



# Understanding Public Opinion

*Barbara Norrander, Clyde Wilcox*

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In this highly anticipated revision, editors Barbara Norrander and Clyde Wilcox expose students to the substance and process of public opinion research in an accessible way. Capturing the diversity of this research with 12 essays—10 new to this edition and 2 fully updated—well-respected contributors highlight the many approaches social scientists use to explore public opinion while citing actual research and teasing out the political implications of their findings.

*Understanding Public Opinion* expands on important ideas that basic textbooks cover only briefly, such as public views of those on trial for terrorist acts, public attitudes in the aftermath of Hurricane Katrina, and the rise and fall of public support for George W. Bush. Part introductions provide important thematic context, and a statistics primer in the appendix offers students a handy reference. More relevant and thought-provoking than ever, *Understanding Public Opinion* is the ideal supplement for any public opinion course.

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