

chapter 8 review

Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

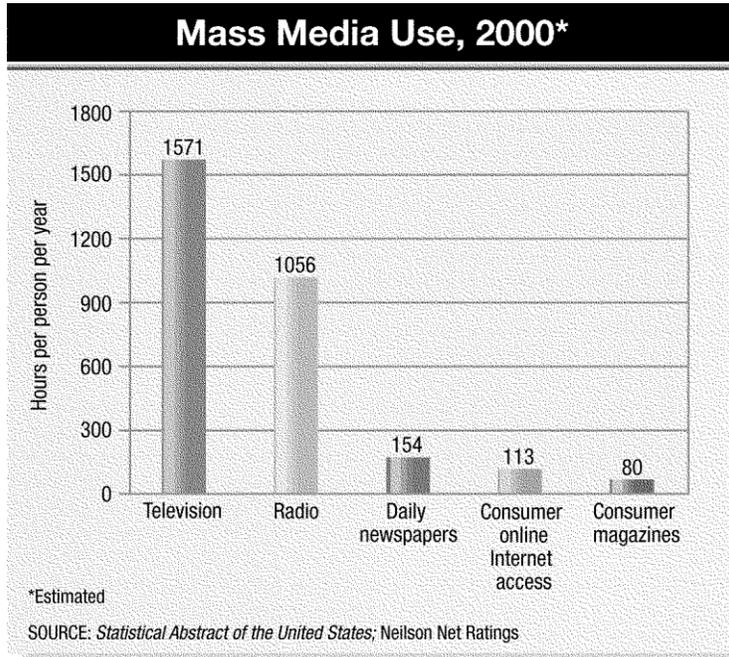
MAIN IDEAS

- ___ 1. Which of the following is the earliest and one of the most significant agents in the political socialization process?
- a. family
 - b. place of residence
 - c. group affiliation
 - d. gender
- ___ 2. Which of the following is NOT a shortcoming of current scientific polls?
- a. They have difficulty measuring the relevance of opinions to the people who hold them.
 - b. They cannot accurately measure the intensity of opinions.
 - c. They have difficulty measuring the stability of opinions.
 - d. They cannot accurately measure political preferences.
- ___ 3. Polls are taken to
- a. guarantee the constitutional rights of all people.
 - b. determine people's attitudes and viewpoints.
 - c. further the political socialization of individuals.
 - d. provide a system of checks and balances.
- ___ 4. The impact of the mass media on the public agenda can best be described as its ability to
- a. tell people whom to vote for.
 - b. focus the public's attention on specific issues.
 - c. tell people what opinions to have about those issues.
 - d. focus the public's attention on how to vote.
- ___ 5. Which of the following does NOT limit the influence of the mass media on public opinion?
- a. Only a small part of the public pays attention to politics.
 - b. Voters tend to pay attention to sources with which they disagree.
 - c. Most television programs have little to do with public affairs.
 - d. Voters tend to pay attention to sources with which they agree.
- ___ 6. Attitudes held by a significant number of people concerning governmental and political questions are known as
- a. the mass media.
 - b. public opinion.
 - c. interest groups.
 - d. public policies.
- ___ 7. "Universe" is a term used to describe
- a. a politician's constituency.
 - b. the entire group of persons sampled in a given poll.
 - c. the entire group of persons whose opinions a poll seeks to measure.
 - d. the group that supports the activities of an interest group.
- ___ 8. Public opinion is made known through all of the following EXCEPT
- a. interest groups.
 - b. personal contacts.
 - c. the media.
 - d. peer groups.
- ___ 9. What would be your BEST advice to a person who wants to learn more about political issues?
- a. Watch only television news and commentary shows daily.
 - b. Pay attention only to newspaper stories.
 - c. Explore a variety of sources of political information.
 - d. Regularly read the major newspapers and news magazines.

- ___ 10. The influence of public opinion on public policy is limited by what?
- a. religious leaders
 - b. peer groups
 - c. historic events
 - d. interest groups
- ___ 11. The term "public opinion" is misleading because
- a. opinions have no place in politics or government.
 - b. Americans belong to many different publics, each with a distinctive viewpoint.
 - c. most Americans consider political opinions to be a private matter.
 - d. no two people in the public really agree on any issue.
- ___ 12. All of the following are examples of the difficulties associated with measuring polls EXCEPT
- a. the intensity of the opinions expressed.
 - b. the stability or changeability of an expressed opinion.
 - c. stimulating discussion about them.
 - d. determining the relevance of an expressed opinion.
- ___ 13. In the family, young children are likely to acquire
- a. specific viewpoints on public policy issues.
 - b. little or no knowledge of public policy issues.
 - c. some basic attitudes that will most likely affect their future opinions.
 - d. attitudes that will definitely change as they begin forming their own opinions.
- ___ 14. The most reliable measure of public opinion is
- a. straw votes.
 - b. quota samples.
 - c. scientific polls.
 - d. pressure groups.
- ___ 15. The best example of the use of random sampling to determine who will be elected as your school president would involve
- a. asking each student in your class whom he or she would vote for.
 - b. asking one student in each classroom whom he or she would vote for.
 - c. picking out a specific number of students as they leave the school, and asking whom they would vote for.
 - d. asking every seventh student on an alphabetized list of all students whom they would vote for.
- ___ 16. Which form of mass media is now the principle source of political information for about 80 percent of the population of the United States?
- a. radio
 - b. television
 - c. newspapers
 - d. magazines
- ___ 17. Which of the following statements does NOT describe political socialization?
- a. The family plays a leading role.
 - b. Influential factors include peer groups, opinion leaders, and education.
 - c. It ends when a person's formal education ends.
 - d. It is the process by which a person acquires political opinions.
- ___ 18. Which of the following steps in scientific polling comes FIRST?
- a. tabulating the data
 - b. constructing the sample
 - c. preparing valid questions
 - d. defining the universe
- ___ 19. Politicians want to have accurate information about public opinion because they can
- a. plan better campaigns if they know what is important to the people.
 - b. work to discredit public opinion that differs from the views of their political party.
 - c. evaluate whether public opinion on an issue is right or wrong.
 - d. withdraw from a race rather than face defeat for holding an unpopular opinion.
- ___ 20. The free, unrestricted power of majority public opinion in American politics is limited by
- a. mandates.
 - b. a straw vote.
 - c. checks and balances.
 - d. random samples.

