



Public Opinion

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

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Public Opinion is a comprehensive and interdisciplinary examination of public opinion formation and change. 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 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. Multiple sidebars, illustrations, tables, and figures enable students to explore all aspects of the elusive phenomenon we call public opinion. Thoroughly updated, this edition includes new data and discussions throughout, including a chapter on economic and rational choice approaches to understanding public opinion. The chapters are carefully constructed to introduce terms and concepts to both advanced students and those unfamiliar with the field.

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