

## Public Opinion and Influence

## Who Influences Our Opinions?

Directions: Use pgs. 214-219 in *Magruder's American Government* to identify how certain factors influence individuals opinions. Record information that is associated with the main factors of influence in the table below. Be thorough with your list, as you will be using the information to answer additional questions. Lists may include information that will complete processes of contextualization, corroboration, and sourcing. Make sure you know the Who, What, When, Where, Why of each of the factors listed below.

<u>Education/School</u> - - - - - -	<u>Family</u> - - - - - -	<u>Occupation</u> - - - - - -	<u>Race/Ethnicity</u> - - - - - -
<u>Historical Events</u> - - - - - -	<u>Opinion Leaders</u> - - - - - -	<u>Peer Groups</u> - - - - - -	<u>Mass Media</u> - - - - - -

General questions to consider...

What forms of media am I exposed to on a daily, weekly, monthly basis?

Do you feel like you can interpret information and messages?

Do you feel like you can recognize bias? How can you tell whether or not a message is biased?

Where do I get my beliefs? Use the information in the table to generate a response that includes the multitude of influences on individuals. How have the different influences shaped your personal beliefs, thoughts, and opinions? (Written responses should be a minimum of 3 paragraphs.)