

# Political Science 146: Mass Media and Public Opinion

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- “How likely are you to vote in November – very likely, somewhat likely, 50-50 (TERMINATE), not too likely (TERMINATE)?”
- One reason we may see large variations between pollsters during election season is because different pollsters use

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- **Item non-response: A respondent may participate in the survey but fail to answer individual survey items**

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  - 4. A not eligible case (e.g., a telephone number at a household outside the sampling area's geopolitical boundary)

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- E.G.: If females constitute 60% of the sample, but 50% of the target population, we will weight down all female respondents



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- SAQs though have disadvantage because if mailed, you have no way of knowing that the person is who they say they are. Mail surveys may take a while.

## Interviewing and Data Collection

- Telephone Interview. Most common form of political polling, and can be completed very quickly especially if the pollster is not worried about response rates. As a result, response rates may be low. Key advantage is that the data can be entered automatically; disadvantage is that there may be interviewer effects

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- CATI – Computer Assisted Telephone Interviewing – is the common form of telephone interviewing
- Face-to-face (personal interviews) – Most in-depth/rich form of data collection and have highest response rates. However, highest susceptibility to interviewer effects

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- Reliability is different from **validity** – the extent that the survey measures what it is supposed to

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- An interviewer's race and ethnicity can affect responses to a poll. For example, black respondents more likely to rate political/judicial system highly when interviewed by a white

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- Sample-matching, a non-probability technique where pollsters match respondent characteristics to a random sample of voters so that the poll appears random.
- Polls still have a harder time reaching older voters, less educated voters, and minority voters