

**AP United States Government**  
**Chapter 6 Study Guide – Public Opinion**

**Name:** \_\_\_\_\_

**Key Terms:** On index cards, define the following terms.

- |                            |                         |                          |
|----------------------------|-------------------------|--------------------------|
| 1. Public opinion          | 7. Opinion leaders      | 13. Socioeconomic status |
| 2. Consensus               | 8. Media                | 14. Gender gap           |
| 3. Divisive opinion        | 9. Agenda-setting       | 15. Public opinion polls |
| 4. Nonopinion              | 10. Managed news        | 16. Sampling error       |
| 5. Political socialization | 11. Life cycle event    | 17. Political culture    |
| 6. Peer groups             | 12. Generational effect | 18. Political trust      |

**Questions:** Complete the following as you read the chapter in your textbook.

1. Read the *What If?* section on page 202. How do you think mandatory service would affect American values?
2. What is public opinion?
3. What accounts for the differing distributions of opinion in America on public policy?
4. How does public opinion affect policymaking?
5. Why is political socialization an important function of a society?
6. Explain how the following factors contribute to an individual's political socialization.
  - a. Family:
  - b. Education:
  - c. Peer groups:
  - d. Opinion leaders:
7. What is the impact of the media on public opinion?

8. Explain how the following influence political preferences.
  - a. Education:
  - b. Economic status:
  - c. Religious influence:
  - d. Race and ethnicity:
  - e. Gender:
  - f. Geographic region:
9. How have public opinion polls been used to facilitate policymaking?
10. Explain the importance of sampling techniques in the effectiveness of polls.
11. What are some problems with public opinion polls?
12. How does public opinion affect the political process?
13. What are the major shared values in the American political culture?
14. Why do Americans distrust our government?