Question

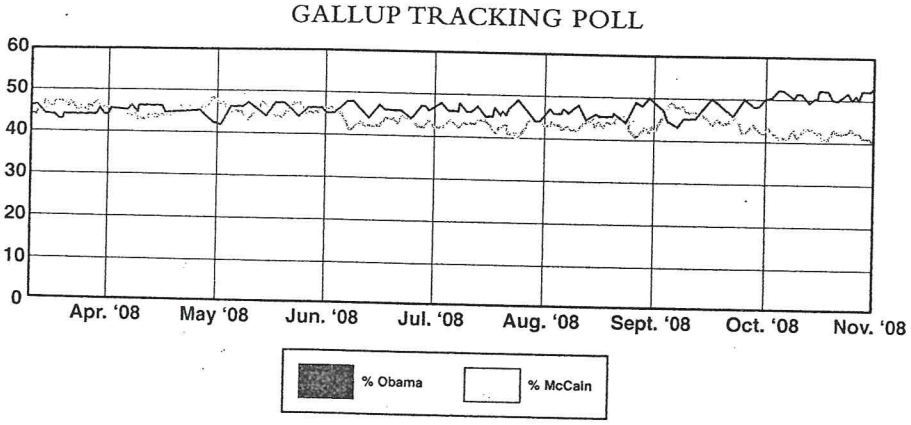
1. Understanding public opinion is essential in a democracy, and accurately measuring public opinion can be challenging.

   (a) Explain why each person listed below would benefit from knowing and understanding public opinion on an issue.

   - A member of Congress
   - A worker in the media

   (b) Identify and describe two methods necessary to ensure a public opinion poll is valid.

   (c) Identify and describe one additional way to measure public opinion other than scientific polling or surveys.



Question

2. Pollsters use surveys to predict elections. Look at the graph above, which shows how voters responded to the Gallup poll question, "If the election were today, who would you vote for, Barack Obama or John McCain?" (The order of names was alternated for each respondent.)

   (a) Identify one trend in the 2008 presidential campaign poll depicted in the graph.

   (b) Identify and explain two polling methods that can influence a voter's response to poll questions.

   (c) Identify and explain two influences that shape a person's political opinions.