

AMSCO®

ADVANCED PLACEMENT® EDITION

UNITED STATES GOVERNMENT & POLITICS

Topic: Evaluating Public Opinion Data

Before you get started...

Uses of polls.

- a. Informing the public.
- b. Informing candidates.
- c. Informing office-holders.
- d. Making election night projections through use of exit polls.

Abuses of polls.

- a. "Horse race" mentality emphasized during campaigns at expense of issues.
- b. Pandering to whims of public by candidates and office-holders.
- c. Early projections from exit polls may discourage voter turnout, esp. in West.

At the end you should know ...

How can you determine the quality and credibility of claims based on public opinion data?

Resources ...

Wolfford pp. 433-438, [Video Clip 4.6](#). [Quizlet 4.6](#)

Notes: