

Reading Public Opinion How Political Actors View The Democratic Process Studies In Communication Media And Public Opinion

READING PUBLIC OPINION offers a provocative approach for understanding how public opinion fits into the empirical world of politics. Scholar Susan Herbst reveals that how public opinion is actually assessed has little to do with the mass public. Her original and important book forces us to rethink our assumptions about the place of public opinion in contemporary politics. The United States is once again experiencing a major influx of immigrants. Questions about who should be admitted and what benefits should be afforded to new members of the polity are among the most divisive and controversial contemporary political issues. Using an impressive array of evidence from national surveys, The Politics of Belonging illuminates patterns of public opinion and explains why Americans hold the attitudes they do. Rather than simply characterizing Americans as either nativist or nonnativist, this book argues that controversies over immigration policy are best understood as questions over political membership and belonging to the nation. The relationship between citizenship, race, and immigration drive the politics of belonging in the United States and represents a dynamism central to understanding patterns of contemporary public opinion on immigration policy. Beginning with a historical analysis, this book documents why this is the case by tracing the development of immigration and naturalization law, institutional practices, and the formation of the American racial hierarchy. Then, through a comparative analysis of public opinion among white, black, Latino, and Asian Americans, it identifies and tests the critical moderating role of racial categorization and group identity on public opinion on immigration. Pollsters and pundits armed with the best public opinion polls failed to predict the election of Donald Trump in 2016. Is this because we no longer understand what the American public is? In A Troubled Birth, Susan Herbst argues that we need to return to earlier meanings of "public opinion" to understand our current climate. Herbst contends that the idea that there was a public—whose opinions mattered—emerged during the Great Depression, with the diffusion of radio, the devastating impact of the economic collapse on so many people, the appearance of professional pollsters, and Franklin Roosevelt's powerful rhetoric. She argues that public opinion about issues can only be seen as a messy mixture of culture, politics, and economics—in short, all the things that influence how people live. Herbst darts pins down contours of public opinion in new ways and explores what endures and what doesn't in the extraordinarily troubled, polarized, and hyper-mediated present. Before we can ask the most important questions about public opinion in American democracy today, we must reckon yet again with the politics and culture of the 1930s.

Controversial and compelling, this 1922 work by a two-time Pulitzer Prize winner remains ever vital. Author Walter Lippmann examines democratic theory, citizenship in a democratic society, and the role of the media in forming public perceptions, expectations, and actions. This exploration of censorship and privacy, stereotypes, leadership, and the image of democracy changed the nature of political science as a scholarly discipline, helped launch the profession of public relations, and introduced concepts that continue to play an important role in current political theory. It remains essential reading for students and others with an interest in politics, journalism, and history. Unabridged republication of the classic 1922 edition.

Politicians' Reading of Public Opinion and its Biases

Public Opinion: Democratic Ideals, Democratic Practice

The Mass Media and Public Opinion

Rude Democracy

Facing the Challenge of Democracy

Race, Public Opinion, and Immigration

In this provocative and engagingly written book, the authors argue that politicians seldom tailor their policy decisions to "pander" to public opinion. In fact, they say that when not facing election, contemporary presidents and members of Congress routinely ignore the public's preferences and follow their own political philosophies. 37 graphs.

What impact do news and political advertising have on us? How do candidates use media to persuade us as voters? Are we informed adequately about political issues? Do twenty-first-century political communications measure up to democratic ideals? The Dynamics of Political Communication: Media and Politics in a Digital Age, Second Edition explores these issues and guides us through current political communication theories and beliefs by detailing the fluid landscape of political communication and offering us an engaging introduction to the field and a thorough tour of the discipline. Author Richard Perloff examines essential concepts in this arena, such as agenda-setting, agenda-building, framing, political socialization, and issues of bias that are part of campaign news. Designed to provide an understanding and appreciation of the principles involved in political communication, this text uses a variety of research and hypothesis-testing, each chapter includes materials that challenge us by encouraging reflection on controversial matters. Inside this Second Edition you'll find: Expanded discussion of conceptual problems, communication complexities, and key issues in the field. New examples, concepts, and studies reflecting current political communication scholarship. The integration of technology throughout the text, reflecting its pervasive role in the political spectrum. Accompanied by an updated companion website with resources for students and instructors, The Dynamics of Political Communication prepares you to survey the political landscape with a more critical eye, and encourages a greater understanding of the challenges and occurrences presented in this constantly evolving field.

