

POSC 146: Mass Media and Public Opinion
Final Exam Study Guide
Test Date: Next Wednesday

The final will consist of multiple-choice, and true-false questions. Anything from the text covering the chapters below may be on the exam, but the questions below of course are most likely. Questions are also drawn from the slides presented in class. Expect between around 80 total questions depending on format.

Clawson and Oxley Chapters 1-5 – see everything before

Clawson and Oxley Chapters 6-8

How do groups serve as a useful purpose in public opinion? Can group thinking be ideological?

What is black political ideology? How do radical egalitarianism subscribers differ from black nationalism subscribers? Who is an example of black conservatism?

What are heuristics?

What does Donald Kinder offered as a response to Converse's ostensibly negative findings about public opinion? What are pluralistic roots of public opinion?

What do we know about authoritarianism, as a personality trait and how it relates to attitude development? Know about child-rearing values as a way to measure authoritarianism.

Know the Big Five personality traits and relation to political values.

What is the somewhat surprising of self-interest? Why might rich liberals not support tax cuts?

What are egalitarianism, individualism, and why are they important? What is moral traditionalism, do you think it has increased or decreased over time?

How do historical events shape public opinion? Think Vietnam War and social protest.

Know that groups play a central role in understanding public opinion? What is group membership? What is ascriptive group membership?

What are the two ways scholars study groups?

Who are more Democratic, whites or blacks? Why are there such differences across racial groups when it comes to attitudes about some topics?

What is old-fashioned racism? Racial resentment? Know the five elements of symbolic racism.

What are race-targeted policies? Race-neutral policies? Why might some race-neutral policies become racialized? Know the welfare case. What are race-coded policies? How did Gilens test this? What is the racialization of poverty and why is this important in study of public opinion?

What is group consciousness/racial identity/linked fate? Do blacks, Asians, or whites exhibit more group consciousness?

What is the black utility heuristic and is it rational, why?

What is pan-ethnic identity?

Chapter 8

Define political knowledge

What are the five questions that are often used to measure public opinion (note will be a multiple choice question where 3 are wrong and 1 is right, kind of thing)

Why does political knowledge matter for democracy?

What is low-information rationality?

What are three types of political knowledge

Know about informed, uninformed, misinformed. Also reference the study shown in class.

What is the difference between a generalist/specialist? Are citizens more of one than the other?

Why are some citizens more knowledgeable than others?

Non-Book/Slides only

Local News

Local tv news coverage, role of soft news

TV advertising and local news

Possible “dumbing down” effect

Political coverage variation by time of year (before an election): election stories versus policy stories

Three broad influences: political factors, station characteristics, structural and regional influences

What are media markets?

What are possible benefits of local news?

Media Fragmentation / Partisan selective exposure slides

Selective exposure – when most likely to occur and for who?

Why is this especially bad with the internet, and then further, social media?

SE and cable news (graph)

Psychological basis for SE

- Cognitive dissonance

- Cognitive miser

- Information quality

- What is it about engaging in counter-attitudinal info that is taxing.

How does partisan selective exposure influence political attitudes, levels of misinformation?

History of Online Campaigns/Campaigning

Who built first campaign website?

By 2000, what types of things did candidates tend to have on their websites?

What is the brochure model? How has social media changed that?

How did candidate Obama change all this? (2008 election)

Role of Facebook newsfeed in facilitating interaction

Social media campaigns and YouTube

Know about: 1. Microtargeting. 2. Personalization (Obama on Between the 2 Ferns). 3. Interactivity. 4. Sustained engagement

Howard Dean case study

Gainous and Wagner: Tweeting to Power, Chapters 1-4

Contrasting old and new media; what's major take away with social media?

Are there gatekeepers in social media?

Politics of One-sided information Universe – rehash what the Zaller and Online Processing Models say.

How does social media fit into all this (one-sided information flow)

Your news or my news – information bubbles

Pervasiveness of social media use – demographic predictors

More SNS – and cognitive dissonance – why this is a major driver

Understanding in Ch. 4 how researchers go about coding and classifying different bits of political information; role of fundraising