

Vocabulary – Chapter 9

public opinion	The sum of many individual opinions, beliefs, or attitudes about a public person or issue.
political socialization	The process by which people form their political values and attitudes. This process starts in childhood and continues through adulthood.
opinion poll	A method of measuring public opinion. This is done by asking questions of a random sample of people and using their answers to represent the views of the broader population.
margin of error	A measure of the accuracy of an opinion poll. The smaller the margin of error, the more confidence one can have in the results of a poll. The margin of error usually decreases as the number of people surveyed increases.
mass media	Means of communication that reach a large audience. Today the mass media include newspapers, magazines, radio, television, and the Internet.
spin	The deliberate shading of information about a person or an event in an attempt to influence public opinion.
media bias	Real or imagined prejudice that is thought to affect what stories journalists cover and how they report those stories.
negative campaigning	Trying to win an advantage in a campaign by emphasizing negative aspects of an opponent or policy. In the past, this type of campaigning was called mudslinging.