Public Opinion Polls

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Watch the video entitled The Pros and Cons of Public Opinion Polls.

<http://ed.ted.com/lessons/pros-and-cons-of-public-opinion-polls-jason-robert-jaffe#watch> Then answer the following questions.

**Vocabulary**:

**Sample** - the group of people that respond to questions during the public opinion poll.

**Bias**- an inclination of [temperament](http://www.merriam-webster.com/dictionary/temperament) or outlook; especially **:** a personal and sometimes unreasoned judgment **:** [prejudice](http://www.merriam-webster.com/dictionary/prejudice)

1. What are two problems with public opinion polls?

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1. What are three ways the sample can be bad?

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1. Explain how a sample can be too small?

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1. What does it mean when a poll is said to be too narrow?

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1. What does it mean for a poll to be too difficult?

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1. How can bias affect an opinion poll?

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1. How are public opinion polls helpful?

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1. How do you think a public opinion poll may help a business?

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