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The field of public opinion is one of the most diverse in political science. Over the last 60 years, scholars have drawn upon the disciplines of psychology, economics, sociology, and even biology to learn how ordinary people come to understand the complicated business of politics. But much of the path breaking research in the field of public opinion is published in journals, taking up fairly narrow questions one at a time and often requiring advanced statistical knowledge to understand these findings. As a result, the study of public opinion can seem confusing and incoherent to undergraduates. To engage undergraduate students in this area, a new type of textbook is required.

New Directions in Public Opinion brings together leading scholars to provide an accessible and coherent overview of the current state of the field of public opinion. Each chapter provides a general overview of topics that are at the cutting edge of study as well as well-established cornerstones of the field. Suitable for use as a main textbook or in tandem with a lengthier survey, it comprehensively covers the topics of public opinion research and pushes students further to explore critical topics in contemporary politics.

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Editorial Review

Review

"*New Directions in Public Opinion* is an amazing collection that will inform students of the history, evolution, and state of the art in public opinion research. It will undoubtedly become a classic text educating the next generation of students."

?**Jamie Druckman**, Northwestern University

"Berinsky and his contributors have done an amazing job! *New Directions in Public Opinion* has no peer when it comes to combining cutting-edge research with a broad overview of public opinion scholarship. Students will like the book for its fresh approach for examining the role of citizenship; their professors will love it even more for its analytical approach to the study of politics."

?**Scott McClurg**, Southern Illinois University

"Berinsky's new edited volume on public opinion hits all the right notes. He has enlisted many of the top scholars in the field to write accessibly about enduring controversies and emerging issues. This book will be a remarkable resource for students and public opinion experts for many years to come. I know I will assign it for my classes."

?**Vincent L. Hutchings**, University of Michigan

"This is a much needed resource for professors seeking to expose their students to cutting-edge research covering the diversity of the field of public opinion in a clear and insightful way that does not short-change recent innovation. The well crafted pairing of topical overviews with discussions of recent research and ongoing debates is both accessible and engaging."

?**Erika Franklin Fowler**, Wesleyan University

"*New Directions in Public Opinion* promises to be required reading for students and analysts of public opinion alike. Berinsky has assembled a first-rate team of scholars, who provide intellectual coherence to a field which has become chaotic and fragmented in recent years. This work is likely to become a standard source in the area of mass politics in the United States."

?**Ted G. Jelen**, University of Nevada, Las Vegas

"Bringing together leading experts in the field, this book presents an excellent overview of the most important topics in public opinion. Bridging the gap between textbook and reader, Berinsky's book will help students efficiently navigate the vast world of public opinion research."

?**Dana Wittmer**, Ohio State University

"*New Directions in Public Opinion* represents an innovative approach for an undergraduate text. Specifically, it will help students understand public opinion by introducing them to cutting-edge research by leading scholars in an accessible manner."

?**Heather Ondercin**, Louisiana State University

About the Author

Adam J. Berinsky is Professor of Political Science at Massachusetts Institute of Technology and director of

the MIT Political Experiments Research Lab. He has received numerous awards for his research.

Users Review

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Kelley Thornton:

The book New Directions in Public Opinion (New Directions in American Politics) give you a sense of feeling enjoy for your spare time. You may use to make your capable far more increase. Book can being your best friend when you getting strain or having big problem with the subject. If you can make reading through a book New Directions in Public Opinion (New Directions in American Politics) to get your habit, you can get a lot more advantages, like add your capable, increase your knowledge about a few or all subjects. You may know everything if you like open up and read a reserve New Directions in Public Opinion (New Directions in American Politics). Kinds of book are several. It means that, science e-book or encyclopedia or other folks. So , how do you think about this reserve?

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