Polling and Public Opinion http://www.c-spanclassroom.org/Lesson/1501/Lesson+Idea+Polling+Public+Opinion.aspx

Take notes on the following clips.

·  [History of Polling](http://www.c-span.org/video/?c4503938/polling)

· [Early Polling](http://www.c-span.org/video/?c4503941/early-polling)

·  [Basics of Polling](http://www.c-span.org/video/?c4503718/polling)

·  [Campaign Polling](http://www.c-span.org/video/?c4503719/polling)

a) What is the difference between polling done by an academic institution/foundation and campaign polling?

b) Who is the intended audience for the different types of polling? (Discuss “internal polling” for campaigns)

2. Technological Challenges

a) How has the use of phones and the internet changed over time?

b) Does this make the job of pollsters easier or harder?

c) What concerns can you think of with internet polling and mobile polling?

[Problems with Internet Polling](http://www.c-span.org/video/?c4503775/polling):

3. Bias and Polling Trust

a) Do you think people believe polls are fair/balanced or biased? Can you give reasons for your opinion?

b) How can people who conduct polls boost the trust in polls by the public?

·  [Bias in Polls](http://www.c-span.org/video/?c4503767/polling)

·  [Trust in Polls](http://www.c-span.org/video/?c4503769/polling-distrust)

·  [Legitimate Polls](http://www.c-span.org/video/?c4503777/polling)