INTERPRETING TABLES

Use the table to answer the following questions.



- ___ 21. Which mass media did Americans spend the most time using?
- radio
 - daily newspapers
 - television
 - consumer magazines
- ___ 22. How many hours did Americans spend listening to the radio in the year 2000?
- 1571
 - 900
 - 1056
 - 154
- ___ 23. How many Americans spent more time watching television than listening to the radio in 2000?
- 154
 - 802
 - 515
 - 80
- ___ 24. In the year 2000, which mass media did Americans spend the least time using?
- television
 - consumer online internet access
 - radio
 - consumer magazines
- ___ 25. How many hours did Americans spend reading newspapers and consumer magazines?
- 234
 - 267
 - 193
 - 154
- ___ 26. Aside from television, most Americans are exposed to the use of mass media through
- radio.
 - daily newspapers.
 - consumer magazines.
 - consumer online Internet access.

Matching

IDENTIFYING KEY TERMS

Match each item with the correct statement below. You will not use all the terms.

- random sample
- medium

- c. sample
- d. straw vote
- e. quota sample
- f. interest group
- g. mass media
- h. sound bite

- ___ 27. ___ a means of communication that transmits some kind of information
- ___ 28. ___ private organization that works to affect public policy in order to benefit its members' concerns
- ___ 29. ___ portion of a population that can represent the whole population
- ___ 30. ___ a sharply focused, short report that can be aired in roughly 30 to 40 seconds
- ___ 31. ___ a poll that tries to assess opinion simply by asking the same question to a large number of people

IDENTIFYING KEY TERMS

Match each item with the correct statement below. You will not use all the terms.

- a. public opinion poll
- b. opinion leader
- c. public opinion
- d. quota sample
- e. random sample
- f. mandate
- g. mass media
- h. sound bite

- ___ 32. ___ governmental or political attitudes held by a significant number of people
- ___ 33. ___ a sample in which each member of the universe has an equal chance of being included
- ___ 34. ___ a sample constructed to represent the major characteristics of the universe
- ___ 35. ___ means of communication that reach widely dispersed audiences at the same time
- ___ 36. ___ the instructions voters give to their elected officers

IDENTIFYING KEY TERMS

Match each item with the correct statement below. You will not use all the terms.

- a. mandate
- b. public opinion
- c. public opinion poll
- d. quota sample
- e. mass media
- f. sample
- g. opinion leader
- h. interest group

- ___ 37. In a(n) ____, people are polled based on percentages that are set to reflect the makeup of the overall group.
- ___ 38. Because so many people were listening to the poet's political verses, he had become a(n) ____.
- ___ 39. In American politics a(n) ____ refers to the instructions or demands a constituency gives to its elected officials.
- ___ 40. The President hoped to sway ____ by asking people to reconsider the issue based on new information that had been revealed.
- ___ 41. The ____, including television and radio, have a huge effect on the formation of public opinion.

IDENTIFYING KEY TERMS

Match each item with the correct statement below. You will not use all the terms.

- a. public opinion poll
- b. public opinion
- c. quota sample
- d. peer groups
- e. mass media
- f. public agenda
- g. public affairs
- h. opinion leader

- ___ 42. The senator decided to check the results of a(n) ___ to obtain a sound indicator of how her constituency felt about the issue.
- ___ 43. ___ are made up of the people with whom one regularly associates, including friends, classmates, neighbors, and co-workers.
- ___ 44. Public opinion includes only those views that relate to ___.
- ___ 45. The societal problems that political leaders and citizens agree need government attention is known as the ___.
- ___ 46. A ___ is a person who has more than the average influence on public opinion.

Essay

CRITICAL THINKING

47. **Expressing Problems Clearly** What makes public opinion so difficult to ascertain?
48. **Identifying Central Issues** How can an opinion held by the public NOT be a public opinion?
49. **Distinguishing Fact from Opinion** The text states that election results are seldom an accurate measure of public opinion. Explain why you agree or disagree with this statement.
50. **Making Comparisons** Compare the kinds of preparations that would go into a candidate's television appearance versus those that might go into his or her radio broadcast.
51. **Identifying Alternatives** Suppose you want to take a scientific poll about people's opinions on a new boating law for Lake Blue. Who should make up your universe—all people in the United States, only townspeople, only boat owners, only people who live on the lake, anyone who uses Lake Blue, or some other group? Support your decision.
52. **Determining Relevance** Does the fact that the President gets a daily report of information from top news sources suggest undue influence of the media on government? Explain.