**Know and Be Able To (KBAT)**

Chapter 6 – Public Opinion

**ESSENTIAL QUESTION:** How do Americans form opinions, and how do these opinions influence government?

**KNOW**

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| Conservatism  Exit Poll  Gender Gap  Liberalism  Libertarianism | Opinion Poll  Political Efficacy  Political Ideology  Political Socialization  Public Opinion | Push Polls  Sampling Error |

**BE ABLE TO**

1. Outline how various forms of socialization shape political opinions.
2. Explain how polls are conducted and what can be learned from them about American public opinion.
3. Assess the influence of political ideology on Americans’ political thinking and behavior.

**CASE STUDIES**

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