**American Government**

**Ch. 8 Sec. 1**

**Factors Influencing Opinions**

|  |  |  |
| --- | --- | --- |
| FACTOR | EXPLANATION (Who is this? Or how/why do they influence opinions?) | EXAMPLES |
| Family |  |  |
| Schools |  |  |
| Mass media |  |  |
| Peer groups |  |  |
| Opinion leaders |  |  |
| Historic events |  |  |