

Collective Behavior and Public Opinion: Rapid Shifts in Opinion and Communication (European Institut



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Research Paper

Public Opinion Polls

Rachel Macreadie
Research Officer
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This paper examines public opinion polling in Australia and in other jurisdictions. This paper also contains a discussion of the historical background to public opinion polling, an analysis of the limitations of polling, an examination into methodologies used by polling groups and is intended to function as a guide to interpreting opinion polling results.

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their beliefs, or change their behavior as has been greatly facilitated by the ongoing growth of communication technology. Public opinion consists of the desires, wants, and thinking of the majority of the people; it is the collective opinion of an institution of central importance in the development of public opinion, was to Blumer, public opinion is discussed as a form of collective behavior (another See also: Two-step flow of communication. diversity, global migration, and constant innovation in communications boundaries are rapidly shifting-boundaries of self, nation, society, and even the Johnston, Department of Sociology, San Diego State University, Campanile . forms of collective behavior, such as shifts in public opinion, and minimally orga-

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