

POLS 1101
Chapter 6 Study Guide

Strict scrutiny test, intermediate scrutiny test, and rational basis test
(these civil rights terms were discussed after the last midterm and may appear on this midterm)

Public opinion

Latent opinions

Why are public opinions important?

How to measure individuals ideology?

Sources of opinions

Liberal and conservatives

Rally around the flag events

Polls and surveys

 Random samples/sample size

 Samples vs. populations

 Sample error

 Margin of error

 Questions asked/wording

Ideology

Polarization

Predicting presidential election with public opinion

Mass media