MEASURE AND
MANIPULATE
PUBLIC OPINION
IN AMERICA

DAVID W. MOORE

Superpollsters How They Measure And Manipulate Public Opinion In America

Michael A. Bailey

Superpollsters How They Measure And Manipulate Public Opinion In America:

The Superpollsters David W. Moore, 1992 An history of polling and pollsters challenges the legitimacy of the methods and practices that may create an illusion of public opinion rather than measure it National ad promo US Public Opinion since the 1930s Richard Seltzer, 2022-01-25 This is both a history book and a book on public opinion George Gallup who pioneered survey sampling methods and whose name in fact became synonymous with public opinion polls conducted his first survey in 1936 The main part of this book starts there as well Dedicating a chapter to each decade from the 1930s to the present Seltzer discusses historical events of the period and what the U S public thought of those events according to Gallup polls and other public opinion surveys Each chapter is divided into the following categories world events U S politics race sex and gender the economy science technology and the environment and popular trends Within each chapter approximately 40 survey questions were chosen for more extended analysis breaking down the results by race age gender education region and political party **The Superpollsters** David William Moore,1992 Political pollsters have a tremendous influence on what politicians say and how they say it Pollsters profiled include Shere Hite George Gallup Lou Harris Pat Caddell Robert Teeter Richard Wirthlin and Mervin Field In Defense Of Public Opinion Polling Kenneth F Warren, 2018-02-15 In the 2000 national elections 100 million was spent on campaign polling alone A 5 billion industry from Gallup to Zogby public opinion polling is growing rapidly with the explosion of consumer oriented market research political and media polling and controversial Internet polling By many measures from editorial cartoons to bumper stickers we hate pollsters and their polls We think of polling as hopelessly flawed invasive of our privacy and just plain annoying At times we even argue that polling is illegal unconstitutional and downright un American Yet we crave the information polling provides What do other Americans think about gun control School vouchers Airline performance Public Opinion and American Foreign Policy Ole R. Holsti, 1996 Explores the role of public opinion in the conduct of foreign relations Public Opinion and Polling around the World John G. Geer, 2004-07-21 Covering the intricate facets of America's most important democratic tradition this book serves as an important resource to understand how citizens views are translated into governmental action Public Opinion and Polling around the World presents a thorough review of public opinion from its roots in colonial America to its role in today s emerging democracies More than 100 entries prepared by top scholars examine the 200 year history of public opinion measurement methodologies with an emphasis on telephone interviews and Internet polls and key figures like George Gallup and Elmo Roper who created their own polling systems An analysis of theories compares schools of thought from the fields of psychology sociology and economics and explores how people form opinions A fascinating snapshot of the public s current views on economic issues foreign policy gender gay rights and other hot button topics observes patterns across genders race ethnic origins class and religion in regions all over the world Students academicians and political observers will discover answers to such questions as does public opinion shape the behavior of government Something Doesn't Add Up Paul

Goodwin, 2020-02-27 Some people fear and mistrust numbers Others want to use them for everything After a long career as a statistician Paul Goodwin has learned the hard way that the ones who want to use them for everything are a very good reason for the rest of us to fear and mistrust them Something Doesn t Add Up is a fieldguide to the numbers that rule our world even though they don't make sense Wry witty and humane Goodwin explains mathematical subtleties so painlessly that you hardly need to think about numbers at all He demonstrates how statistics that are meant to make life simpler often make it simpler than it actually is but also reveals some of the ways we really can use maths to make better decisions Enter the world of fitness tracking the history of IQ testing China's social credit system Effective Altruism and learn how someone should have noticed that Harold Shipman was killing his patients years before they actually did In the right hands maths is a useful tool It s just a pity there are so many of the wrong hands about How to Steal an Election David Moore, 2009-04-27 This is the inside story of how Jeb Bush persuaded the Fox network to call the presidential election for his brother George W Bush on Election Night 2000 It was one phone call to Fox the details of which are revealed in this book for the first time that propelled George W Bush into leading position for 43rd president of the United States Even though the erroneous statement had to be retracted within two hours the damage done by this false call to Al Gore's chances of winning the election were incalculable David Moore at the time senior editor for the Gallup Poll makes the plausible and alarming case that had Fox not made this miscall the resulting political environment would have been less biased in favor of Bush and that Al Gore could have won On Election Night in 2000 Moore was with the exit poll decision team of CBS and CNN taking notes on how election races were called and miscalled around the country including the two miscalls and two rescissions in Florida Prior to joining Gallup in 1993 Moore was founder and director of the Survey Center at the University of New Hampshire

Presidential Polls And The News Media Paul J Lavrakas, Michael Traugott, Peter V Miller, 2019-06-26 Most news media are data rich but analysis poor when it comes to election polling Since election polls clearly have the power to influence campaigns and election post mortems it is important that spin not take precedence over significance in the reporting of poll results In this volume experts in the media and in academe challenge the conventional approaches that most news media take in their poll based campaign coverage The book reports new research findings on news coverage of recent presidential elections and provides a myriad of examples of how journalists and news media executives can improve their analysis of poll data thereby better serving our political processes Media Management in the Age of Lyndon B. Johnson Benjamin W. Quail, 2022-01-01 This book looks broadly at how the contentious relationships between the media and US President Lyndon B Johnson affected the national consciousness during the turbulent period of his leadership Johnson had to deal with a particularly difficult and divisive period in American history and his relationship with the press undoubtedly contributed to an atmosphere of friction within the United States A more specific purpose of this research monograph is ultimately to shine a light on the trials and tribulations that Johnson faced as a president dealing with new forms of communication in the 1960s

It aims to show the difficulties that he had in adapting a very personal style of leadership which had served him well in the Senate in the role he undertook as leader of a nation Further to this it builds on this foundation to argue that Johnson developed a reactive passive stance to dealing with the media one that ultimately contributed to a loss in popularity and status as leader a blow he never recovered from during his time in office Math is Precise, Period, vs. Math is Precise, **Strings Attached** William J. Adams, 2010-01-18 This book is the outcome of my conclusion that current mathematics education taken in total is a disaster and that by sharing my experience and thoughts about teaching mathematics I might be helpful to colleagues students and others who are concerned about mathematics education to mitigate this state of affairs Mathematics education disaster in what sense No it s not in the sense that I believe insufficient attention is being given to number fundamentals It has to do with the almost unanimously held erroneous view about the nature precision and infallibility of mathematics that we acquire from the current state of mathematics education Current mathematics education does not prepare us for life in the 21st century which requires an understanding of the mathematical modeling perspective of what mathematics can do and its limitations and an appreciation of the questions that should be considered to help us distinguish numbers that inform from those that deceive If the wizards of Wall Street had a 21st century mathematics education there is a good chance that they would not have put unquestioning faith in their value at risk math models and the fi nancial meltdown of 2008 09 would have been avoided or at least softened If the nation s decision makers and the public at large were better educated about what questions to give thought to when numbers continually hurled at them are the basis for decision making they would be less vulnerable to accepting faulty numbers and all of us would be less at risk to the consequences of bad decision making Political Consultants in U.S. Congressional Elections Stephen K. Medvic, 2001 Campaign consultants are arguably now as famous in the United States as the politicians themselves During the past decade those who know the names Bill Clinton George Bush Newt Gingrich and Christine Todd Whitman also recognize the names James Carville Mary Matalin Frank Luntz and Ed Rollins Professional consultants once part of the privileged inner circle of presidential and gubernatorial candidates are increasingly found at all levels of politics Indeed more than half of congressional candidates hire campaign consultants These professional have become as important to a candidate s success as money In this innovative study Stephen K Medvic explores all aspects of political consultancy and develops an empirically based theory that ensures the impact consultants have on elections Political Consultants in U S Congressional Elections answers two simple questions What do professional political consultants do and How successful are they Medvic analyzes the way consultants shape political dialogue and uses empirical data to show the benefits and limits of a consultant s involvement in a campaign He focuses on issues as diverse as vote shares outcomes and fundraising Finally the author demonstrates how the adversarial nature of campaigns fosters the kind of electioneering advocated by most political consultants and argues that this process may not be as harmful for the country as is often suggested Political Marketing Jennifer

Lees-Marshment,2009-09-10 This book is the first comprehensive textbook on political marketing Drawing on the latest theoretical work and applying it to a wide variety of international case studies it provides an essential resource for all students of political marketing Muffled Echoes Amy Fried,1997 Ten years ago the Iran Contra affair swept the headlines as the nation watched an indignant Lt Col Oliver North testify before a congressional committee Although polls showed that most Americans were critical of North's actions and ambivalent toward the man himself media coverage left the opposite impression with its broadcasts of Ollie for president rallies and stories of congressional aides overwhelmed by a torrent of pro North mail In this book public opinion is more than the sum of a pollster's tally instead Amy Fried defines it as a political tool integral to the political process where vested interests compete to legitimize their interpretation of the public voice Fried explores the construction interpretation and uses of public opinion raising important questions about the media and the role of special interest groups in determining policy

