

## Measuring Public Opinion

Measuring public opinion is often a difficult task. Pollsters must remove as many biases as possible, must choose a topic about which the sample is informed and concerned, and finally, must correctly interpret the results. These dilemmas will face you and two partners as you try to accurately measure public opinion on a topic of your choice in our area. Your final product will be a 9-slide Power Point, Prezi or Google presentation.

### I. Assignment

- A. Pick a subject or topic on which to gauge public opinion in our area. Research the topic on [www.publicagenda.org](http://www.publicagenda.org) or at [www.gallup.com](http://www.gallup.com) to familiarize your group with the subject and issues it involves. Only 1 group may gauge a topic, so pick quickly!
- B. **Slide 1:** Create a title slide that includes the subject of your polling project and the members of your group.
- C. **Slide 2:** Explain why the group chose this topic, 3 facts learned about it, and what the group hoped to learn by polling about it.
- D. Formulate an unbiased question to measure public opinion on the topic. See pp. 156-158 in your book.
- E. **Slide 3:** State the question and why the group feels it is unbiased.
- F. Determine at least two places (other than the high school) the group will poll to garner an unbiased sample. See above pages for help.
- G. **Slide 4:** Discuss why the group feels these locations will produce an unbiased sample and why these locations were chosen.
- H. Conduct your poll using random sampling. Try to poll at least 50 people. Gather as many demographics as possible about the sample. Examples include age, race, sex, occupation, political party identification, etc.
- I. **Slide 5:** Describe the sample group. Include in the description, information about numbers, locations, and as many demographics as you gathered.
- J. Interpret the results of the group's polling.
- K. **Slide 6:** Create a chart of choice to illustrate the overall public opinion results on the group's topic. Pie or bar graphs tend to be the easiest to interpret.
- L. **Slides 7 & 8:** Create at least 2 additional slides based upon 2 demographics that illustrate cleavages in public opinion on the group's subject. Graphs work best!
- M. Reflect upon the results of the project.
- N. **Slide 9:** Reflect upon the outcomes of the poll. Include information about actual outcomes versus your expected outcomes. Explain whether or not the poll measures overall public opinion and what lessons you learned about polling.

### II. Grading

- A. This project is due emailed or shared by \_\_\_\_\_.
- B. Projects will be presented on \_\_\_\_\_.
- C. This project will count as a 50-point project grade.
- D. Projects must be presented to the class by all group members.
- E. Projects will be graded on each of the following 5 areas equally:
  1. Subject
  2. Information
  3. Format
  4. Presentation
  5. Team Work

# WEIGHTED RUBRIC FOR POLLING PROJECT

Subject: \_\_\_\_\_

Student: \_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_

## Goals/Standards:

2.01: Investigate the beliefs that citizens hold about their government and its leaders.

2.05: Understand and evaluate demographic factors that influence citizens to differ from one another in terms of political beliefs and behaviors.

Criteria	Indicators	6-6.9	7-7.9	8-8.9	9-10	Score
<b>Subject Of Polling</b>	-Question formulation -Subject explanation -Interpretation of results					
<b>Information in Project</b>	-Demographics -Locations -Graphs -Cleavages -Conclusion					
<b>Format of Presentation Product</b>	-Slide order -Required information -Explanation of Information					
<b>Presentation of Project Information</b>	-Uniqueness of subject -Uniqueness of presentation -Explanation of requirements to class					
<b>Teamwork Grade</b>	-Work ethic -Preparation -Cooperation -Reliability -Overall Contribution					
<b>Comments:</b>						
						<b>Final Grade:        /50</b>