

הסמינר המחלקתי

יום שלישי ט"ז באייר תשע"ח 1/5/2018 בין השעות 13:45-12:15 בניין 72, חדר 629

ד"ר שירה דביר-גבירצמן, החוג לתקשורת, אוניברסיטת תל-אביב

השפעת פולריזציה פוליטית על תפישות של דעת קהל וחשיבותן

Perceptions of opinions by the general public have long been considered a major force driving political processes. From classic theories such as the spiral of silence to the contemporary reflection of public opinion in the online sphere, it is clear that people take into account what they believe others believe when expressing political opinions. Indeed, perceptions of public opinion have been found to influence a wide range of behaviors and beliefs, such as political tolerance, political participation and political polarization. The current paper asks, who is this public that inhibits the idiom "public opinion perception"? When citizens take "public opinion" into account, who do they care about? The perceived norms of a wide nationwide audience or the norms of the group with which they conform? This is a vital question when considered against the background of the political processes that characterize the new "digital democracy." Over the last decade, a large body of literature has described processes of fragmentation, and polarization, in the public sphere. If these observations are correct, might it be that perceptions of public opinion on the part of the general public are also undergoing similar processes of fragmentation?