

Welcome students, so today we are
going to look at this paper that is
public opinion and survey research.

We are going to start with the first module.

So this is an introduction module,
so the name of the modernist definition
and characteristics of public opinion.

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So in today's module we're going
to look at the public opinion,
but we're going to look at what
is the meaning of public?

What is an opinion,
and what are the characteristics
of public opinion?

After looking at this modules,
the student will be able to understand
the meaning of public opinion and the
student will be able to point out the

important characteristics of public opinion.

So before we go on to understand what

is the meaning of public opinion,

we have to first start with basics.

That is what is public?

What do we mean when we talk about public

opinion and who are we exactly talking about?

The word public is generally used

to refer to a large group of people.

It is sometimes used as a

synonymous word with crowd.

The members of the public need not

collect together in one place.

They may be dispersed,

and they may not know each other.

According to social assist,

Kimball Young public refers to a rather

loosely organized and conjoined grouping

of people with a common interest.

So after looking at this it is very clear

to us that when we talk about public,

it is not necessary that the people that

we refer to as public know each other.

Personally it is a.

It is basically a loosely a group of

people who have certain common interests.

So when we talk about public opinion,

we are talking about the larger

opinion of the society or the

people who form the society.

It is not necessary that

the people know each other.

So in context of India when we talk

about the public opinion of Indians.

We are talking about the larger

society we are talking about.

The larger group of people who

live in our country and who are

the citizens of our country.

It is not necessary that every

person knows each other as long as

they have an opinion on an issue

which is of common interest to the
society or to the country,
we can call that opinion as public opinion.

And again if you look at the
definition given by Kimball,
Young public refers to a rather loosely
organized and conjoined grouping
of people with a common interest.

So again even Kimball young.
Focuses on the point that is common interest.

So when we talk about public opinion,
we are usually talking about issues
that concern the larger society.

So if the issue is something to do
with the common interests of the
society or in the common interests
of the country or the nation,
we will be talking about public opinion.

According to another very
important sociologist, Mazumdar,
the public is an aggregation

of persons moving in a common

union universe of discourse.

Confronted by an issue or a value

divided in their opinions regarding

ways to meet the issue or to appraise

the value and engaging in discussion.

It is thus clear that what makes

the people to constitute a public is

their common interest in an issue.

So again, the focus is on common interest.

So when we are talking about any issue

that confronts the society or any

problem where the society it concerns,

the larger society,

that is when we talk about public opinion.

So again, just like Kimball,

Young Mazumdar also talks about

the same point.

Close physical contact is not required

to constitute a public, so again,

it is not necessary that every person

in the society knows each other,
especially in a country like India
where there are so many people,
it is not possible for every
person to know each other.

So as long as they share a common interest,
as long as they share a common concern,
we can put them in the category
of public and we can refer to
their opinion as public opinion.

So now we come to the second part.

What is opinion?

We have already looked at
what we call as public.

Now we are going to look at
what is the meaning of opinion.

Again, according to Kimball Young,
an opinion is a belief somewhat
stronger or more intense than
a mere notion or impression,
but less stronger than positive knowledge

based on complete or adequate proof.

Opinions are really beliefs

about a controversial topic, so.

That is a basic tendency of human beings.

Human beings are very, very opinionated,

so whenever there is a issue

or whenever there is a problem,

every person will have his or her opinion,

his or her understanding and his or

her belief on that particular issue.

Generally, what passes passes for,

on and on for an opinion is once

impression sentiment or prejudice,

because every person will come up with

his opinion based on his knowledge,

his sentiment or his prejudice.

What is his basic knowledge

or what is his background?

So depending on his or her background,

he or she will come up with

his or her opinion.

Opinion implies careful
thought and consideration.

It is founded on some kind of
information or evidence, so again,
it is always better to form an opinion
based on some sort of information.

So that is what we call us informed opinion.

So whenever we talk about an issue,
especially a political issue or a
controversial issue because let's be honest,
when it comes to politics,
most of the issues that we talk
about are very, very controversial.

So when a person is making up his
or her mind on a particular issue,
it is always.

Safe to make up your opinion,
make up your mind based on proper
evidence or proper information.

Otherwise what may happen is that
you may end up interpreting the

situation or the problem in a very,
very wrong manner,
which is again it can lead
to harmful results.

So that is why it is always good
to have an informed opinion.

It is not necessary that an
opinion should always be correct.

It may even be faulty.

Again,

we have seen many of times people
make up their opinion and sometimes
that opinion is based on wrong
knowledge or wrong information.

So in that case the opinion
that is formed will be a faulty
or an incorrect opinion.

According to Cooper Swamy,
public opinion consists of opinion
held by people of a smaller
or larger community about a

particular problem at a certain time.

According to Bryce,

Public opinion is commonly used to

denote the aggregate of the views men

hold regarding matters that affect

the interests of the Community.

So now we're going to look at some of

the characteristics of public opinion.

The first one, public opinion,

is concerned with the matter of

public importance, so again,

we will never be discussing about

public opinion or we will not

even care about public opinion.

Until and unless that opinion is

about something that affects the

larger society or a issue that affects

the larger society or the country.

So it has to be a matter of

public importance.

Public opinion is for social welfare,

the welfare of society is an essential
characteristic of public opinion.

So again,

we are talking about issues that concern
the society or the benefit of the
society or the welfare of the society.

So again, when these are the
issues that are being discussed,
that is when the public opinion matters.

That is, then you know we look at
what the public opinion is on certain issues.

Public opinion is arrived
at after careful thought.

So again, as I've already mentioned,
it is always good to form your
opinion based on proper evidence,
proper knowledge.

So a lot of thought has to be put
behind when you come up with an opinion,
especially on issues of importance
that affect the larger society

or larger community.

It is a cooperative product.

It is the product of interaction

of human minds.

So again,

as many of the social lodges

that I've quoted,

they've all said that it is an aggregate

of what values or what opinions are

held by the people in the society.

So it is a cooperative product.

We're not talking about opinion or

beliefs or ideas of a individual.

We're talking about opinions and beliefs

and ideas of the entire society.

So that is where this public aspect comes in.

So it is a cooperative product.

It is a product of interaction

of human minds.

Public opinion has culture, cultural base.

The culture of a society

influences public opinion,

so again,

the public opinion that is held

by a particular society or even

a particular country.

It will be based on the culture,

the cultural background of the society.

So again,

that is why we see that the public

opinion on same issues vary from

country to country, society to society.

So let's take the example of LGBT rights.

So you find that certain

Western countries they have.

A very open acceptance.

The public opinion is in favor

of LGBT rights,

but if you look at certain other

conservative countries, they are public.

Opinion is completely different

from the Western countries,

so again,

the culture and the background of
the society plays an important role.

So we will conclude public opinion
may be defined as opinion of the
people held by them on any issue,
for the welfare of the whole community.

It is a collective product.

It grows out of interaction of various
shades in the positions of pros and cons.

Culture of the society greatly
influences public opinion.

These are my differences. Thank you.