

FINAL EXAMINATION

(POLITICAL SCIENCE 164: PUBLIC OPINION AND BEHAVIOR)

December 15, 1954; 2-5 P.M. All questions must be answered. The first group of 20 questions are meant each to require no more than 5 minutes to answer. The second group of 3 questions are meant each to require about 15 minutes to answer.

GROUP I

(suggested time: 5 minutes each)

1. If S. de Grazia's description of early "political" behavior is correct, why should any person have a hostile attitude towards government (e.g. an anarchist)?
2. List some forms in which civic training is conducted.
3. What is meant by the phrase, "the multi-group nature of the state"?
4. What are some defects of the kind of poll material that Hyman and Sheattily used in their articles on "The Current Status of American Public Opinion"?
5. Draw a graph showing the scoring of political activity according to Woodward and Roper's test. Draw in also a curve of the "myth" of Democratic participation (be sure to identify both to avoid confusing the examiner).
6. If a person is politically active, can anything be said of his probable information level, partisan affiliation, and sex?
7. How does isolation of publics cause distortions of perception?
8. What do you think would happen in the study of aggressive attitudes in a boys' camp if a respected counselor had given a speech favorable to the named minorities before each phase of the test?
9. How to prejudiced persons often respond to anti-prejudice propaganda ?
10. What is a more potent determinant of behavior: income or occupation? Why?
11. How is a physique-temperament test used to refute the dependence of ideology upon culture in Morris' study of ways of life preferred by different nationalities?
12. What are the components of nationalism, according to Michels?
13. What chief differences in opinion structure exist between the Western States and the rest of the North?
14. To what extent can the problem of ethics in propaganda be considered "solved by practices"?

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15. Name the steps in the conduct of a sample survey.
16. Give as many examples as you can of studies or agencies employing symbol analysis.
17. What functions does the modern daily newspaper perform? Which is of first importance to the individual, do you think? Which to the nation?
18. Describe briefly the difference in the controls structure of the newspapers and radio.
19. What are several hypothetical or real instances of the impact of opinion upon public policy?
20. Describe one procedure by which the "coattail effect" may be determined.

GROUP II
(suggested time: 15 minutes each)

1. Why do you think the course is entitled "Public Opinion and Behavior" rather than simply "Public Opinion"? Would calling it "Public Behavior" be as useful? Explain your answer.
2. Write a 15 minute talk to a group of new U.S. Information officers, Junior Grade, who are about to take up posts in various countries on the subject "Some Principles of Propaganda to Use in your Work."
3. Analyze the major elements contributing to Eisenhower's majority in the West in 1952.
