



Public Opinion

Carroll J. Glynn, Susan Herbst, Mark Lindeman, Garrett J. O'Keefe, Robert Y. Shapiro

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Public Opinion is a comprehensive and multidisciplinary examination of public opinion in the United States. Drawing on scholarship in political science, psychology, sociology, and communications, the authors explore the nature of political and social attitudes in the United States and how these attitudes are shaped by various institutions, with an emphasis on mass media. The book also serves as a provocative starting point for the discussion of citizen moods, political participation, and voting behavior. Feature boxes and illustrations throughout help students understand all aspects of the elusive phenomenon we call public opinion.

The third edition has been thoroughly revised and updated to reflect how public opinion is studied today, and to incorporate current data and debates. The book now contains two revised and reframed theory chapters—"Group Membership and Public Opinion" and "Public Opinion and Social Process"—as well as new coverage of the influence of online and social media on public opinion, especially in issue opinions and campaigns.

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