



Polling and the Public; What Every Citizen Should Know Ninth Edition

By Herb Asher

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Herb Asher

Fully updated with new data and scholarship, the Ninth Edition examines the 2014 midterm elections and the use and misuse of polls in campaigns, and delivers new coverage of web-based and smartphone polling. It also provides a non-technical explanation of the methodology of polling so that students become informed participants in political discourse.

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Editorial Review

Review

"Polling the Public brings a wonderful sense of humor that would incite my students to talk about it during their next class period. It is very straightforward in manner, not reliant on jargon, and accessible to undergraduates and grad students who haven't had many classes in public opinion. This book's straightforward approach is useful to instructors by providing a thorough introduction to the complexities and nuances of the field." -- Justin Wedeking "Polling and the Public is essential reading for any course on public opinion or survey research methods. My students have found Asher's lively writing style to be an engaging introduction to complex ideas, from survey sampling to the nature and measurement of attitudes. And just as important for the study of politics, Asher introduces students to broader theories about the place of polling within democratic governing institutions. Asher covers the art and science of polling, while providing students with a foundation of knowledge to understand current controversies in public opinion research." -- H. Whitt Kilburn "Polling the Public is enjoyable to read and quite accessible. Students don't need to have a course in statistics to understand the material, which makes it particularly useful for those with varied academic backgrounds. Polling the Public is perfect for students who are interested in learning about all aspects of polling, from sampling to the interpretation of results. They will also benefit from the book's excellent discussions of the critical benefits and drawbacks of polling as a way of measuring public opinion. The book is well written and uses current and attention-grabbing examples." -- Jennifer Bachner "I've used Polling and the Public for several years in my courses. The book is pitched perfectly for the undergraduate reader: the concepts are clearly explained, the examples are memorable, and the comics engage students' interest. As a political science professor, I also appreciate the way in which Asher addresses how polling fits into bigger questions about democracy." -- Travis N. Ridout "Asher's Polling and the Public has been a mainstay in public opinion courses for the last two decades. This is not an accident. It is unrivaled as an introductory guide to the foundations of measuring and understanding public opinion. This latest edition does not disappoint. Students will continue to get Asher's straightforward and clear approach that includes all the new developments in polling and public opinion." -- Jason Gainous, Ph.D.

About the Author

Dr. Herb Asher is professor emeritus of political science at The Ohio State University and counselor to the university president. He previously served as special assistant to the university president for government relations and founding director of the John Glenn Institute for Public Service and Public Policy. He is frequently called upon as an expert political analyst by local and national media. Dr. Asher earned his degrees at Bucknell University (B.S. Mathematics) and the University of Michigan (M.A. & PH.D. in political science). Dr. Asher serves as faculty adviser to several student organizations, including the Undergraduate Student Government, the College Democrats, and two fraternities. He also serves on the Executive Committee and Board of Trustees of Hillel and formerly served as faculty adviser to the College Republicans. Dr. Asher is a former member and chair of the Ohio Ethics Commission and a member of the Mid-Ohio Regional Planning Commission. He is a member of the Board of Trustees of Community Research Partners, a former member of the Board of Trustees of the Columbus Metropolitan Club, and former president of the Ohio State University Faculty Club.

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