



Polling

Scientific polling is a way to determine public attitudes or preferences about a multitude of topics from consumer goods to politics. Polls can also play a part in shaping public opinion in support of a particular political or social agenda.

Using the links below, research media polling from a recent presidential election. Then compare the polling results of various organizations with the actual election results. Write a short report that interprets the data and comments on the practice of polling.

Research Links

Gallup Poll: <http://www.gallup.com/home.aspx>

The Gallup Poll is one of the largest international polling organizations. It provides services from local elections to the most current affairs in the world. Students can find poll records of the U.S. elections from this site.

NCPP: <http://www.ncpp.org/>

Founded in 1969, the National Council on Public Polls (NCPP) is an organization that conducts research and helps people to understand the polling process.

PollingReport.com: <http://www.pollingreport.com/>

PollingReport.com is a private company that consults the public with recent election and current event polls. It also offers its customers newsletters and updates from government elections.

Public Agenda Online: <http://www.publicagenda.org/>

Established in 1975, the Public Agenda is a nonprofit organization that provides detailed polling results to the public. It analyzes different polling results to educate the public on current issues.

The Pew Research Center: <http://www.people-press.org/>

Do you want to know the people's view on the Middle-East crisis? The Pew Research Center provides up-to-date polls and analysis on world events, as well as domestic U.S. affairs.

Internet Activity Polling Rubric

Students reports should include:

- include proper spelling, punctuation, and grammar
- contain accurate information about the scientific polling process
- compare actual polls to posted election results
- provide a brief analysis of the polling process