

American National Government
POL 140
Sections 3-6
Socialization and Public Opinion

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- Paper 1: Handing back today
- Paper 2: Posted to Blackboard. Get started early! If you have questions or problems, or want help stop by my office and I will help you.



- Contractions...do not use
- I, you, we, our, my...do not use
- The (anti)federalist were right...because they said they were right.
- Period and commas
 - According to Lasswell, “politics is who gets what when and how.”
 - “Politics is who gets what, when and how” (Lasswell).
 - Harold Lasswell’s definition of politics, “who gets what, when and how,” is one of the most famous definitions of politics.
- Federalist vs federalism
- Take the cover sheet more seriously.
- When I tell you to take a side, take a side.
- Citations and common knowledge



- Political Socialization
- Party Identification
- Opinion Formation
- Agents of Socialization

How do people develop their party identification?



Political Socialization: The learning process by which people acquire their political opinions, beliefs, and values.



- Primary Agents-Family, Church, School
- Secondary Agents-Peers, Media, and Leaders



- Parents party identification vs child's party identification
- Parents party identification vs individual issues



- Play a large role in instilling our national political culture (limited government, self-government, liberty).
- Pledge of allegiance

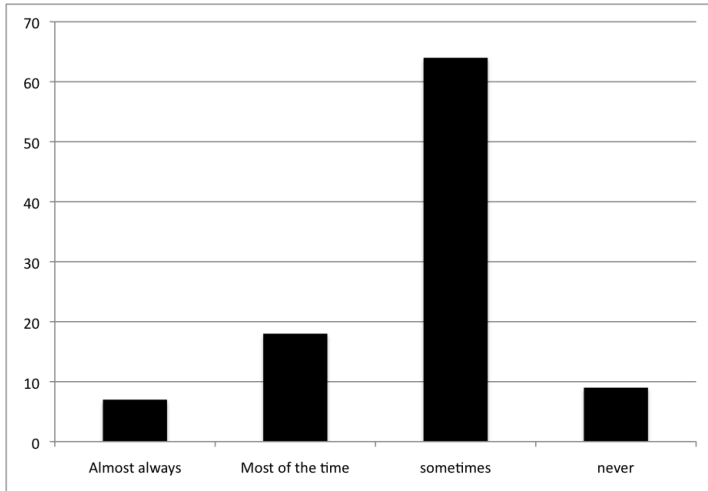


- Shape our views on a variety of issues
- Obligations to help people who are less fortunate
- Status of the unborn
- Gay marriage

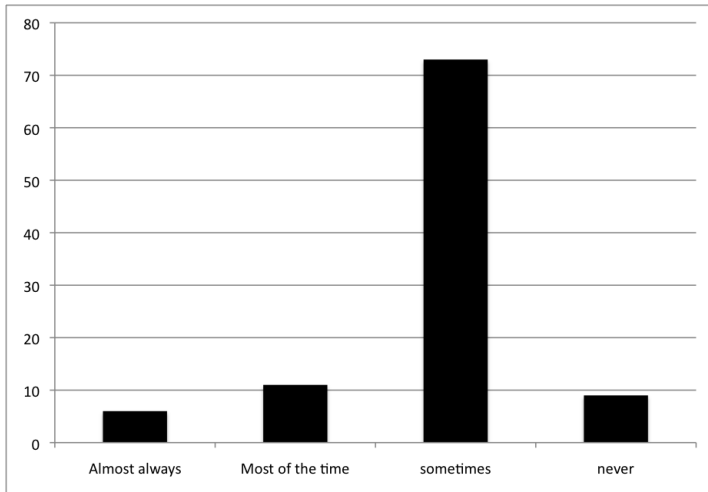


- Friends, neighbors, and coworkers
- Facebook
 - How many of you have posted something political on Facebook?
 - How many of you have unfriended or hidden someone in your news feed because of political stuff they posted.

How often do you AGREE with the political opinions or political content your friends post on social networking sites?



How often do you DISAGREE with the political opinions or political content your friends post on social networking sites?





- Many of us learn about political matters through the media.
- The media frame issues, set the agenda, and prime us (three things we will discuss in more detail in Chapter 10)



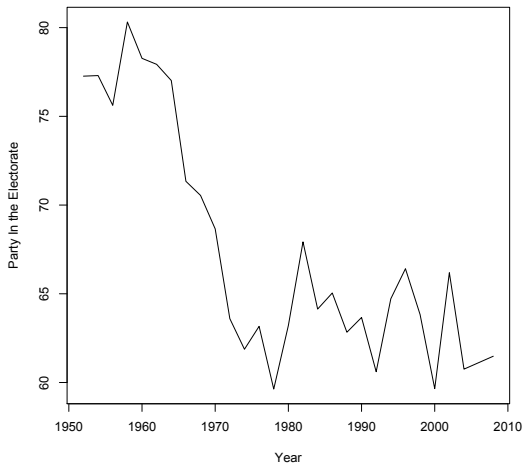
- Party Identification
- Ideology
- Groups



Party Identification: A person's ingrained sense of loyalty to a political party.

