

AMSCO®

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: