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For Wilson, public opinion is an "orderly force," contributing to social and political life. Wilson appraises the influence of modern psychology and the slow appearance of methodologies that would enable people not only to measure the opinions of

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others, but to mold them as well. He examines the relation of the theory of public opinion to the intellectuals, the middle class, and the various revolutionary and proletarian movements of the modern era.

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A theory of public opinion, as viewed here, is not necessarily associated with any particular form of government, such as political democracy. Whatever the

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form of government, there is certain to be, either explicitly or implicitly, some relation between what the masses of the people think and what the government does.

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"Public opinion is compounded of knowledge, discrimination and judgment. It is a product of

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intellectual activity. It is created by investigation, discussion and a critical review of a situation. It is a net result of a collective 'getting at the facts' and a collective thinking about them in a calm-tempered

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publicly visible and audible expressions of opinion as well as public behavior regarding value-laden issues. Its power derives from our social nature, from the willingness of society to threaten isolation in reaction to forbidden opinions and behaviors, and from

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the individual's fear of isolation.

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Public opinion consists of the

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desires, wants and thinking of the majority of the people. It is the collective opinion of the people of a society or state on an issue or problem. This concept came about through the process of urbanization and other political and social forces. For the first

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time, it became important what people thought as forms of political contention changed. Democracy requires public opinion because it derives authority from the public.

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Public opinion - Wikipedia

Elisabeth Noelle-Neumann is Professor for Communication Research at the University of Mainz and director of the public opinion research center Institut für Demoskopie Allensbach.

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significance of the idea of public opinion for popular rule. Wilson was not opposed to the contributions of the prevailing behaviorist methodologies.

Francis Graham Wilson: A Theory

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assumption of an inattentive
electorate one that cares about
public policy in an ill de ned way
but does not care enough to be

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Forward to Ferdinand Tonnies: A
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