Covering the intricate facets of America's most important democratic tradition, this book serves as an important resource to understand how citizens' views are translated into governmental action. A central current in the history of democratic politics is the tensions between the political culture of an informed citizenry and the potentially antidemocratic impulses of the larger mass of individuals who are only marginally involved in the political world. Given the public's low level of political interest and knowledge, it is paradoxical that the democratic system works at all. In The Paradox of Mass Politics W. Russell Neuman analyzes the major election surveys in the United States for the period 1948-1980 and develops for each a central index of political sophistication based on measures of political interest, knowledge, and style of political conceptualization. Taking a fresh look at the dramatic findings of public apathy and ignorance, he probes the process by which citizens acquire political knowledge and the impact of their knowledge on voting behavior. The book challenges the commonly held view that politically oriented college-educated individuals have a sophisticated grasp of the fundamental political issues of the day and do not rely heavily on vague political symbolism and party identification in their electoral calculus. In their expression of political opinions and in the stability and coherence of those opinions over time, the more knowledgeable half of the population, Neuman concludes, is almost indistinguishable from the other half. This is, in effect, a second paradox closely related to the first. In an attempt to explain this and the persisting paradox of political theory, Neuman develops a model of three publics, which more accurately portray the distribution of political knowledge and behavior in the mass population. He identifies a stratum of apoliticals, a large middle mass, and a politically sophisticated elite. The elite is so small (less than 5 percent) that the beliefs and behavior of its member are lost in the large random samples of national election surveys, but so active and articulate that its views are often equated with public opinion at large by the powers in Washington. The key to the paradox of mass politics is the activity of this tiny stratum of persons who follow political issues with care and expertise. This book is essential reading for concerned students of American politics, sociology, public opinion, and mass communication.

What's Going On? Politicians' Reading of Public Opinion and Its Biases Explorations in the Analysis of Public Opinion and Political Participation New Directions in Public Opinion Understanding American Public Opinion from World War II to Iraq

A Troubled Birth The public policy overviews by Brookings are always among the best, and they are even more valuable this year when several think tanks appear to have defaulted on their traditional role in offering up reviews for consideration by the transition team. Across the various issue areas, including international, social, domestic, and governance policy domains, they present thoughtful recommendations. Citizens are political simpletons—that is only a modest exaggeration of a common characterization of voters. Certainly, there is no shortage of evidence of citizens' limited political knowledge, even about matters of the highest importance, along with inconsistencies in their thinking, some glaring by any standard. But this picture of citizens all too often approaches caricature. Paul Sniderman and Benjamin Highton bring together leading political scientists who offer new insights into the political thinking of the public, the causes of party polarization, the motivations for political participation, and the paradoxical relationship between turnout and democratic representation. These studies propel a foundational argument about democracy. Voters can only do as well as the alternatives on offer. These alternatives are constrained by third players, in particular activists, interest groups, and financial contributors. The result: voters often fail to be shortsighted, extreme, and inconsistent because the alternatives they must choose between are shortsighted, extreme, and inconsistent. Facing the Challenge of Democracy features contributions by John Aldrich, Stephen Ansolabehere, Edward Carnines, Jack Citrin, Susanna Dilliplane, Christopher Ellis, Michael Enserley, Melanie Green, Donald Green, Eitan Hersh, Simon Jackman, Gary Jacobson, Matthew Keece, Jonathan Krasno, Arthur Lupia, David Magley, Eric McGhee, Diana Mutz, Candice Nelson, Benjamin Page, Kathryn Pearson, Eric Schickler, John Sides, James Stimson, Lynn Vavreck, Michael Wagner, Mark Westley, and Tao Xie.

