**Chapter 11 Research Questions**

Directions:

Use pages 376-403 to answer the following. All answers should be typed. Plagiarism of any kind will result in a zero on this assignment. Process the information from your textbook and the internet. This assignment must be answered **in your own words**.

1. What is public opinion? How did early pollsters and politicians attempt to influence and measure it?
2. What were the shortcomings of *Literary Digest*’s 1936 presidential poll? How does modern polling correct these problems?
3. How do pollsters measure public opinion? Be sure to discuss the different methods and their strengths and weaknesses
4. How does public opinion differ on foreign and domestic policy issues? How does this affect the policy-making process?
5. How do race, class, and gender affect political socialization? Back up your answer.
6. What are the major agents of political socialization? How do they affect political attitudes?
7. What are the arguments for and against civic education in American high schools? Provide a well-reasoned argument in favor or in opposition to civic education.
8. How have cell phones presented a new challenge to pollsters?
9. How has increased mass media taken on a growing role as a socialization agent?