

## **Understanding Public Opinion, 3rd Edition**

Barbara Norrander, Clyde Wilcox



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In this highly anticipated revision, *Understanding Public Opinion* captures the diversity in public opinion research with 12 fully-updated essays, including 10 new to this edition. In straightforward prose, contributors highlight the many approaches that social scientists use to explore public opinion while exposing readers to innovative research. Covering such topics as how issues of race and media surrounding Hurricane Katrina affected public attitudes and the rise and fall of public support for George W. Bush, *Understanding Public Opinion* expands on important ideas that basic textbooks only cover briefly. It is the ideal supplement for any public opinion course.



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