The world's richer democracies all provide such public benefits as pensions and health care, but why are some far more generous than others? And why, in the face of globalization and fiscal pressures, has the welfare state not been replaced by another model? Reconsidering the myriad issues raised by such pressing questions, Clem Brooks and Jeff Manza contend here that public opinion has been an important, yet neglected, factor in shaping welfare states in recent decades. Analyzing data on sixteen countries, Brooks and Manza find that the preferences of citizens profoundly influence the welfare policies of their governments and the behavior of politicians in office. Shaped by slow-moving forces such as social institutions and collective memories, these preferences have counteracted global pressures that many commentators assumed would lead to the welfare state's demise. Moreover, Brooks and Manza show that cross-national differences in popular support help explain why Scandinavian social democracies offer so much more than liberal democracies such as the United States and the United Kingdom. Significantly expanding our understanding of both public opinion and social policy in the world's most developed countries, this landmark study will be essential reading for scholars of political economy, public opinion, and democratic theory.

The book is very timely and it has good case studies for students to discuss in class. It has chapters on race- and gender-related issues. You can use it as the main textbook, or you can assign it as supplementary reading material. —Ivy Shen, PhD, Southeast Missouri State University Politics and the Media: Intersections and New Directions examines how media and political institutions interact to shape public thinking and debates around social problems, cultural norms, and policies. From the roles of race and gender in American politics to the 2020 elections and the global coronavirus pandemic, this is an extraordinary moment for politicians, the news media, and democracy itself. Drawing from years of experience as an active political media analyst, an award-winning journalist and professor of politics and the media, Jane Hall explores how media technologies, practices, and formats shape political decision-making: how political forces influence media institutions; and how public opinion and media audiences are formed. Students will gain an understanding of these issues through a combination of scholarship, in-depth interviews, and contemporary case-studies that will help them develop their own views and learn to express them constructively.

Reflecting and Shaping Public Opinion A Theory of Public Opinion Knowledge and Opinion in the American Electorate The Original 1922 Edition Public Opinion, Polling, Civic Engagement and Campaigning The SAGE Handbook of Public Opinion Research This 1992 book explains how people acquire political information from elites and the mass media and convert it into political preferences. Opinion polls and the media provides the most comprehensive analysis to date on the relationship between the media, opinion polls, and public opinion. Looking at the extent to which the media, through their use of opinion polls, both reflect and shape public opinion, it brings together a team of leading scholars and analyzes theoretical and methodological approaches to the media and their use of opinion polls. The contributors explore how the media use opinion polls in a range of countries across the world, and analyze the effects and uses of opinion polls by the public as well as political actors. The first in-depth analysis of the link between politicians' behavior and opinion polls. Exploring political action within a broad historical context, the book develops a theory to show how the behavior of politicians, and the unfolding of political change, have been irrevocably altered since the advent of opinion polling in the 1930s.

Examining a central assumption widely accepted as being crucial in making democracy work – that politicians form a more or less accurate image of public opinion and take that perception into account when representing citizens – Politicians' Reading of Public Opinion and its Biases presents a paradox of representation. On the one hand, politicians invest enormously in reading public opinion. They are committed to finding out what the people want and public opinion is a key consideration in many of their undertakings. Yet, on the other hand, politicians' perceptions of public opinion are surprisingly inaccurate. Politicians are hardly better at estimating public opinion than ordinary citizens are. Their perceptions are distorted by social projection, in the sense that politicians' own opinion affects their estimations, and on top of that, there seems to be a systematic right-wing bias in these perceptions. The findings imply that one of the main paths to responsive policy-making is flawed. Even though politicians do the best they can to learn about people's preferences, skewed perceptions put them on the wrong track. From a democratic perspective, the central findings of the book are quite sobering. The high hopes that many authors had with regard to politicians' ability to adequately 'consult' or 'sense' public opinion appear to be vain. The book puts forward a plausible driver of the slippage between the public and politics. Politicians are less responsive to people's preferences than they could be, not because they do not want to be responsive but because they base themselves on erroneous public opinion perceptions.

