

Define **public opinion**.

Define **political  
ideology.**

What **external factor**  
can influence public  
opinion?

Define **political  
socialization.**

Describe five factors  
that can influence  
political ideology.

Why do we have polls?

When creating a poll,  
how do we make it  
most effective?

Describe how polling data can be used to measure public opinion.

Name the four main types of polls.

What are some  
concerns to consider  
when creating a poll?

What's a "push poll"?

What's an exit poll?

Give an example of how polling practices can help to **shape** (not measure) public opinion.

How does the media  
shape public opinion?

Give a detailed example of bias in the media.

What are the three  
roles of the media  
regarding public  
opinion?

Besides bias, give three criticisms of the media's role in shaping public opinion.

How does public  
behavior act as a check  
on media influence?

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# **BIG IDEA #1:**

How does public opinion relate to the political process?

# **BIG IDEA #2:**

What are some factors that influence public opinion?

# **BIG IDEA #3:**

What has contributed to the increase in influence the media have over public opinion?

# **BIG IDEA #4:**

How do we measure  
public opinion?

# **BIG IDEA #5:**

What issues must one consider when conducting or examining poll results?

# **BIG IDEA #6:**

How does the media  
promote the public  
good?