

STUDY GUIDE

POLITICAL SOCIALIZATION

LESSON 1



SCIENTIFIC POLLING

LESSON 2

1. Select a sample.

- representative of universe
- randomly selected

2. Carefully word questions.

- clear wording
- each question asks only one thing

3. Interpret the results.

- know the sampling error
- identify bias

Polling data are used by:

Lawmakers

- to craft bills
- to decide how to vote

Campaign Staff

- to decide where to campaign and advertise
- to shape their messages

Media

- to broadcast as news
- to predict election winners

TYPES OF INTEREST GROUPS

LESSON 3

Economic	promote economic growth and their own economic interests
Public	focus on policies that affect the general public, not just their members
Civil Rights	gain and protect rights of the group
Single-Issue	dedicated to one particular issue
Ideological	promote broad policies based on their core political or religious beliefs
Faith-Based	form around a religious perspective
Professional	represent specific professions
Government	workers and leaders in all levels of government

HOW DO INTEREST GROUPS INFLUENCE PUBLIC POLICY?

LESSON 4

Interest Group Strategies

Lobbyists

- Provide information to officials through:
- face-to-face contact
 - written reports and data
 - congressional testimony
 - drafting bills

527 Organizations

Advocate an issue

Media Campaigns

- Gain public support through:
- advertising
 - websites
 - social media

PACs and SuperPACs

- Collect and spend to:
- influence elections
 - gain access to lawmakers

Member Actions

- Urge members to contact officials through:
- letters
 - e-mails
 - phone calls