Its Origins, Content, and Impact Comparative Public Opinion Public Opinion and Polling Around the World Readings on Media, Public Opinion, and Policymaking British Political Culture and the Idea of 'Public Opinion', 1867-1914 Agenda Setting

The field of public opinion is one of the most diverse in political science. Over the last 60 years, scholars have drawn upon the disciplines of psychology, economics, sociology, and even biology to learn how ordinary people come to understand the complicated business of politics. But much of the path-breaking research in the field of public opinion is published in journals, taking up fairly narrow questions one at a time and often requiring advanced statistical knowledge to understand these findings. As a result, the study of public opinion can seem confusing and incoherent to undergraduates. To engage undergraduate students in this area, a new type of textbook is required. The second edition of New Directions in Public Opinion brings together leading scholars to provide an accessible and coherent overview of the current state of the field of public opinion. Each chapter provides a general overview of topics that are at the cutting edge of study as well as well-established cornerstones of the field. Each contributor has made substantive revisions to their chapters, and three chapters have been added on genetics and biology, immigration, and political extremism and the Tea Party. Suitable for use as a main textbook or in tandem with a lengthier survey, this book comprehensively covers the topics of public opinion research and pushes students further to explore critical topics in contemporary politics.

Newspapers, periodicals, pamphlets and books all reflect the ubiquity of 'public opinion' in political discourse in late nineteenth and early twentieth-century Britain. Through close attention to debates across the political spectrum, James Thompson charts the ways in which Britons sought to locate 'public opinion' in an era prior to polling. He shows that 'public opinion' was the principal term through which the link between the social and the political was interrogated, charted and contested and charts how the widespread conviction that the public was growing in power raised significant issues about the kind of polity emerging in Britain. He also examines how the early 1900s party negotiation of the language of 'public opinion' and sought to articulate Labour interests in relation to those of the public. In so doing he sheds important new light on the character of Britain's liberal political culture and on Labour's place in and relationship to that culture.

Polls are conducted every day all around the world for almost everything (especially during elections). But not every poll is a good one. A lot depends on the type of questions asked, how they are asked and whether the sample used is truly representative. And these are not the only aspects of a poll that should be checked. So how does one separate the chaff from the wheat? That's where Understanding Public Opinion Polls comes in. Written by a well-known author with over thirty years of experience, the book is built around a checklist that describes the various aspects of polls to pay attention to if one intends to use its results. By comprehensively answering the questions in the checklist, a good idea of the quality of the poll is obtained. Features: Provides readers with a deeper understanding of practical and theoretical aspects of opinion polls while assuming no background in mathematics or statistics Shows how to determine if a poll is good or bad Provides a historical perspective and includes examples from real polls Gives special attention to online and election polls The book gives an overview of many aspects of polls – questionnaire design, sample selection, estimation, margins of error, nonresponse and weighting. It is essential reading for those who want to gain a better understanding of the ins and outs of polling

Including those who are confronted with polls in their daily life or work or those who need to learn how to conduct their own polls. Public Opinion is a book written by Walter Lippmann and originally published in 1922. Public Opinion is a critical assessment of functional democratic government, especially the irrational, and often self-serving, social perceptions that influence individual behavior, and prevent optimal societal cohesion. The descriptions of the cognitive limitations people face in comprehending their socio-political and cultural environments, proposes that people must inevitably apply an evolving catalogue of general stereotypes to a complex reality, has rendered Public Opinion a seminal text in the fields of media studies, political science, politics & government, elections & political process, politics & social sciences, and social psychology. Walter Lippmann was an American writer, reporter, and political commentator famous for being among the first to introduce the concept of Cold War, coining the term "stereotype" in modern psychological meaning, and critiquing media and democracy in his newspaper column and several books, most notably his 1922 book Public Opinion. Public Opinion is often required textbook reading in various courses such as politics & social sciences, politics & government, elections & political process, social sciences, and social psychology.

Public Opinion The Politics of Belonging American Public Opinion Intersections and New Directions

Ambivalence in American Public Opinion about Government This book presents a comprehensive examination of public opinion in the democratic world. Built around chapters that highlight key explanatory frameworks used in understanding public opinion, the book presents a coherent study of the subject in a comparative perspective, emphasizing and interrogating immigration as a key issue of high concern to most mass publics in the democratic world. Key features of the book include: Covers several theoretical issues and determinants of opinion such as the effects of personality, age and life cycle, ideology, social class, partisanship, gender, religion, ethnicity, language, and media, highlighting over time the effects of political, social, and economic contexts. Each chapter explores the theoretical rationale, mechanisms of effect, and use in the scholarly literature on public opinion before applying these to the issue of immigration comparatively and in specific places or regions. Widely comparative, using a nine-country sample (Australia, Canada, France, Germany, Italy, Portugal, Switzerland, the United Kingdom, and the United States of America) in the analysis of individual-level determinants of public opinion about immigration and extending to other countries like Belgium, Brazil, and Japan when evaluating explanatory factors. This edited volume will be essential reading for students, scholars, and practitioners interested in public opinion, political behaviour, voting behaviour, politics of the media, immigration, political communication, and, more generally, democracy and comparative politics.

