

**20 Multiple choice questions**

Term

1 of 20

Newspaper mail-in ballots hoop to predict election outcomes with some success by hearing from

- a large quantity of voters.
- a small group of political analysts.
- individuals who do not participate in elections.
- only registered voters from one party.

Term

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The impact of the mass media on the public agenda can best be described as its ability to

- focus the public's attention on specific issues.
- create a uniform opinion among all citizens.
- distract the public from important matters.
- limit access to information for the public.

Term

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\_\_\_ are made up of the people with whom one regularly associates, including friends, classmates, neighbors, and co-workers.

- family units
- community leaders
- peer groups
- social circles

Term

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A(n) \_\_\_ is a person who has more than the average influence on public opinion.

- social influencer
- opinion leader
- public speaker
- media personality

Term

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If the universe to be measured is quite small, which of the following steps in the polling process can be eliminated?

- constructing a sample
- defining the universe
- preparing valid questions
- tabulating the data

Term

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Politicians want to have accurate information about public opinion because they can

- focus the public's attention on specific issues.
- plan better campaigns if they know what is important to the people.
- the desire of viewers to be entertained as well as informed.
- the entire group of persons whose opinion a poll seeks to measure.

Term

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a sample in which each member of the universe has an equal chance of being included

- quota sample
- representative sample
- random sample
- stratified sample

Term

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The societal problems that political leaders and citizens agree need government attention are known as the \_\_\_\_.

- government policy
- public agenda
- political platform
- social issue

Term

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Events over the years since the 1960s have resulted in a decline in the American people's trust in government. Of the following factors that influence the opinion-making process, which has the greatest potential to reverse this situation?

- education
- scientific discoveries
- public agenda
- historical events

Term

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When utilizing television to attract voters, candidates must contend not only with the high cost of air time, but also with

- the need for viewers to only receive serious news.
- the desire of viewers to be entertained as well as informed.
- the expectation that all candidates will be treated equally.
- the requirement for candidates to avoid all advertising.

Term

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\_\_\_ portion of a population that can represent the whole population

- summary
- system
- segment
- sample

Term

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The free unrestricted power of majority public opinion in American politics is limited by

- scientific polls
- checks and balances
- straw vote
- historical events

Term

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\_\_\_ a means of communication that transmits some kind of information

- manner
- message
- method
- medium

Term

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\_\_\_ the instructions voters give to their electoral officers

- recommendation
- suggestion
- directive
- mandate

Term

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One question that needs to be asked before the views of a particular interest group are allowed too much influence over public policy is:

- How many people does the group really represent?
- public opinion
- plan better campaigns if they know what is important to the people.
- family

Term

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Attitudes held by a significant number of people concerning governmental and political questions are known as

- public opinion
- scientific polls
- political culture
- public agenda

Term

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\_\_\_ means of communication that reach widely dispersed audiences at the same time

- personal communication
- local news
- private messaging
- mass media

Term

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The most reliable measure of public opinion is

- convention polls
- scientific polls
- exit polls
- publicity polls

Term

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Patriotic opinion leaders should view their roles as

- the desire of viewers to be entertained as well as informed.
- a grave responsibility.
- a large quantity of voters.
- some basic attitudes that will most likely affect their future opinions.

Term

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The term "public opinion" is misleading because

- There is only one public opinion that matters.
- Americans belong to many different publics, each with a distinctive viewpoint.
- Public opinion is always unanimous across the nation.
- Public opinion is solely influenced by foreign nations.