

Video Worksheet



Public Opinion and Interest Groups

Lesson 2 *Measuring Public Opinion*

Exit Polling

Directions: Review the questions below and think about these questions as you watch the video. Take notes that answer these questions as the video plays.

1. **Summarizing** What was the Voter News Service and what happened to it?

2. **Explaining** How is polling data gathered, and how does it get to the point of being broadcast to the public?

3. **Analyzing** What are some things that can go wrong with exit polling?

4. **Describing** What are the polling company and the news media planning to do to improve the process of gathering and broadcasting accurate information?
