**Chapter 9: Public Opinion and the Media**

1. List six forces that shape political socialization & rank them from 1 (most influential on my political socialization to 6 (least influential)
2. Create a diagram to represent each of the three ways that public opinion is shaped.
3. Why is public opinion important in a democracy?

**Section 3**

1. Explain the difference between straw polls and the scientific sampling process.

1. Create a simple flowchart to show the steps of the polling process.

1. Explain each of the following polls and explain whether you think each type of poll should be used in political campaigns: *benchmark polls, tracking polls, exit polls* and *push polls.*

Section 4

1. Create a simple T-chart showing the traditional media sources & the forms of new media. Check off all the forms of media that you have seen or used.
2. Identify at least two pros and one con of the new media.
3. Describe two ways in which public officials can attract and shape media coverage.
4. Are the media biased? Explain your answer.