



## I sondaggi (Farsi un'idea) (Italian Edition)

*Mauro Barisione, Renato Mannheimer*

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Affidabili o imprecisi, scientifici o improvvisati, i sondaggi fanno parte della nostra vita. Attraverso di essi, i media ci presentano gli atteggiamenti dell'"opinione pubblica" su questioni di rilievo; le aziende se ne servono per lanciare prodotti o per registrarne il gradimento, e a essi ricorrono i partiti politici per conoscere - o influenzare - gli orientamenti dei cittadini. Ma come è possibile stabilire la diffusione di un'opinione senza interpellare tutti gli interessati? Come si imposta un "campione" di persone che sia realmente rappresentativo? E soprattutto: che cosa possono o non possono dirci i sondaggi? Nel volume, ripresentato in edizione aggiornata, si spiega come si è sviluppata questa tecnica, si indica quali basi statistiche la sorreggono e si insegna a leggere i dati che ci vengono proposti. Infine, alla discussione sull'affidabilità dei sondaggi, si affianca una riflessione sul ruolo che possono svolgere nella vita democratica.

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