



Public Opinion

Carroll J. Glynn, Susan Herbst, Robert Shapiro, Garrett O'Keefe

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Public Opinion is a comprehensive and interdisciplinary examination of public opinion formation and change. Here, the authors explore the nature of political and social attitudes in the United States and how these attitudes are shaped by various institutions, with an emphasis on mass media. The book draws on the wide range of scholarship in Political Science, Psychology, Sociology, and Communications in order to help undergraduates understand public opinion in America. The book surveys the public opinion field, but it also serves as a provocative starting point for the discussion of citizen moods, political participation, and voting behavior. The authors present data about public attitudes on important social issues, but also explore the intellectual and social history of public opinion. Multiple sidebars, illustrations, tables, and figures enable students to explore all aspects of the elusive phenomenon we call public opinion.

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