

**Unit 4: American Political Ideologies and Beliefs**

Reading Guide Chapter 10 Public Opinion: What do the people want? How should we measure public opinion? pages 428-464 *American Politics and Government Today by Bianco and Canon*

DUE DATE \_\_\_\_\_

What is **public opinion** and what are the 3 reasons why it matters?

Define **political socialization** and list specific examples of the influences on a person's political opinions (Ex: Parents)

Explain how events can cause people to change their views on government:

Explain how group identity can influence political opinion:

How can politicians influence political opinion?

How does partisanship (party affiliation) impact people's opinions?

Measuring Public Opinion p. 442

List and explain the 5 things that are needed to measure what a nation of 330 million thinks? (see graphic on page 444)

What are the problems in measuring public opinion?

List and explain the factors that explain how useful surveys are: (See How useful are surveys section p. 449)

Define **Ideological Polarization**:

Does the average American trust the government? Explain.

Define **Policy Mood**: