

20 Multiple choice questions

Term

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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

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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.