- Generally speaking, do you think of yourself as a Democrat, Republican, an Independent, or what?
 - **3 Minute Paper:** Why do you affiliate with the Democrats, Republicans, Independents, or other political parties?
 - People who respond Democrat or Republican are partisans.

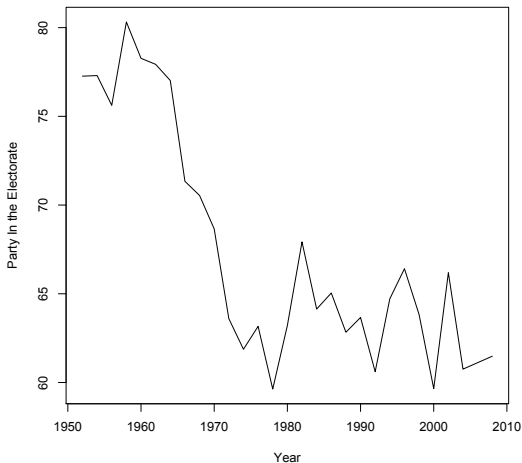
To What Extent Do People Identify With a Party?



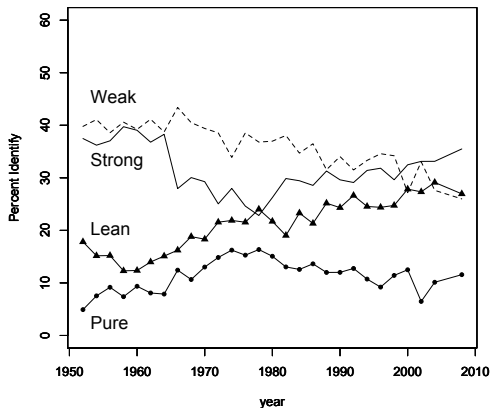
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Has partisanship been declining since the 1950s?



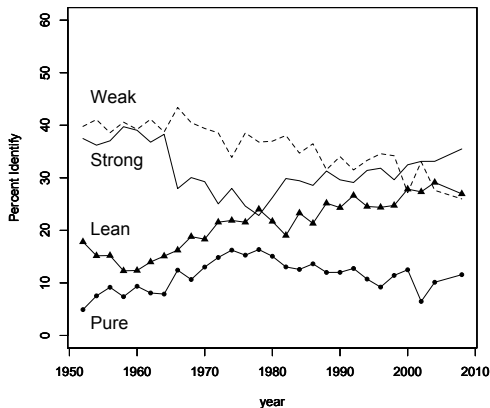
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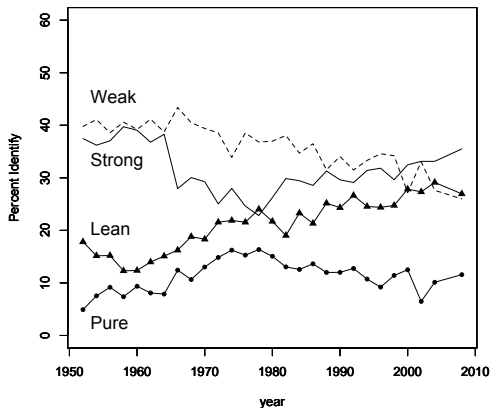
- Reassessment: Has partisanship been declining since the 1950s?



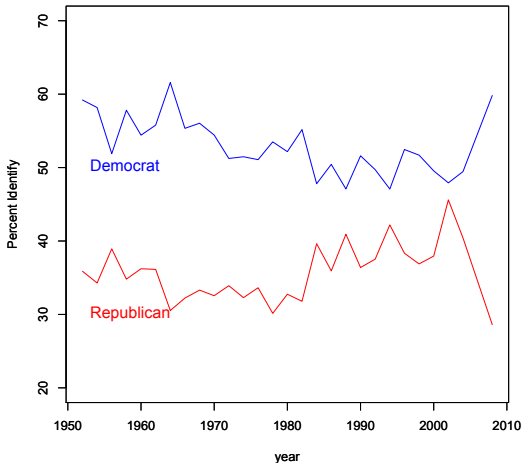
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- Reassessment: Has partisanship been declining since the 1950s?
- Assuming that partisanship in the public is declining, what might explain this decline?



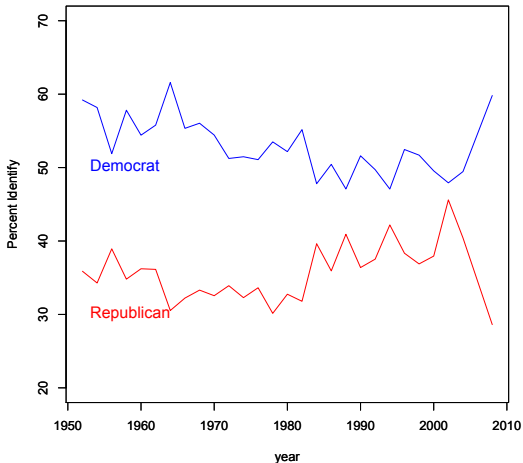
Democrat and Republican Identifiers over Time



Democrat and Republican Identifiers over Time



If there are so many more people who identify with the Democratic Party, why do Democrats not win all the elections and why are elections so close?