Walter Lippmann wrote his "Public Opinion" at a time when something like the "mass media" was coming into existence. Prior to the age of electronic communication, the only mechanism for reaching large numbers of individuals was the newspapers. In World War I, he saw how opportunistic nations used the newspapers to serve their often nefarious aims. Lippmann, however, believed that in the hands of super-intelligent, disinterested, omni-behavioural 'experts', 'the 'mass media' could bring about world peace. The school system, the advent of radio, and of course, the television, were arriving or coming along shortly. Each allowed a small group of people the ability to manage a much larger group, inspiring optimism among liberals and progressives that with the right formula, the horrors seen in World War I would never occur again. Lippmann wrote "Public Opinion" in 1922, shortly after World War I. In 1924, a certain Adolf Hitler would be spending time in jail. If this merited any mention in any newspaper, it is doubtful that he not expect that it any mind. 1939 was, after all, a long way off.

Democracy is, by its very nature, often rude. But there are limits to how uncivil we should be. In her timely and important book, Rude Democracy, Susan Herbst explores the ways we discuss public policy, how we treat each other as we do, and how we can create a more civil national culture. Herbst uses the examples of Sarah Palin and Barack Obama to illustrate her case. She scrutinizes Palin as both victim and perpetrator in the analysis of her speeches on the 2008 campaign trail, the tone at her rallies, and her interactions with her audience. Turning to Barack Obama, Herbst argues that a key 2009 speech reveals much about his own perspective on American civility as it pertains to contentious issues such as abortion, and notes, too, what the controversy surrounding the speech reveals about the nature of public opinion in the United States. She also dissects Palin's and Obama's roles in the 2009 health care debate. Finally, in a fascinating chapter, Herbst examines how young people come to form their own attitudes about civility and political argument. In Rude Democracy, Susan Herbst insists that Americans need to recognize the bad tendencies and habits we have developed, use new media for more effective debate, and develop a tougher and more strategic political skin. She urges us to boost both the intelligence and productivity of our debates, noting that the effort demands a commitment to the nature of argument itself. Rude Democracy outlines a plan for moving forward and creating a more civil climate for American politics.

Reading Public OpinionHow Political Actors View The Democratic ProcessUniversity of Chicago Press Reading Mixed Signals Innovative Reading Lists from Leading Political Scientists Politics and the Media Understanding Public Opinion Polls Civility and Incivility in American Politics How Political Actors View The Democratic Process In political opinion surveys from the 1950s through the 1970s, African Americans were consistently among the most liberal groups in the United States and were much further to the left than white Americans on most issues. Starting in the 1980s, Black public opinion began to move to the center, and this trend has deepened since. Why is this the case? Katherine Tate contends that Black political incorporation and increased affluence since the civil rights movement have made Black politics and public opinion more moderate over time. Black leaders now have greater opportunity to participate in mainstream politics, and Blacks look to elected officials rather than activists for political leadership. Black socioeconomic concerns have moved to the center as poverty has declined and their economic opportunities have improved. Based on solid analysis of public opinion data from the 1970s to the present, Tate examines how Black opinions on welfare, affirmative action, crime control, school vouchers, civil rights for other minorities, immigration, the environment, and U.S. foreign policy have changed.

