**Political Socialization**

**Lesson 1**

- **Political Culture**: basic values that most citizens share
- **Mass Media**: Internet, TV, radio, newspapers, magazines, movies, books
- **Peer Groups**: close friends, religious groups, clubs, work groups
- **Public Opinion**: ideas and attitudes shared by a significant number of Americans
- **Government Leaders**: beliefs that you can influence government and policy
- **Personal Experiences**: people who share common goals and organize to influence government
- **Feelings of Political Efficacy**: belief that you can influence government and policy
- **Interest Groups**: people who share common goals and organize to influence government
- **Political Culture**: basic values that most citizens share

**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**

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

**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