

SUMMARY

The book *Mjerenje javnosti. Metodologijski i analitički pristupi istraživanju javnoga mnijenja* (*Measuring Public. Methodological and Analytical Approaches to Public Opinion Research*) is divided into two main sections. The first covers some of the most important methodological issues in the study of public opinion, while the second presents empirical data that shed light on several aspects of shaping public opinion and voter behavior.

The methodological section is focused on determining the validity of pre-election and other public opinion polls, and finding the most suitable options for controlling potential sources of error and bias. In this context, the first chapter provides descriptions of the procedure for the validation analysis of pre-election polls, possible criteria and statistical procedures for determining the validity of individual studies and difficulties encountered in validation analysis. Based on international and Croatian research experiences, in the second and third chapters problems concerning voters' refusal to cooperate with pollsters or declare their voting intentions when queried are discussed as the chief potential sources of bias, even in optimally planned and conducted pre-election and other political opinion surveys. The fourth chapter presents an extensive study of the possibilities for identifying likely voters, an important prerequisite for the accurate prediction of election results, with assessments of the empirical validity of Perry's model in several different electoral situations in Croatia. In the next section, coverage error in telephone polls conducted in Croatia is analyzed and possibilities are considered for applying such polling techniques in pre-election public opinion polls, followed by a review of current scientific literature and technical information on the possibilities for using the Internet as a polling medium. At the end of the methodological section, world and Croatian experiences are presented in the conducting of exit polls, procedures are described and specifics regarding pre-election polls are analyzed.

The second thematic unit contains several case studies in various election situations for the purpose of investigating possible backgrounds for voting behavior. Among them is an extensive analysis of the results of a longitudinal public opinion poll in order to attempt to explain the outcomes of the Croatian parliamentary elections of 2000 and provide insight into the dominant values and evaluation systems of the electorate, which could have important roles in future election situations. The next two chapters present the results of a study on the motivational determinants of voting and reasons for voter abstention, which provide the basis for an attempt to explain political preferences and voter behavior from a socio-psychological viewpoint. This is followed by an analysis of public receptiveness to the inclusion of Croatia in the European

integration processes from the standpoint of national identification and evaluation of important social achievements as constituent elements of general national pride. The last chapter deals with one of the possibly most controversial topics related to public opinion polls: the impact of publishing the results of pre-election polls on the outcomes of political elections. Based on originally designed models to assess such impact, significantly different answers are offered than those usually heard from the general public and even some professionals.