"In this superb account of how the British and American news mediarepresent everyday citizens and public opinion, the authors show howcoverage of politics and policy debates subtly - even inadvertently - urgepeople to see themselves as and thus to be politically passive,disengaged and cynical. The book's analysis of how journalistsmisrepresent, even invent, public opinion is alone worth the price of admission. Written with great verve, passion and unswerving clarity,Citizens or Consumers? promises to become an instant classic in the studyof the failings-and the still untapped promise-of the news media tofurther democracy." Susan J. Douglas, Catherine Neafie Kellogg Professor and Chair, Department of Communication Studies, The University of Michigan "Based on an exhaustive cross-Atlantic empirical study, Citizens or Consumers? is an engaging and incisive contribution to a subject usually restricted to clichés and vague generalizations. Looking not only at how media impact upon their audiences, but the manner in which that influence is mediated by the way in which citizenship itself is represented in news stories, Lewis et al. offer us unusual and keen insight into a familiar world. Written in an engaging and lively style, first year students and experienced faculty members (as well as general readers) will benefit from its many perceptive insights. Especially useful are the last few pages which suggest how journalists might alter their representation practices to invoke citizenship rather than passive consumerism." Sut JhallyProfessor of Communication, University of Massachusetts at AmherstFounder & Executive Director, Media Education Foundation "The two great duellists for our attention - citizens and consumers - are locked in a struggle for the future of democracy. Citizens or Consumers? offers its readers a sharp lesson in how the media highlight and distort that struggle. It's the kind of lesson we all need." Toby Miller, author of Cultural Citizenship. In recent years there has been much concern about the general decline in civic participation in both Britain and the United States - especially among young people. At the same time we have seen declining budgets for serious domestic and international news and current affairs amidst widespread accusations of a "dumbing down" in the coverage of public affairs. This book enters the debate by asking whether the news media have played a role in producing a passive citizenry. And, if so, what might be done about it. This is on the largest study of the media coverage of public opinion and citizenship in Britain and the United States, this book argues that while most of us learn about politics and public affairs from the news media, we rarely see or read about examples of an active, engaged citizenry. Key in producing for students in media and cultural studies, politics and journalism studies.

'Some of the most experienced and thoughtful research experts in the world have contributed to this comprehensive Handbook, which should have a place on every serious survey researcher's bookshelf' - Sir Robert Worcester, Founder of MORI and President of WAPOR '82-'84. This is the book I have been waiting for. It not only reflects the state of the art, but will most likely also shape public opinion on public opinion research - Olof Pettersson, Professor of political science, SNS, Stockholm, Sweden The Handbook of Public Opinion Research is very authoritative, well organized, and sensitive to key issues in opinion research around the world. It will be my first choice as a general reference book for orienting users and training producers of opinion polls in Southeast Asia - Mahar K. Mangahas, Ph.D., President of Social Weather Stations, Philippines (www.sws.org.ph) This is the most comprehensive book on public opinion research to date - Robert Ting-Yiu Chung, Secretary-Treasurer, World Association for Public Opinion Research (WAPOR); Director of Public Opinion Programme, The University of Hong Kong Public opinion theory and research are becoming increasingly significant in modern societies as people's attitudes and behaviours become ever more volatile and opinion poll data becomes ever more readily available. This major new Handbook is the first to bring together into one volume the whole field of public opinion theory, research methodology, and the political and social embeddedness of polls in modern societies. It comprehensively maps out the state-of-the-art in contemporary scholarship on these topics. With over fifty chapters written by distinguished international researchers, both academic and from the commercial sector, this Handbook is designed to give the reader an overview of the most important concepts included in and surrounding the term 'public opinion' and its application in modern social research - present the basic empirical concepts for assessing public opinion and opinion changes in society - provide an overview of the social, political and legal status of public opinion research, how it is perceived by the public and by journalists, and how it is used by governments - offer a review of the role and use of surveys for selected special fields of application, ranging from their use in legal cases to the use of polls in marketing and campaigns. The Handbook of Public Opinion Research provides an indispensable resource for both practitioners and students alike.

In this revision to their lauded core text, Clawson and Oxley continue to link the enduring normative questions of democratic theory to existing empirical research on public opinion. Exploring the tension between ideals and their practice, each chapter focuses on a handful of exemplary studies so students gain a richer understanding of the research process and see methods applied in context. With new scholarship and data throughout, this second edition includes substantial new material on the critical role of groups in shaping public opinion, as well as recent developments in U.S. politics, such as public evaluations of President Obama, the power of new media, the rise of the Tea Party movement, and more. Media and Politics in a Digital Age The Dynamics of Political Communication A Historical Encyclopedia Political Manipulation and the Loss of Democratic Responsiveness The Paradox of Mass Politics Tides of Consent

