



LESSON PLAN: How the Media Uses Polling Data in Presidential Election Coverage

Name: _____

Worksheet: **Media's Use of Polling Data in Presidential Election Coverage**

Directions: Answer the following questions based on the news accounts that you selected. If you need more room, attach a sheet of paper.

1. List the different polling organizations cited in each article.
2. News articles may print the actual question from the poll or may summarize the content of the question. Pinpoint what you think the questions were for each polling issue highlighted in each article and write them out below.
3. List the margins of error. Which one is highest? Speculate as to why. Which is lowest? Speculate as to why.
4. Examine the discussion or analysis that accompanies the mention of the polling data in each article. How much space does each news organization devote to discussing or analyzing this data? Is the polling data accompanied by the writer's opinion or additional fact? Discuss.
5. What is the purpose of including the polling data in each article? Is it supporting a major point or assertion? If so, explain. Or is it the main point or assertion of the article? Explain.
6. As a reader, what is your reaction to each article's polling data and the polling questions that are highlighted? Did it persuade you of anything? Discuss for each.