephones.
- A) II and III
 - B) II and IV
 - C) III and IV
 - D) I and II
 - E) II, III, and IV
- 14) The 1936 election was predicted correctly by
- A) George Gallup.
 - B) the *Literary Digest*.
 - C) the National Election Study.
 - D) the Harris poll.
 - E) none of the above

- 15) Unscientific surveys used to gauge public opinion on a variety of issues are called
- A) exit polls.
 - B) push polls.
 - C) tracking polls.
 - D) deliberative polls.
 - E) straw polls.
- 16) The polling industry suffered a setback in 1948 when it predicted that _____ would win the presidential election.
- A) Harry S Truman
 - B) Strom Thurmond
 - C) Henry Wallace
 - D) Thomas Dewey
 - E) Franklin D. Roosevelt
- 17) Every two years, since 1952, there have been regular surveys of the American electorate known as the
- A) General Social Survey.
 - B) Barometer of the American Electorate.
 - C) National Election Study.
 - D) National Public Opinion Survey.
 - E) Harris Interactive Survey.
- 18) Poll questions dealing with _____ can skew the reliability of the poll.
- I. the time of day
 - II. highly emotional issues
 - III. questions framed by interest groups paying for the poll
 - IV. political preferences
- A) I and II
 - B) II and III
 - C) II and IV
 - D) I and III
 - E) III only
- 19) The most rigorous technique for selecting a polling sample is
- A) person-on-the-street sampling.
 - B) stratified sampling.
 - C) straw polling.
 - D) self-selected sampling.
 - E) quota sampling.
- 20) Internet polls undercount
- A) young adults.
 - B) owners of computers.
 - C) the poor.
 - D) the elderly.
 - E) Choices C and D are both correct.
- 21) All polls contain errors. To determine how reliable a poll is, one must first determine
- A) sampling error.
 - B) the standard deviation.
 - C) the inaccuracy rate.
 - D) that the sample size was exceptionally large (3,000 people or more contacted).
 - E) Choices B and C are both correct.

- 22) Which of the following is a major weakness of public opinion polls?
- A) Only elite opinion is measured.
 - B) Polls are unable to measure the intensity of feelings about issues.
 - C) All polls contain far too many errors to ever be reliable.
 - D) Polls can have limited respondent options.
 - E) Choices B and D are both major weaknesses.
- 23) Based upon the text, Americans would appear to have the most difficulty forming opinions about
- A) women candidates, especially if those forming opinions are men.
 - B) issues that affect them directly.
 - C) policies that don't affect them personally.
 - D) social security.
 - E) the amount of taxes they pay.
- 24) Political knowledge and political participation
- A) are directly related to each other.
 - B) have little to do with each other since many people who vote do so with very little information.
 - C) are at all-time highs.
 - D) have no sex-based differences.
 - E) are clearly highest among young Americans.
- 25) An individual's coherent set of values and beliefs about the purpose and scope of government is most accurately called a political
- A) opinion.
 - B) schema.
 - C) consensus.
 - D) framework.
 - E) ideology.