

Abstract

Today opinion survey which is a kind of survey research that we can call it in short - - a "poll," has increasingly become popular. Pollsters and journalists have always claimed to represent what people really think or public opinion in the form of a poll's result. Poll makes its claim on the vigorous use of the scientific method. Even most of academic research are working on the same method of poll to evoke the causations and relations of the variables with a few criticisms of it. Therefore, the main objective of this thesis is to criticize the poll, its methods and the procedure to construct its claims.

The thesis is divided into four chapters. The first chapter is about the advent of the poll and its method. The second chapter touches on how poll has become public opinion and the relationship between the public, the poll and the media. The third chapter is the most crucial part of the thesis because the author questions whether poll is used to substitute public opinion by unveiling that the public opinion represented by poll is simply an elaborate fiction. The claim that poll is based on scientific method is also an illusion because it worked mainly on the linguistic or literature device called rhetoric. And the last chapter attacks on the most basic presupposition of the poll such as "everybody must has an opinion."