Polling at a Crossroads Michael A. Bailey,2024-03-07 Polling at a Crossroads presents an intuitive paradigm that allows us to understand and confront the challenges facing modern polling

Presidential Campaigns, Slogans, Issues, and Platforms Robert North Roberts, Scott John Hammond, Valerie A. Sulfaro, 2012-06-12 The book provides a comprehensive discussion of the major issues and events surrounding all American presidential elections from the earliest years of the Republic through the campaign of 2008 Presidential Campaigns Slogans Issues and Platforms The Complete Encyclopedia is an easy to use reference work designed to encourage students and anyone interested in democratic politics to undertake a greater understanding of this complex aspect of American political life The three volume work covers each presidential campaign in depth examining a large number of related issues ranging from the use of social media in modern presidential campaigns to negative campaign add and key slogans used in every presidential campaign Volume One contains entries offering specific and focused information on issues trends factors slogans strategies and other more detailed elements of presidential campaigning from the first stirrings of the American democratic process to the first decade of the 21st century Volumes Two and Three provide chronological accounts of every presidential campaign since the ratification of the Constitution through the campaign of 2008 with Volume Two covering the campaign of 1788 89 to the campaign of 1908 and Volume Three covering the campaign of 1912 to the campaign of 2008 Latin America In Comparative Perspective Peter H Smith, 2018-10-08 This book highlights the necessity of analyzing Latin American society and politics within broad comparative frameworks It explores methodological strategies for regional comparison and offers new approaches to the study of women state power corporatism and political culture Encyclopedia of Survey Research Methods Paul J. Lavrakas, 2008-09-12 To the uninformed surveys appear to be an easy type of research to design and conduct but when students and professionals delve deeper they encounter the vast complexities that the range and practice of survey methods present To complicate matters technology has rapidly affected the way surveys can be conducted today surveys are conducted via cell phone the Internet email interactive voice response and other technology

based modes Thus students researchers and professionals need both a comprehensive understanding of these complexities and a revised set of tools to meet the challenges In conjunction with top survey researchers around the world and with Nielsen Media Research serving as the corporate sponsor the Encyclopedia of Survey Research Methods presents state of the art information and methodological examples from the field of survey research Although there are other how to guides and references texts on survey research none is as comprehensive as this Encyclopedia and none presents the material in such a focused and approachable manner With more than 600 entries this resource uses a Total Survey Error perspective that considers all aspects of possible survey error from a cost benefit standpoint Key Features Covers all major facets of survey research methodology from selecting the sample design and the sampling frame designing and pretesting the questionnaire data collection and data coding to the thorny issues surrounding diminishing response rates confidentiality privacy informed consent and other ethical issues data weighting and data analyses Presents a Reader's Guide to organize entries around themes or specific topics and easily guide users to areas of interest Offers cross referenced terms a brief listing of Further Readings and stable Web site URLs following most entries The Encyclopedia of Survey Research Methods is specifically written to appeal to beginning intermediate and advanced students practitioners researchers consultants and consumers of survey based information Political Communication Richard M. Perloff, 2013-10-18 In this political communication text Richard M Perloff examines the various ways in which messages are constructed and communicated from public officials and politicians through the mass media to the ultimate receivers the people With a focus on the history of political communication he provides an overview of the most significant issues in the study of politics and the media In addition to synthesizing facts and theories and highlighting the scholarly contributions made to the understanding of political communication effects Political Communication addresses such factors as the rhetorical accomplishments of American presidents the ongoing tangles between the press and the presidency and the historical roots of politics as it is practiced and studied today It also addresses major issues about the press and politics that continually resurface such as question of press bias and the use and manipulation of media by politicians to accomplish national goals As a comprehensive and engaging introduction to contemporary political communication this volume provides all readers with a historical perspective on American politics and press and offers a unique appreciation of the strengths and virtues of political communication in America Presidential Campaign Discourse Kathleen E. Kendall, 1995-01-01 Focuses on strategies for solving communication problems in presidential campaigns

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