

Welcome students, we're going to go on to the next module in this paper that is public opinion and survey research.

Today's module is about meaning and procedure for opinion poll.

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So in today's module, we're going to look at what is an opinion poll, and also we're going to look at the important ingredients of an opinion poll.

After going through this module, the student will be able to understand what an opinion poll is and the student will be able to list the important ingredients of an opinion poll.

So let's start with the basic.

Understanding of what an opinion poll is.

Opinion polls are similar to surveys or an inquiry designed to gauge public opinion

about a specific issue or a series of issues in a scientific and unbiased manner.

The development of public opinion as a concept intimately connects to social, political and economic changes that occurred over centuries.

By 1936, people truly became aware of something called less public opinion polls, so again, this is a basic exercise that is conducted in various countries, especially in democratic countries.

To find out about what people feel or what are the opinions of the public opinions of the people about the changes that are taking place in the society.

In the politics of the country or the economic changes that have occurred over a period of time.

So this is something that is done in many countries, including our own country that is in India.

We find out about it every day almost every day in news where every news channel you know conduct some kind of a poll to find out the opinions of the people on various issues.

It can be issues related to the society, it can be issues related to the politics of the country or it can be issues related to the economy because again these are the issues that are intimately connected or they affect us directly affects our life lives directly so it is important to find out what are the opinions of the people.

On this issue, and that is why this public opinion polls are very important.

So public opinion polls have been around for a very long time, but only in 1936 or after 1936, people really became aware of this

exercise that is being conducted.

Not long after that,

some people started to think that such  
polling practices are a threat to democracy.

In addition to that,

people began to question the legitimacy  
and methods used to conduct polls.

The scientific principles on which polling  
methods are based have been always question,

so again for a very long time people were

fine with the way you know this public

opinion polls were being conducted,

but slowly you know,

people started questioning.

Now this is something that is

brought up even today,

many times when we see especially

things like exit polls which are

conducted after an election when

the results of that polls come out.

Political parties which do very

poorly in the exit polls.

They start questioning the

legitimacy of these polls.

They start questioning the

scientist science used behind this

polls or they start questioning

the integrity of these polls.

And again many people have also raised

the question saying that this opinion

polls are a threat to democracy.

Why?

Because you know once the

results of these polls

are made public, it may affect

the opinion of the public.

Again, it may, you know,

play some kind of role on

the choices that people make,

especially during elections.

So that is why public opinion

polls and the legitimacy of these

polls have been questioned.

The methods that are used to

conduct these polls have also been.

So being brought into question.

However, many people believe that

opinion polls do a good job when

it comes to predicting election

outcomes or while measuring public

outcomes on specific social issues.

Now again,

we all know that you know exit polls,

especially the ones that are

conducted after elections,

are very, very popular.

So we have seen exit polls

in our own country, India.

We have seen exit polls in America

during the presidential elections,

and we have seen exit polls even

during our local and state elections.

So people have a lot of faith when

it comes to these exit polls.

People enjoy looking at the results.

Experts enjoy discussing,

discussing or debating over this exit.

Polls over the performance of

different political parties.

So this exit polls this opinion.

Polls have been around for a very

long time and many people do believe

in these polls and they believe in

the authenticity of these polls,

especially when it comes to elections.

Hence, researchers conduct opinion polls.

People participate in them and provide

us a way to understand how people

think and feel about any given topic.

Now we will look at the important

ingredients of an opinion poll.

So the first ingredient is

something that we call is sample.

A sample is defined as a smaller set

of data that a researcher chooses

or selects from a larger population.

By using a predefined selection method.

There are different ways to set up sample.

However,

the most commonly used methods pursued

by many polling organizations are #1.

The control sample method and

#2 area sampling method.

So just come into what simple is.

Let's take an example of,

you know if let's say someone wants to

conduct a survey or an opinion poll of Goa,

we all know that Goa's population

is around 1.5 million.

Now it is not possible to go to

every person in Goa and survey

all these 1.5 million people.

So in order to simplify the process,

we do something called a sampling.

We take a smaller sample so instead

of sampling 1.5 million people,

we sample a smaller number.

It maybe 100, it maybe 200, maybe 500,

much more manageable number.

That is what we call a simple,

and there are different ways.

So the two methods that are mentioned

is the control sample method and

area sampling method.

They will look at what is a control sample.

In a control sample method,

the sample is set in a controlled manner,

ensuring it contains a variety of

people from different walks of life,

making up for the whole population.

There are few considerations to

choose the right sample section

of the country type of community.

Standard of living.

Gender, so these are some of the

most important considerations,

so you have to choose which part of the country that you are going to look at.

The type of community community living in a big city or small city or village,

standard of living,

whether you're serving poor people,

people who are average middle

class or people who are very,

very well be gender,

male or female at the same time,

age group whether you're

serving the youngsters,

middle age people or senior citizens.

So all these things will matter on the.

Basis of what you are trying to research.

We will look at what is the 2nd method

that is the area sample the area sample

over the years is becoming much more

favorable to researchers and pollsters.

In an area sample the cross section

or the miniature sample is set up

based on cross section of an area  
and not of people setting up an area.

Sample is relatively easy in an  
area sample the information related  
to different geographies,  
such as countries, states,  
cities, villages or towns can be  
easily acquired through sensors,  
reports and other sources.

So in the area simple method it  
is not the people but the area,  
the location or the geography  
that is more important.

It is more in focus as opposed to the.

Control sample method.

The next ingredient is the questions,  
so phrasing the question in the  
right manner to yield excellent  
results is important.

Before phrasing the question,  
you must be aware that a poll

question has to be neutral,  
hence one should avoid loaded  
or leading questions which may  
jeopardize the transparency and  
authenticity of the entire poll.

The poll questions should be phrased  
clearly and concisely so that the  
respondents do not misunderstand the  
question and the intent of the question.

It is hard to recommend a question type or  
precise question to ask in an opinion poll.

Generally the type of poll question  
depends on the motive behind the opinion  
poll or the kind of information a  
researcher intends to gather from it.

So again, the kind of question you are  
going to ask it will depend on the  
researcher and the subject of research.

The most common type of question is  
the one where respondents have to  
answer in either yes or no format.

Such questions are called closed ended questions or closed questions where the respondent does not have much choice. The respondent can only answer yes or no.

On the other hand, you have something called as the open-ended questions, also called as free questions.

Also widely used in polls, these questions allow participants to express themselves freely and at length.

Open ended questions are useful when researchers want to identify the various lines of thinking people possess concerning a specific issue.

Multiple choice questions.

The majority of the opinion polls are designed with multiple questions in a multiple choice question.

The answer options are grouped in form of checklist. So we'll conclude.

Opinion polls are important as

people trust them.

However,

many have raised the

legitimacy of techniques used.

Opinion polls has many important ingredients

like simple raising of questions.

These ingredients have to be correct

to maintain the authenticity

of the opinion polls.

These are my references.

Thank you.