Ideology: a coherent and consistent set of political beliefs

	Government Regulates in Economic Matters (Economic Liberal)	Government Stays out of Economic Matters (Economic Conservative)
Government Regulates Social Issues (Social Conservative)	Populist	Conservative
Government Stays out of Social Issues (Social Liberal)	Liberal	Libertarian



- Religion
- Economic Class
- Race and Ethnicity
- Gender
- Age
- Region....forget about it.
- Cross-cutting cleavages



Public Opinion: the politically relevant opinions held by ordinary citizens that they express openly.



- Population: The group we want to study
 - Voting Age Population (230,872,030 people)
 - Voting Eligible Population (213,313,508 people)
 - Registered voters vs likely voters
- Sample: A subset of the population that we are studying
 - 1000 people out of the VAP or VEP
 - Used to estimate the population
 - Probability sample- a sample in which each individual in the population has a known probability of being chosen at random for inclusion in the sample.
 - What are some potential sampling problems?

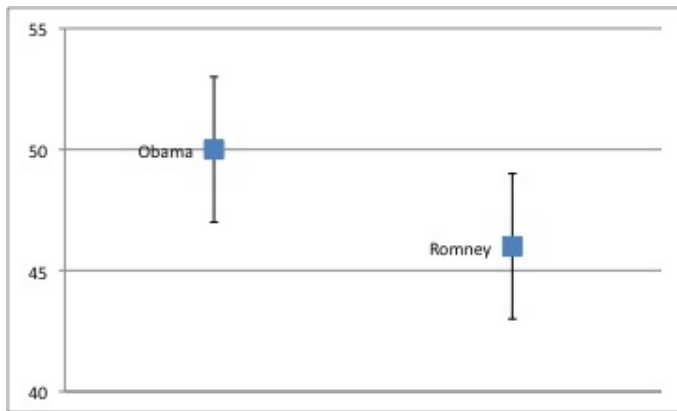


- Did you know that if elected to another 4 year term, president Obama would raise your taxes?
 - Yes
 - No
- Do you support a woman's right to choose or would you rather go back to the days when women used coat hangers for abortions?
- Do you approve or disapprove of the way Barack Obama is handling his job as president?
 - Approve
 - Disapprove
- If the election were held today, would you vote for Barack Obama or Mitt Romney?
 - Barack Obama
 - Mitt Romney

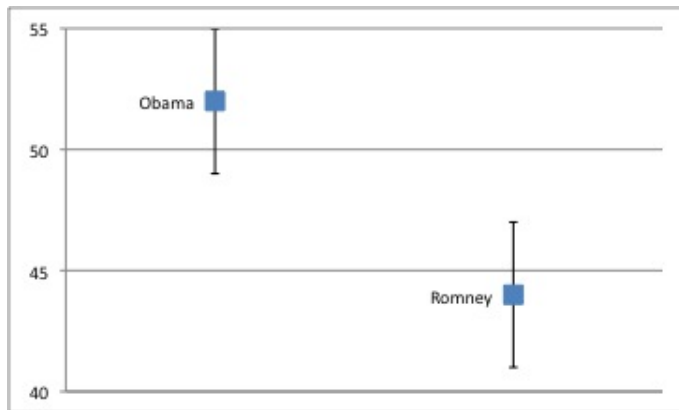


Sampling Error: the degree to which the sample estimates might differ from what the population actually thinks.

Florida: Obama vs Romney



Ohio: Obama vs Romney





Conflicting Opinions

- Do you favor or oppose raising taxes?
 - Favor
 - Oppose

Inconsistent Opinions

- If you ask an open ended question about an issues, a respondent's answer will change.



Conflicting Opinions

- Do you favor or oppose raising taxes?
 - Favor
 - Oppose
- Do you favor or oppose increasing funding for education?
 - Favor
 - Oppose

Inconsistent Opinions

- If you ask an open ended question about an issues, a respondent's answer will change.
- Many people can tell you what political party they identify with, but have no idea what the parties stand for.



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- Does the Affordable Care Act (Obamacare) contain panels to make end of life decisions?
- If Congress fails to pass a budget that cuts _____ dollars from the federal budget over ten years, these two programs will take significant cuts?

Getting People to Reveal their Opinions



- How many of you are 18?

Getting People to Reveal their Opinions



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Getting People to Reveal their Opinions



- How many of you are 18?
- How many of you voted in the previous local election?
- Surveys will show that many more people voted than actually did.
- Other sensitive topics
- Give respondents an excuse for their behavior/attitude
- Explicit Attitudes vs Implicit Attitudes

Should our representatives in Washington follow public opinion?