Examining a central assumption widely accepted as being crucial in making democracy work - that politicians form a more or less accurate image of public opinion and take that perception into account when representing citizens - Politicians' Reading of Public Opinion and its Biases presents a paradox of representation. On the one hand, politicians invest enormously in reading public opinion. They are committed to finding out what the people want and public opinion is a key consideration in many of their undertakings. Yet, on the other hand, politicians' perceptions of public opinion are surprisingly inaccurate. Politicians are hardly better at estimating public opinion than ordinary citizens are. Their perceptions are distorted by social projection, in the sense that politicians' own opinion affects their estimations, and on top of that, there seems to be a systematic right-wing bias in these perceptions. The findings imply that one of the main paths to responsive policy-making is flawed. Even though politicians do the best they can to learn about people's preferences, skewed perceptions put them on the wrong track. From a democratic perspective, the central findings of thebook are quite sobering. The high hopes that many authors had with regard to politicians' ability to adequately 'consult' or 'sense' public opinion appear to be vain. The book puts forward a plausible driver of the slippage between the public and politics. Politicians are less responsive to people's preferences than they could be, not because they do not want to be responsive but because they base themselves on erroneous public opinion perceptions.

Politics is a trial in which those in government - and those who aspire to serve - make proposals, debate alternatives, and pass laws. Then the jury of public opinion decides. It likes the proposals or actions or it does not. It trusts the actors or it does not. It moves, always at the margin, and then those who benefit from the movement are declared winners. This book is about that public opinion response. Its most basic premise is that although public opinion rarely matters in a democracy, public opinion change is the exception. Public opinion rarely matters because the public rarely cares enough to act on its concerns or preferences. Change happens only when the threshold of normal public inattention is crossed. When public opinion changes, governments rise or fall, elections are won or lost, and old realities give way to new demands. Public opinion - is it a simple aggregation of individual views, or is it some kind of collective-level, emergent product of debate? What is the role of public opinion in popular government? How do the mass media shape public opinion or link it with governmental decision-making? This book explores such questions by tracing the historical development and application of the concept of public opinion.

This book offers a comprehensive and interdisciplinary examination of how public opinion is formed and charged, as well as how it affects democratic society." How Public Opinion Shapes American Politics From Tea Leaves to Opinion Polls Public Opinion + Conducting Empirical Analysis Opinion Polls and the Media EBOOK: Citizens or Consumers: What the Media Tell us about Political Participation A Theory of Democratic Leadership

This book traces the emergence of the ideas and institutions that evolved to give people mastery over their own destiny through the force of public opinion. The Greek belief in citizen participation is shown as the ground upon which the idea of public opinion began and upon which it grew. For Wilson, public opinion is always an "orderly force," contributing to social and political life. Wilson appraises the influence of modern psychology, with its techniques and ideas, and the slow and at first scarcely recognized appearance of the methodologies that would enable people not only to measure the opinions of others, but to mold them as well. He examines the relation of the force of public opinion to the intellectuals, the middle class, and the various revolutionary and proletarian movements of the modern era. He also considers the position of ordinary people, and the circumstances in which the individual may refuse to follow the opinions of the experts are succinctly and movingly analyzed. This book is a historical and philosophical evaluation of a concept that has played a decisive part in history and whose overwhelming force is today most peculiarly underestimated. The author's penetrating insight brings an understanding that is invaluable at a time when public opinion, the very force developed to enable the ruled to restrain their rulers, has become itself controllable and attempts to manipulate it are made by those who would impose their will upon their fellow men.

The role of the news media in defining the important issues of the day, also known as the agenda-setting influence of mass communication, has received widespread attention over the past 20 years. Since the publication of McCombs and Shaw's seminal empirical study, more than one hundred journal articles and monographs have appeared. This collection exemplifies the major phases of research on agenda-setting: tests of the basic hypothesis, contingent conditions affecting the strength of this influence, the natural history of public issues, mass media influence on public policy, and the role of external sources from the president to public relations staffs on the news agenda. Providing a critical analysis of public opinion, including its origins in political socialization, its role in the electoral process, and the impact of the media, American Public Opinion goes beyond a simple presentation of data to include a critical analysis of the role of public opinion in American democracy. New to the 10th Edition Updates all data through the 2016 elections and includes early polling through 2018. Pays increased attention to polarization. Adds a new focus on public opinion and immigration. Covers new voting patterns related to race, ethnicity, and gender. Reviews public opinion developments on health care. Expands coverage of political misinformation, media bias, and negativity, especially in social media. Defends political polling even in the wake of 2016 failings.

