Subunit 2.1.1 – Quickfire Quiz

1. Public opinion is usually measured using
A. election results.
B. polls.
C. focus groups.
D. educated guesses.

2. A public opinion technique used by political campaigns and issue advocacy groups to influence the opinions of respondents is known as a(n)
A. push poll.
B. biased survey.
C. random sample.
D. exit poll.

3. The process by which people form their values and attitudes about politics and government is known as
A. political maturation.
B. cultural learning.
C. multiculturalism.
D. political socialization.

4. Fill in the blank. Measuring public opinion accurately requires that the respondents be representative of a ________ sample of the population.
A. random
B. similar
C. diverse
D. unbiased