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شبكة المعلومات الجامعية

# بسم الله الرحمن الرحيم



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شبكة المعلومات الجامعية



# شبكة المعلومات الجامعية التوثيق الالكتروني والميكروفيلم





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شبكة المعلومات الجامعية

# جامعة عين شمس

التوثيق الإلكتروني والميكروفيلم

## قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها  
علي هذه الأقراص المدمجة قد أعدت دون أية تغيرات



## يجب أن

تحفظ هذه الأقراص المدمجة بعيدا عن الغبار



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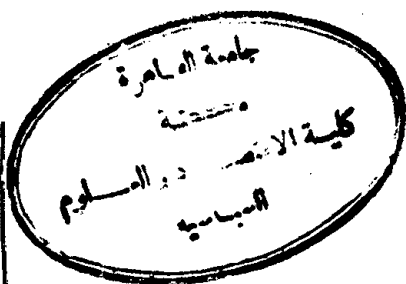
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CAIRO UNIVERSITY  
FACULTY OF ECONOMICS AND POLITICAL SCIENCES

DEPARTMENT OF STATISTICS



"MEASURING AND ANALYZING PUBLIC  
OPINION AND ITS APPLICATIONS  
IN THE FIELD OF  
INTERNATIONAL CONFLICT"

BY

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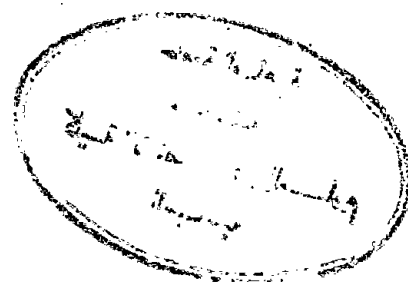
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## ABSTRACT

The general goal of this thesis is to achieve ~~some~~ contribution towards clarifying ~~the~~ role of the statistical methodology in the field of "Public Opinion".

The approach in providing statistical tools, is to deal with "Public Opinion" as a field of political and Behavioral studies.

The first chapter "Concepts of Public Opinion" is a brief presentation of the field of public opinion with emphasis on those aspects which may serve the contexts of the other chapters. So, it includes, definitions of some basic concepts and terminology used in the field of public opinion, and a discussion of the factors that affect the process of forming public opinion with a presentation of some of its patterns (such as consensus).

The statistical methods used in the field of public opinion could have two basic functions; measuring public opinion, and analyzing it. So, in chapter 2, "Measuring Public Opinion", we try to discuss the technique of the surveys used in measuring public opinion and attitudes, stressing on those aspects which are particularly relevant to them, rather than the research surveys in general. In addition, it is shown a field application of measuring attitudes (A survey of attitudes) about an International Conflict issue, in order to use its results to feed one of the experimental techniques presented in chapters 3 (A suggested computer simulation model of consensus).

The two basic functions of the statistical approach to the field of public opinion (measuring and analyzing) might be included in the empirical, experimental techniques used for research and investigation in that field. Thus, chapter 3, "Experiments of Public Opinion" discusses the experimental methodology used in the political studies, and presents briefly some of those experimental techniques which involve studying either the process of forming public opinion or its function in the International Conflicts.

Followed by a computer simulation technique (A suggested computer simulation model of consensus) which provides an analysis for the process of forming public opinion in a certain pattern (consensus), and gives measures to some elements of interest.

" The suggested computer simulation model of consensus" is a simple model of a group seeking consensus for action in an assumed International Conflict situation. This computer simulation model which is written in USCD PASCAL Language has the following three independent variables (inputs):-

- 1- The initial distribution of attitudes (coming from the results of the survey of attitudes presented in Chapter 2).
- 2- The group suggestibility.
- 3- The average position of the individuals who seeks to influence the group.

The following three outputs from the model, are of interest:-

- 1- Whether consensus is achieved within a given time limit.
- 2- The rapidity with which consensus is achieved.
- 3- The extremity of the consensus position reached.

Then, we can define a specific purpose of the thesis rather than the general one, which is using a certain statistical technique (the simulation) in the analysis and the measurement of some public opinion phenomena in an international conflict issue.

CHAPTER 1

CONCEPTS OF PUBLIC OPINION



## CHAPTER 1

### NOTIONS OF PUBLIC OPINION

#### 1.1. Defining Public Opinion

##### 1.1.1 Definitions

###### Public Opinion:

Defining the term "Public Opinion" has been the private concerns of political scientists for decades. From the numerous definitions of the term, no single one has been agreed on by those interested persons. From those definitions, the following two are presented:-

- (1) "Public Opinion is every expression of a certain point of view concerning any problem related to the fait of the group, taking the form of a public will or tendency towards preferring a certain model of solutions available for discussion". (63-P.193).
- (2) "Public Opinion is the complex of preferences expressed by a significant number of persons on an issue of general importance." (30-P.5)

###### Opinion:

Looking through these two definitions, we can draw out that the term "Opinion" is used to indicate an expressed point of view concerning a subject of discussion (a controversial topic). However, the term "Opinion" may be confused with other terms, such as beliefs and attitude.