From World War II to the war in Iraq, periods of international conflict seem like unique moments in U.S. political history—but when it comes to public opinion, they are not. To make this groundbreaking revelation, In Time of War explodes conventional wisdom about American reactions to World War II, as well as the more recent conflicts in Korea, Vietnam, the Gulf, Afghanistan, and Iraq. Adam Berinsky argues that public response to these crises has been shaped less by their defining characteristics—such as what they cost in lives and resources—than by the same political interests and group affiliations that influence our ideas about domestic issues. With the help of World War II-era survey data that had gone virtually untouched for the past sixty years, Berinsky begins by disproving the myth of “the good war” that Americans all fell in line to support after the Japanese bombed Pearl Harbor. The attack, he reveals, did not significantly alter public opinion but merely punctuated interventionist sentiment that had already risen in response to the ways that political leaders at home had framed the fighting abroad. Weaving his findings into the first general theory of the factors that shape American wartime opinion, Berinsky also sheds new light on our reactions to other crises. He shows, for example, that our attitudes toward restricted civil liberties during Vietnam and after 9/11 stemmed from the same kinds of judgments we make during times of peace. With Iraq and Afghanistan now competing for attention with urgent issues within the United States, In Time of War offers a timely reminder of the full extent to which foreign and domestic politics profoundly influence—and ultimately illuminate—each other.

Setting the Agenda The Importance of Public Opinion in Democracies In Time of War Political Incorporation and the Transformation of Black Public Opinion The 1930s and American Public Opinion Selecting Rationality Serious, entertaining and relentless Kimsle Ainslie explains how political engagement is critical to a larger, broader narrative and leads politicians in understanding how citizens want their views and values represented in all levels of government. In short, he looks at how we activate our political choices in everyday life. One might think it second nature that rationality drives political decision making. Unfortunately, rational thought is too often overlooked, disdained or simply ignored by academics, political operatives, and by the elected officials that may well form the incoming government. Readers who are interested in politics, human behaviour, psychology and citizenship are ideal targets for the book. With elections always at the ready, this is a must read for citizens and political junkies alike. This is a primer for citizens seeking clarity on the critical issues of our time and how to approach others in a rational and objective political discussion. ON PUBLIC OPINION: "The version of systemic rationality, I found extremely interesting. Your provocative ideas keep circulating through my mind... Public opinion is a sufficient basis both for useful polling and for democratic government... for electing officials and for conducting referendums. - TOM FLANAGAN, Distinguished Fellow in the School of Public Policy at the University of Calgary and former Research Director for the Reform Party of Canada ON POLLING: "[This essay] should become required reading for journalists. I can't say I agree entirely with all your points, but I can't fault the logic you present... Most of our clients want fast and cheap [and there are] hazards [with] short and/or automated sampling... I also agree with the premise that people need to "settle in" to a survey and that rushed responses are less likely to be serious." QUITO MAGGI's president of Mainstreet Research, a national polling firm headquartered in Toronto ON CIVIL ENGAGEMENT: "The chapter spoke to me. My late wife, when a councillor in the 1980s fought against the bureaucratic model, wrestled control of environmental issues away from "the experts" and led the City of Waterloo. Their work was so productive the city won many accolades. Somebody should have written about these ideas. "I'm glad you have."

PETER WOOLSTENCROFT, professor emeritus, University of Waterloo ON CAMPAINING: "By successfully relying on the advice and direction of Dr. Ainslie, my profile and effectiveness in office was heightened. Dr. Ainslie's advice was and is valuable because it is blunt; he never offers up fluff. Indeed, he acts as a fluff filter. Reading chapter four on campaigning refreshes my appreciation for his revolutionary, strategic, pioneering craftsmanship, and the evolution of those smart enough to implement his advice." - TED WERNHAM was a four-term city councillor in London, Ontario

Politicians Don't Pander Reading Public Opinion

