

JPSM Distinguished Lecture Series



Public Opinion Polls in the News

Mike Traugott

The mass media play an important role in collecting and dissemination polling data about what the public thinks about a number of important issues of the day. In the United States, there has been a symbiotic relationship between pollsters and news organizations for more than 70 years. After a period of steady expansion in the number of polls reported, the recent downturn in the economics of the news business has impacted the frequency of polls and the quality of some data collections. This talk will review these trends and cite examples of issues in low cost data collection (LCDC) and analysis and how they affect the reporting of public opinion as part of political news.

Michael Traugott is Professor of Communication Studies and Political Science and a Senior Research Scientist in the Center for Political Studies at the Institute for Social Research.

Friday, April 5 at 3:00 PM

2205 LeFrak Hall, University of Maryland, College Park

Discussants: [Clyde Tucker](#), AIR & CNN and [Mark Blumenthal](#), Huffington Post

Please join us for a reception afterwards