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ADVANCED PLACEMENT® EDITION

UNITED STATES GOVERNMENT & POLITICS

Topic: Measuring Public Opinion

Before you get started…
Americans are inundated each day with results from the latest opinion polls, results which often differ wildly.

Listen to this brief news clip on political polling.

At the end you should know …
What are the elements of a scientific poll and how do these elements impact elections and policy?

Resources …
Wolfford pp. 425-432, Video Clip 4.5. Quizlet 4.5

Notes: