



People and Their Opinions

Richard Sobel, Eric B. Shiraev

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Utilizing both a critical thinking approach and a comparative perspective throughout the text, Sobel and Shiraev provide comprehensive coverage of public opinion while also teaching students the basic skills necessary for measurement, understanding, and interpreting. Written in an accessible and engaging manner, this text provides a unique and practical introduction to the field of public opinion. The book begins by "schooling" the reader in how to think critically and then helps students apply those techniques as they encounter the concepts of public opinion. The text also employs a comparative perspective, demonstrating the effect and nature of public opinion in other countries while also placing American public opinion in context.



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