

Contents

List of tables and figures	<i>page</i> viii
Preface	xi
1 Introduction: The fragmented state of opinion research	1
2 Information, predispositions, and opinion	6
3 How citizens acquire information and convert it into public opinion	40
4 Coming to terms with response instability	53
5 Making it up as you go along	76
6 The mainstream and polarization effects	97
7 Basic processes of “attitude change”	118
8 Tests of the one-message model	151
9 Two-sided information flows	185
10 Information flow and electoral choice	216
11 Evaluating the model and looking toward future research	265
12 Epilogue: The question of elite domination of public opinion	310
Measures appendix	333
References	347
Index	359